



EXPORT NEWSLETTER

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Thinking out of the box

is a slogan you often find in the press today. What does it mean? It's a way of questioning conventional methods and thoughts with the aim of finding creative solutions to demanding situations. Here are five steps to follow:

1. Identify the issue.
2. Determine whether a regular or typical solution to the problem exists.
3. If one does, you're done. If no, map out everything that went into creating the issue. In this aspect, be expansive. Include everything possible.
4. Once you start mapping out the issue more completely, start looking for ways to address the situation in one of the more outlying areas that was not considered previously.
5. Never dismiss a possible solution on the basis, "It simply cannot be done." Consider everything. Go through every possibility until you know for a fact it can or cannot be done.

(Source: <http://www.inc.com/matthew-swyers/5-steps-to-thinking-outside-of-the-box.html>)

We wish you every success with the challenges of business.
Enjoy reading what happened last month.

TOPICS

VIPA INTERNATIONAL

- VIPA Australia participating in IICA Tradeshow in Gladstone, Queensland
- VIPA China exhibiting on Miconex - FA/PA Industrial Automation Beijing 2013
- VIPA exhibits at the Energy and Mining Indonesia Series in Jakarta
- OTES Turkey: New Colleague in Technical Support Team
- VIPA Ltd. in the UK celebrates 5th anniversary

VIPA PRODUCTS

- VIPA EtherCAT



VIPA INTERNATIONAL

VIPA Australia participating in IICA Tradeshow in Gladstone, Queensland

Following the marketing concept of small trade shows, VIPA Australia displayed at IICA Tradeshow in July. Next to Rockwell we could take the opportunity in showing our products and advantages directly in comparison to one of our most important competitors. Due to the economical logistic concept, VIPA Australia intends to participate in the next show in Sydney towards the end of the year.



VIPA China exhibiting on Miconex - FA/PA Industrial Automation Beijing 2013

For the first time ever in 2013, Beijing Miconex and Industrial

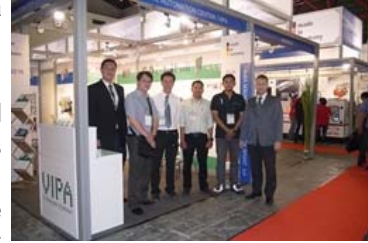


Automation Show united into one big fair. As a consequence, this event attracts visitors from all sections of industrial automation and VIPA China has taken the chance to explore the potential on this fair with an own booth. A great number of visitors from all over China met our team on the booth and we are highly satisfied with result.

VIPA Malaysia exhibits at the Energy and Mining Indonesia Series in Jakarta

For the first time VIPA was present at the trade fair Energy and Mining Indonesia Series in Jakarta. From September 4th to 7th all information and latest news about VIPA products and solutions were presented.

“Already the first day was more successful than expected. The enormous number of visitors and high interest in VIPA prove that we are on the right path in further developing VIPA brand and sales in Southeast Asia”, Ingo Schliep (Marketing Manager VIPA Southeast Asia) comments on the exhibition.



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OTES Turkey: New Colleague in Technical Support Team

We are pleased to announce the arrival of a new colleague in VIPA distributor OTES technical support team. Starting August 19th, Mr. Ismail Köklüce joined OTES and works now as Technical Support and Training Specialist in Istanbul.

Mr. Köklüce is a qualified graduate electrical engineer and has several years of work experience in automation and control technology. Highly motivated and speaking German (he was born, studied and worked in Germany), Turkish and English, he brings best qualifications for this position.

We wish Ismail Köklüce every success in his new job and are looking forward to our future cooperation. Welcome to VIPA!



VIPA Ltd. in the UK celebrates 5th anniversary

On 1st September 2013 VIPA Limited celebrated its 5 year anniversary as VIPA distributor.

We would like to thank Peter Walker and Jattinder Panesar for their commitment and confidence in VIPA.

We appreciate the successful development of VIPA in Great Britain and Ireland based on an extraordinary dedication of Peter and Jattinder. All of us are looking forward to continuing the positive trend in the future.

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VIPA SPEED7 with EtherCAT

With the new EtherCAT CPUs, VIPA sets new standards in communication.

Besides PROFIBUS, Interbus, CAN und PROFINET, VIPA is now able to offer EtherCAT Master functionality on the SPEED7

System 300S CPUs.

Use STEP7 from Siemens for programming and connect up to 128 EtherCAT devices using the VIPA EtherCAT Manager tool for configuring and diagnostics.

We wish you good speed in the EtherCAT world!

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VIPA GmbH

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

Your VIPA Export team