



## EXPORT NEWSLETTER

ISSUE: FEBRUARY/MARCH 2014

Ladies and Gentlemen,

With the change of a fiscal year business figures are especially looked at. They serve as performance indicator on the business results. There are many analysing variants, e. g. profit and loss calculation, comparison of forecast and result, profitability and profit contribution. The most important purpose of business figures, however, is the definition of future targets.

We thank you very much for your efforts and contribution in the last business year and are looking forward to our new projects in the year 2014/2015.

### TOPICS

#### VIPA GENERAL

- 4. VIPA HerzoCross 2014

#### VIPA INTERNATIONAL

- YASKAWA Korea at the SEMICON fair in Seoul
- Daeshin Korea: 10 years partnership anniversary
- VIPA and YASKAWA distributor training in Indonesia

#### VIPA MARKETING

- Current marketing activities: SOLUTIONS brochure, SUSHI DELUXE ad



### A sporty start to the new financial year

The fourth VIPA HerzoCross was again a great success. Over 100 starters made for a great race. The VIPA HerzoCross is a combination of two cross-country-runs (4,3 km and 2,5 km) and a mountain

bike race (15 km) in between.

Three employees of VIPA/profichip participated in the race. Markus Sponsel finished in 1:12:05, Reiner Kaufmeir in 1:20:17 and Roland Tobiasch in 1:20:18. Thanks for a thrilling race!

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**Yaskawa Korea presented VIPA products for the first time at the SEMICON fair in Seoul Korea from February 12th to 14<sup>th</sup> 2014**

YEK decided to use the SEMIKON fair to introduce the VIPA/YASKAWA products to their customers and visitors. During the exhibition show the YEK distributors and partners received a separate presentation for the introduction of the VIPA PLC products on the Korean market.

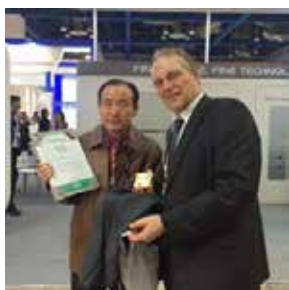
The main interest went to the system 300S, the SLIO system and the SLIO CPU.

Thanks to the YEK PLC-team, a comprehensive new catalog, manuals and flyers will soon be available in Korean language.

Furthermore VIPA HQ works hard together with YEK to get KC approval, which is a must to sell VIPA products on the Korean market.



[Pictures of the Semicon Fair on flickr](#)



**Daeshin, Korea: 10 years partnership anniversary**

In 2014 we celebrate the partnership anniversaries with Daeshin Engineering, South-Korea.

We would like to thank Mr. Unou Lee and his employees for their long term commitment to VIPA and appreciate their cooperation in developing sales in their country.

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**VIPA and Yaskawa Distributor Training in Indonesia**

In a 2-day training session (24<sup>th</sup> and 25<sup>th</sup> February 2014) Mr. Hironobu Tashiro (Yaskawa Japan), Mr. Takuhiro Sukanuma (Yaskawa Japan) and Mr. Ingo Schliep (VIPA Malaysia) gave a VIPA and Yaskawa training for local distributor in Indonesia.

The training took place at the premises of PT. Yaskawa Electric Indonesia in Jakarta and main topics were Yaskawa Inverter & Drives as well as VIPA Corporation & products. About 10 companies sent their specialists to this great event.

Many thanks to Yaskawa Indonesia for the excellent organization and support!



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**Solutions**  
VIPA and YASKAWA - Complete solution from a single source

UIPA

**Current marketing activities**

Our marketing department is busy creating the new solution brochure "VIPA and YASKAWA – complete solution"



Recently we released the new advertisement "Sushi deluxe", dealing with the same topic and wrapped in clever details such as a remarkable and memorable picture of

VIPA and YASKAWA - Complete solution from a single source

VIPA

from a single source". It describes the companies, their products, options and solutions, pointing out the advantages of the VIPA-YASKAWA collaboration.

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provides a complete high performance solution. It includes advanced I/O systems and the patented Yaskawa motion controller, along with the complete range of YASKAWA drive technology for frequency converters, servo motors and the associated accessories.

The advantages are clear. Only one supplier and one point of contact for sales, order processing, shipping, and service & support.

VIPA

the "Bratwurst sushi".