



EXPORT NEWSLETTER

Issue: April 2012

Ladies and Gentlemen,

Last month our 14th International Sales Meeting was predominant. The total number of 70 participants reflects the overall importance of our annual conference.

This year, a detailed introduction of PROFINET CPUs and ecoPanels were prevailing. Referring to sales, our new CI and its consequences on marketing were stressed. News from the quality department and support were showing the progress in our company restructuring. Besides, your valuable input has given structure and influence to our future development.

We thank you very much for your contribution. The International Sales Meeting is an important means of communication between all partners. We are looking forward to meeting you again next year.

Enjoy reading the VIPA Export Newsletter and have good SPEED!

Your VIPA Export Team

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VIPA HEADQUARTERS



News from International Key Account Management

Our International Key Account Management has signed a frame agreement with ZF Friedrichshafen AG, Germany, valid since April 1st, 2012. VIPA has now officially been registered as “acknowledged supplier” and the contract is valid for all European ZF enterprises in which ZF Friedrichshafen AG is holding a minimum share of 50 %.

We are now listed in their general technical suppliers' specification. Our next goal is having VIPA listed in their site-specific suppliers' specification, too.

Considering that ZF is reducing their number of suppliers, this contract is a great success. ZF is a globally active enterprise and we invite you to use this information in your local marketing. In China, ZF has set-up a new plant and we can use this opportunity to further expand our relationship with this client.

If you need any additional information, the responsible key account manager, Mr. Mark Kohl, Mark.Kohl@vipa.de, will be glad to assist.

[Learn more about ZF](#)

Pre-announcement of SPS exhibition, Nuremberg, Germany

The SPS exhibition 2012 will take place from 27.11.2012 to 29.11.2012. As in the past years, VIPA will be present with an own booth in hall 7, booth no. 340.

We invite our partners to meet us on this occasion. In the evening of 26.11.2012 we will invite our guests to a DINE & BRIEF Dinner. Please consider this event while planning your itinerary. In case assistance with hotel accommodation is required, please address Susanne.Kuefner@vipa.de at your earliest convenience. Hotel accommodation near public transport at reasonable prices has to be booked as soon as possible.



VIPA INTERNATIONAL



VIPA France is expanding the sales force in their territory

We are pleased to announce the arrival of a new colleague inside VIPA France sales team. Mr Rémi Guilbert started as Sales Engineer in charge of the South West part of France from April 2nd, 2012. His territory will start from the City of Lyon all the way to Marseille. This part of France is already the most important revenue generator for VIPA and we are confident that the arrival of Rémi will boost even more the activities.

Rémi has a strong background as a Sales Engineer in the industry. Right after his Engineering school he joined SONEPAR - a major distribution company - as sales coordinator for the northern part of France. He then moved to APPLICOM

(WOODHEAD/MOLEX) and then worked for eWon as an independent agent in charge of the French sales activities. Rémi is extremely motivated to join us and as the representative from eWon we had the opportunity to appreciate his qualities. Please join us to wish great success to our new colleague.

VIPA China exhibits on industrial automation fair in Guangzhou

In addition to fairs in Beijing and Shanghai, VIPA China was present on Industrial Automation Fair Guangzhou with an own booth from March 7th – 9th this year. With the presence in Guangzhou, market coverage in Southern China, one of the most important industrial regions, was secured. Among many sectors of industry the fair is visited by leading representatives from automobile sector as well as machine and plant construction creating a lot of interested contacts from altogether 19.300 trade visitors. The appealing booth design and VIPA presentation also raised a lot of interest and attention.



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REM-Technik exhibits at trade fair AMPER in Czech Republic from March 20th – 23rd, 2012

After a two-year pause REM-Technik attended the AMPER exhibition in Brno – an important international trade fair of electrotechnics, electronics, automation and communication technologies with 611 exhibitors from 22 countries and more than 43.000 visitors in 2012.

This year's presence at AMPER exhibition turned out to be a complete success for REM-Technik. With main focus on introducing VIPA at this trade fair, REM-Technik reached a remarkable amount of

interesting contacts. New as well as existing customers got a very positive impression of VIPA performance with its product innovations and solutions.



Automation 2012 in Poland

From March 20th to 23rd 315 exhibitors from 11 countries have taken part in the 18. International Fair for Industrial Automation in Warsaw. For many years the Automaticon has been venue for business meetings and presentations of new products. It is traditionally one of the largest fairs in the area of automation and measurement technology.

VIPA was represented by INT Technics from Tarnów in cooperation with SDS from

Wrocław. They gained many positive feedbacks from their visitors. More than 300 people who visited the booth showed a great interest in VIPA products.

During these four days, a lot of attention was attracted by stand of the training simulation, which was equipped by VIPA products. The visitors were invited to a contest. The participant who was able to solve a problem at the simulation stand within the shortest time won a SLIO starter kit!

The Automaticon 2012 was evaluated highly positive and our Polish partners are glad about lots of new contacts and many effective conversations and they will keep a lot of affirmative impressions.

OTES participated in WIN Fair in Turkey from March 29th – April 1st, 2012

This year OTES exhibited again at WIN – World of Industry Part 2 in Istanbul – the leading trade fair for the high-growth automation, electrotechnical and hydraulic & pneumatic sectors in Turkey.

The WIN exhibition provides an excellent opportunity for both exhibitors and visitors to get closer to the fast-growing and expanding markets in Eurasia and the Middle-East.



Due to the outstanding VIPA presentation and booth design, an enormous number of visitors were attracted. New interesting leads were generated, potential projects discussed and further customer appointments could be arranged.

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VIPA MARKETING



New reference in VIPA reference data base

A new reference with application report is now available in our reference data base on the extranet. VIPA Austria has equipped the bakery Fischer Brot with SPEED7 technology, mainly our CPU 315-4NE12.

For more details, please access our homepage www.vipa.com. Enter the extranet with your access details.

Then choose reference data base and search for Fischer Brot. You will find the full report by clicking at the link below.

References are an important proof of our competence towards potential clients. We invite you to publish reports from your local territories, too. VIPA export office will arrange the coordination and distribution.

[Reference Report Fischer Brot](#)

VIPA PRODUCTS



VIPA System 200V:

The update for the new 214-2BE03 and 215-2BE03 PG/OP CPU's for System 200V is expected for the end of Mai 2012. The CPU's will have 8 PG/OP connections instead of 4 as previously announced! More information will follow!

VIPA System 300S:

A new PROFINET ECO CPU is planned, date not fixed yet. The PN CPU will have less memory as the standard 315PN, NO SPEED-Bus, and price will be less than 1000€.

VIPA HMI CLASSIC PANELS:

62F-FEE0-CB will be released next month. This is a new 5,7" Color classic Panel. CPU and memory identical to the current classic panels: 800 MHZ, 128MB RAM, 2GB micro SD card!

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Would you like to give us any feedback, advice, suggestions or topics of interest for the newsletter?

Then please send your email to: katja.muenster@vipa.de

Your VIPA Export Team

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