



**Export Newsletter**  
**2012**

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**DID YOU KNOW...?**



**VIPA GENERAL**

**Implementation of TicketXpert**

It was already introduced to you at the International Sales Meeting 2012. Now VIPA is on the verge of launching TicketXpert. Within the next few days you will get a personalized Sales Note with more information about the advantages of TicketXpert and your individual access details for login.

As we are in the introduction phase of this system, we would appreciate your feedback after starting the work with TicketXpert. Our support department is looking forward to using this new communication tool in close collaboration with all of you in the future. Any questions can be directed to [support@vipa.de](mailto:support@vipa.de).



**VIPA INTERNATIONAL**

**VIPA Austria celebrates 15<sup>th</sup> company anniversary**

In August 2012 VIPA Elektronik-Systeme Austria celebrated their 15th company anniversary. On this outstanding occasion, all employees, suppliers and supporters as well as the Austrian trade press were invited to a big anniversary celebration in Vienna.

Mr. Martin Zöchling (Manager VIPA Elektronik-Systeme) took this event as an opportunity to look back on 15 successful years and have an optimistic outlook on the future: "Qualified employees, smooth availability and prompt ability to supply will still be the basis of our success in the future."



**Sensor Control Nordic is growing and expanding its presence in Finland**

In August 2012 Sensor Control Nordic opened a new local office in Turku, Finland.

At the same time, we are pleased to announce the arrival of a new colleague in Sensor Control sales team: Miikka Kesäläinen. Starting August 20th, he works as an Account Manager at the office in Turku. His main focus is in the automation field in Finland.

With the employment of Miikka Kesäläinen Sensor Control Nordic will be able to increase its presence and customer service in Finland. VIPA customers in Scandinavia as well as Finland can be served in the most professional way.





### New Team Member in Poland

One of our Polish partners, SDS-Automatyka in Wroclaw, is growing. We would like to extend a warm welcome to Mr. Marek Kolodziejski. He works as a sales representative and is responsible for the north-western region of Poland. He already has a few years of experience working as a salesman. We wish Mr. Kolodziejski every success in his new job and we are looking forward to our future cooperation.

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### New colleague at VIPA France

This summer, in July, a new colleague has joined VIPA France. The growth from the sales activities came to a point where it was necessary to bring new resources. Mrs. Joëlle Judas started on the 16th of July. She will be particularly in charge of all accounting and finance issues and she will also help on the daily administrative work. Mrs. Joëlle Judas did not come from the industry world but from the Real Estate. She has a great experience in the management of the customer relationship and on the handling of the administration work. She was extremely motivated to join us and has already managed to build a good relationship with the team from VIPA France and with their contact windows in the export department from VIPA HQ. We are sure that with this new colleague VIPA France will be able to face the future growth from our activities, please join us to wish great success to our new colleague.



### Going up a gear with VIPA

On the first of August 2012 at Monte Casino Johannesburg South Africa, our distributor Anytech hosted a VIPA breakfast. The presenter was Luc Heynickx from VIPA Germany who shared with the delegates new developments in automation from VIPA. Anytech is part of the Directech Group of Companies in Johannesburg.



### Promoting VIPA in Taiwan

At the end of August, our partner Nano-Trend Technology Co. Ltd. presented VIPA at the International Industrial Automation Exhibition in Taipei. This exhibition is an important platform for us as it attracts visitors from machine builders, automation and electronics as well as optical companies – a cross-section throughout VIPA-related industries. The fair was very successful. Nano-Trend received a huge number of interested companies on the booth and thus found a high potential of new clients.

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### Strategic alliances – a response to customer demand

Quick response to customer requirements is crucial in today's business. In contrast, export to countries outside the European Union is often time-consuming due to long lead times and customs regulations. For this reason, we have considerably strengthened our forces in the North American region in which VIPA USA will act as centralized headquarters for USA, Canada and Mexico in future being the managing body for all distributors and key accounts in the territory. This involves the implementation of a general marketing strategy and even more important quick supplies of modules due to local availability and technical support from short distance. Our clients can rely on a thoroughly chosen, competent network of system integrators and sub-distributors in the region in future.



...that our support department has 13 employees with 6 people at first level hotline, 4 colleagues in the test department and 3 people for training and onsite support? With this taskforce and work distribution any kind of technical query can be answered in due time.