



EXPORT NEWSLETTER 2013

ISSUE: OCTOBER

Ladies and Gentlemen,

In these days the Nobel prize was awarded. It was initiated by the Swedish innovator and industrial manufacturer Alfred Nobel (1833 – 1896). In his last will he decided that his foundation shall award each year people whose achievements have brought an outstanding benefit to mankind. With their inventive talent these people have given a lot of input into our sector of industry, too. Congratulations to all winners both in the technical and social sector. Enjoy reading what happened last month.

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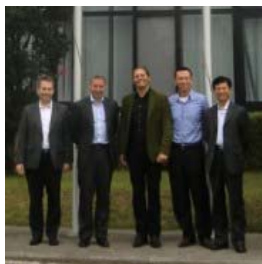
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DID YOU KNOW...?



A business trip to Japan

In September, VIPA's representatives from Germany (Bob Linkenbach, Andrej Soares and Fritz Dotzer), China (Xu Yong) and Southeast Asia (Ingo Schliep) left for a business trip through Japan to introduce our company. It was the first time the VIPA employees were visiting the

YASKAWA locations in Japan.

VIPA was accorded a warm welcome everywhere. In each of the visited YASKAWA location great interest and excitement were shown. Further concrete steps for collaboration outside of EMEA were defined.

In Tokio, our application engineer Fritz Dotzer, held a technical training which was well-attended and received with great interest.

We even recognized that we share common potentials in development with YASKAWA's Robotic Division, which may certainly be strengthened in the future.

Visiting Japanese customers was also part of the business trip. Since the VIPA-YASKAWA merger, interest in VIPA products in Asia has been increasing. We aim to expand this tremendous potential even further.

All in all, the journey was a great success. We could convince ourselves of YASKAWA's optimal structures and their excellent reputation. It has become clear to us, why YASKAWA is the market leader in Robotic and Drives & Motion.

VIPA Germany exhibiting at MOTEK exhibition

From October 7th – 10th, VIPA Germany took part in the annual MOTEK exhibition in Stuttgart. This fair is an international platform for exchange about production and assembling automation, material supply and industrial handling. MOTEK exhibition is a constant part in our marketing concept. With about 150 contacts from at home and abroad, the result was again very successful and we are planning to be there again next year.



[MOTEK](#)



VIPA INTERNATIONAL

VIPA Australia exhibiting in Newcastle, NSW

VIPA Australia relies on a flexible marketing concept and once again participated in a small table-top show – this time in Newcastle, NSW. With the smaller logistics, VIPA Australia can cover the whole market with presentations within short-term intervals and thereby ensures constant supply of news to existing and potential customers.



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VIPA Automation India exhibits at the Automation 2013 in Mumbai for the second time

In 2011 VIPA was represented at the Automation in Mumbai with its own booth for the first time.

„Our success proved us right. For us, it was clear that we will be represented at the most important industrial fair – the Automation 2013 – again in 2013“, explains Joseph Cherian, Joint Managing Director of VIPA India.

Among the highlights of this year's trade fair were the two new eco panels in sizes 10" and 15", that extend the existing portfolio of 4,3" and 7" panels. Besides this, we succeeded in quite a world premiere. The new SLIO CPU, which will have its major debut at the SPS/IPC /DRIVES 2013 in Nuremberg, has already been presented here in front of an enthusiastic audience. In the basic CPUs 014 and 015 there are up to 24 different versions possible, by means of activating additional memory and additional field bus connections - and that with only two types of hardware.

VIPA Elektronik Systeme performed well at the SMART fair in LINZ, Austria from October 1st to 3rd.

Numerous visitors on the VIPA booth could experience new products at this fair.

The VIPA SLIO CPU was one of the product highlights which were showed and it was presented in an application with PROFIBUS- and PROFINET-Master simultaneously.

Big interest was also shown to the takeover of the YASKAWA-distributorship by VIPA Elektronik Systeme.

The most important YASKAWA Drives and Motion-Controllers including motors were presented at the show.

A comprehensive new catalog – recently published from the VIPA Team in Austria – documented the products in detail and has been very well received from the visitors.

[SMART fair Austria](#)



Official reference in ZF technical supply specification

Our International Key Account Management has achieved a general entry of VIPA into the technical supply specification of ZF company at their locations Auerbach/Bayreuth/Klášterec (Czech Republic). This registration offers us a lot of chances for quotations to future enquiries. Furthermore we can expand the negotiations into other sections like plant construction and machine building. Congratulations!



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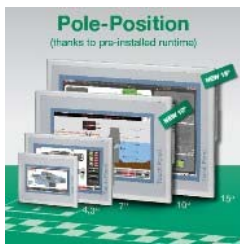


SLIO CPU Configurator

With the new SLIO CPU we break new ground. You configure exactly the CPU you require. Nothing more and nothing less! Reduce your stock holding costs! Maybe you have applied many different types of CPU up to now, but from now on we offer you easy order, ideal logistics and very flexible configuration.

To make your life easier, we created this SLIO CPU configurator.

[SLIO CPU Configurator](#)



The eco Panel family grows

Soon the TP610LC and TP615LC will be available.

Since the smaller versions are very successful, it was only a matter of time until bigger had to be offered. The 10" and 15" eco Panels are as robust and performant as their smaller siblings, the Movicon Runtime is pre-installed, too. They offer a variety of interfaces: RS232, RS232/422/485, USB-A, up to 2x Ethernet, MPI/PROFIBUS optional.

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DID YOU KNOW...?

...that more than half of all VIPA products, which are sold in Germany, are exported to the worldwide market? This means that the international shares in direct and indirect sales makes more than 70 %.



VIPA GmbH

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Your VIPA Export team