



Ladies and Gentlemen:

Associations are partnerships formed to strengthen a certain development for the advantage of all participants.

Trade associations, for example, have an impact on our international cooperation. With the formation of the European Union frontiers were opened, customs were abandoned and the business exchange was considerably facilitated. The Association of South East Asian Nations (ASEAN) or the North American Free Trade Agreement (NAFTA) follow similar purposes to ensure economic growth and social exchange.

The international VIPA association communicates flexibly and independent from political treaties. Read what happened in our union last month.

TOPICS:

VIPA INTERNATIONAL

- Automation Fair in Panama
- Autoliv: Preferred Supplier
- VIPA Roadshow 2012 in Thailand

VIPA MARKETING

- Strategical Sales & Marketing Approach: NEW 200V

DID YOU KNOW...?



Automation Fair in Panama

VIPA is close to you...

...even in El Salvador / Guatemala / Nicaragua / Panama among other countries in the south part of Central America. For two years VIPA has been represented in this area by the company MATIK from El Salvador. A highly motivated and experienced automation team introduces VIPA in this area (see pictures from the automation fair in Panama). MATIK has a great experience not only in sales but in also in realization of complex automation projects. Big companies like SAB Miller El Salvador or Grupo Nestlé Panama, just to mention a few well known examples, belong to their range of customers. Several automation projects were successfully realized there... of course with VIPA. Adelante!



VIPA is already preferred supplier for mid-range applications...

...and our International Key Account Management in cooperation with our subsidiaries has taken the effort to further strengthen our position.

Mr. Alain Sadones (VIPA France) and Mr. Mark Kohl visited Autoliv in France on May 30th, 2012. On this occasion they met the industrial engineering manager for Europe to present and convince him to adapt

VIPA technologies in the new PLC standardization.

Furthermore Mr. Ramón Maldonado (VIPA Spain) and Mr. Mark Kohl visited Autoliv in Spain on July 19th, 2012. On this occasion they could persuade the procurement responsible manager for Europe to further enhance VIPA's supplier's position in his territory and establish contact for expanding the business within the Autoliv group.

We will continue this strategy and keep in contact with you for the international promotion.

VIPA Roadshow 2012 in Thailand

From June 26th to 29th 2012 VIPA South East Asia organized the roadshow seminar "VIPA Solutions for Industrial Automation 2012" in Thailand. This event was held in cooperation with the local distributor Navachot Innovation and several business partners and turned out to be a great success.

With almost 180 participants from different branches of industry and customer groups the main focus was the presentation of



VIPA products and flexible customer-oriented system solutions. Among others, the introduction of the VIPA PROFINET technology as well as new Eco Panels found a very positive echo and reached a remarkable amount of interesting contacts and potential projects.

Mr. Ingo Schliep (VIPA Marketing Manager SEA), Mr. Theerasak Petchot (Project Sales Manager Navachot Innovation) and Mr. Peter Jacobi (Technical Development and Projects SEA) led through the workshop. "The throughout positive feedback and close relationship to our customers and local partners encouraged us to continue the roadshow concept in the next years as well."

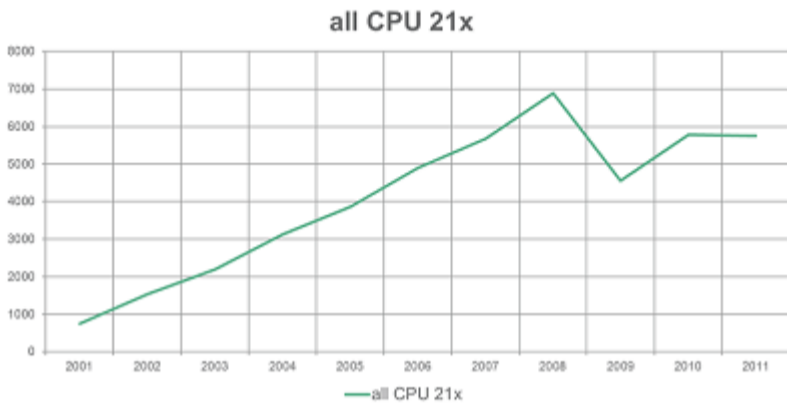
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**Strategical sales and marketing approach:
NEW 200V**

The 200V is globally our bread & butter-product, traditionally. Market requirements and trends have changed a lot. It was necessary to improve our existing 200V range, especially under consideration of the current time to market period for the new product generation.

SALES - QUANTITIES



We want to bring into your focus and attention some of our latest SALES NOTES again. In details: Sales Note no. 16, 20/06/2012, no.17, 26/08/2012 and Sales Note no. 21, 27/08/2012.

TRADITIONAL MEMORY CONFIGURATION & PRICES

	€ 336	€ 382	€ 427	€ 430	€ 430	€ 432	€ 675	€ 697	€ 697	€ 720	€ 723	€ 723	€ 725	€ 732	€ 990	€ 990	€ 1025	€ 1182	€ 1475	
32 KB	214C																			
48 KB		214	214_SER RS232	214DP	214_SER RS485			214DPM	214CAN					214SER				214NET		
96 KB							CPU215			215_SER RS232	215DP	215_SER RS485			215DPM	215CAN	215SER		215NET	
128 KB																				

NEW MEMORY EXPANSION & NEW PRICES

	€ 336	€ 382	€ 427	€ 430	€ 430	€ 432	€ 675	€ 697	€ 697	€ 720	€ 723	€ 723	€ 725	€ 732	€ 990	€ 990	€ 990	€ 850	€ 990	
32 KB	↓																			
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128 KB							CPU215			215_SER RS232	215DP	215_SER RS485			215DPM	215CAN	215SER		215NET	

It should be our joint target to put the NEW 200V on top of our global priority list. Let us use the new advantages of 200V to inform our customers and the industry-sectors consequently and intensively to push sales.

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... that VIPA is represented in all 5 continents, in more than 60 countries?
This means an excellent worldwide presence and service.



VIPA GmbH

Please feel free to forward our newsletter to your customers.
You are invited to give us feedback, advice, suggestions or topics of interest for the newsletter.
Send your email to: katja.muenster@vipa.de

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