



Business development requires a certain scope of management skills. Did you know the difference between management and leadership? Management involves the perfect organization of processes, planning and controlling. This means the focus is on administration. Leadership, however, is more. It inspires and motivates and thereby creates fulfilment, innovation and transformation. *[Kotter 1982 "A force of change"]*

These characteristics are very important and your activities are showing which changes we are currently undergoing. Enjoy reading what happened last month.

TOPICS

VIPA GENERAL

- Sensor Control Nordic AB (VIPA Nordic) is guest at VIPA Headquarters

VIPA INTERNATIONAL

- Rise in turnover at International Key Account: Autoliv
- Expanding sales force in VIPA China

VIPA MARKETING

- VIPA's appearance in social networks

DID YOU KNOW...?



VIPA GENERAL

Sensor Control Nordic AB (VIPA Nordic) is guest at VIPA Headquarters

The start of the New Year offered a perfect opportunity to welcome an 11-man team from VIPA distributor Sensor Control Nordic AB (Sweden) at VIPA Headquarters in Herzogenaurach for knowledge exchange.

Luc Heynickx (Area Sales Manager) and Sascha Isinger (Product Manager) hosted this one-day event and presented news from the VIPA product range and future strategy.

Main focus was on discussing the changes in the course of the Yaskawa-VIPA cooperation and the presentation of new products in control systems 300S and SLIO as well as updates in VIPA HMI and Teleservice modules.

"Many of our colleagues have been working with and on behalf of VIPA for years, but often did not know who or what VIPA actually is. So we decided to enable all of them to get their own idea of VIPA." explains Anders Olofsson (CEO Sensor Control Nordic AB). "Thanks to the company tour everybody got a deep impression of VIPA know-how and where the controllers are produced."

In addition to the product updates, our Swedish colleagues could benefit from a PROFINET training held by the VIPA application specialists.

"Sensor Control is a strong and reliable partner - young, dynamic and highly motivated. It was a pleasure to meet all of our colleagues here in Germany and show them who we are and what our products sets apart." comments Luc Heynickx.

Sensor Control Nordic Headquarters is located in Solentuna near Stockholm with local sales offices in Malmö and Turku (Finland). So VIPA customers in Scandinavia as well as Finland can be served in the most professional way.



[back to topics](#)



VIPA INTERNATIONAL

Rise in turnover at International Key Account: Autoliv

VIPA is proud to announce that from 2011 to 2012 our turnover with Autoliv has increased by 18 % to 221.000 Euro. This figure includes both, sales in Germany and abroad, direct business and indirect business with their suppliers. The highest share was achieved by our subsidiaries and partners in Europe until now. Thanks for the great support to reach this performance!



This positive result is a confirmation of our sales strategy and we are confident to expand our sales to this client and to other clients even further in future.

Expanding sales force in VIPA China

Since mid-February, VIPA China Beijing team has a new member: Mr. Jason Zheng.

In his position as Sales Director, Mr. Zheng will be responsible for promoting VIPA and expanding our customer base in the market. He has gained many years of experience in system integration and project management. In his last position he took responsibility as sales manager. We therefore think he is the ideal candidate for assuming this function and increase our sales and marketing even further. We wish Mr. Zheng every success in his new job.



VIPA MARKETING

VIPA's appearance in social networks

The VIPA marketing runs at full speed. We set up a completely modified design, a new website, new product brochures and now the presence in social networks.

We believe that this appearance is very important, because on these platforms we are able to address thousands of new and potential customers. We would appreciate you signing up in our networks and also tell your customers of these opportunities (click on the corresponding links below):



[back to topics](#)



DID YOU KNOW...?

...that the whole sales force of VIPA Germany comprises 48 people – an effective team including domestic sales, key account and export department?