



**EXPORT NEWSLETTER
2012**

ISSUE: NOVEMBER

Ladies and Gentlemen,

Recently VIPA has announced big news.

Surely all of you have already heard about it by now.

Changes are always accompanied by chances. We are looking forward to a successful future!
Read these important news now and also what has happened in the last few weeks.

Enjoy reading our newsletter. Your feedback is always welcome.

TOPIC:

VIPA General

- Acquisition by YASKAWA
- New colleague at VIPA IKAM
- New building

VIPA International

- VIPA among 7 finalists for the "2013 Engineers' Choice Award"
- VIPA Marketing in Argentina
- Debut in Russia: New distributor - first fair
- Russian homepage of VIPA - vipa.ru
- SHT wins Austrian logistic award
- New sales engineer at Standel Estonia
- New colleague in VIPA Netherlands' sales team

VIPA Marketing

- VIPA China launches new CI

DID YOU KNOW...?



VIPA GENERAL

Acquisition by YASKAWA

Since Nov. 20th 2012 Yaskawa Europe GmbH is majority shareholder of VIPA GmbH. YASKAWA Europe GmbH is an independent subsidiary of the Japanese YASKAWA Electric AG. YASKAWA is a world-leading manufacturer of inverter drives, servo motors and industrial robots and is divided

into two business units in Europe, "Motion & Drives" and "Robotics". By joining VIPA will be within a third division of YASKAWA Europe "VIPA Control".

With the joining of YASKAWA, we fill an important gap in our product portfolio, which provides us with sustainable growth and will strengthen our market position as a system supplier. YASKAWA, on its part completes its product portfolio, based on technology and know-how in control by the acquisition and can rely on existing distribution channels with a strong market position and a good image in machine and plant engineering.

We will continue to appear on the market as VIPA, with our name, corporate identity, brands and products. There are no plans to restructure functional channels, but they should be maintained and reinforced. So you can still turn to your usual contact persons in sales and application. The strengthening of our competitive position by the relationship to a system-oriented international company, assures you the acceptance of our products in your machines and systems.

In the selection of the future partner, it was important for us that our independence largely remains, the commitment is long-term and synergies can be exploited mutually.

You are cordially invited to visit us at the SPS/IPC/Drives in Nuremberg in hall 7, booth no. 340 and/or attend our collaborative press conference at the on Nov. 27th at 13:30 in *NCC Ost, room Neu Delhi*.

[YASKAWA Europe](#)

New colleague at VIPA International Key Account Management

We are pleased to announce that on October 1st, 2012 Mr. Toralf Märtin joined our International Key Account Management.

He has a strong background in automation technology - both in plant construction as well as active sales in various sectors of industry. Being International Key Account Manager Automotive was the last station in his professional career.

Please welcome Mr. Märtin in our team. We are convinced that with his vast experience he will considerably contribute to our business success in future. During the next few weeks – for example on the SPS exhibition – there will be plenty of opportunities to make his acquaintance.



VIPA's new building

Anti-cyclical behavior has a certain tradition at VIPA and also brought success in the past. Founder Wolfgang Seel had justified the question, why the company, despite of falling forecasts for the general economic situation, is building high up in the air. Just anticyclically.

The six-storeyed house will be 25 meters high and offer 7000 square meters of office area. The offices are not primarily used by VIPA employees. It is said that the tenant ProLeiT will be placed there. Also Schaeffler is said to be interested in subareas

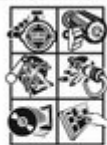
there.

[back to summary](#)



VIPA INTERNATIONAL

**CONTROL
ENGINEERING**



**2013
ENGINEERS'
CHOICE
AWARDS**

SLIO among 7 finalists for the „2013 Engineers' Choice Award“

Our partner, VIPA USA, has successfully passed the first rounds of "2013 Engineers' Choice Award" with our IO-system SLIO. Among the seven participants remaining in the final competition there are for example Eaton Corp., Festo and Phoenix Contact.

In the next step, readers of the "Control Engineering" magazine will elect the final winner in the "Network Integration – I/O systems" section.

We wish VIPA USA every success and hope to further boost SLIO recognition in the

VIPA Marketing in Argentina

From October 3rd – 5th, 2012, our partner Exsol S. A., took part in the Automatic Control Week in Buenos Aires.

This event is organized by the Argentine Association of Automation and Control, an organization that gathers technicians, engineers and scientists from companies and institutions. Due to that variety of users, it is an ideal platform to show VIPA to any participant in the automation market. We will therefore consider participating again in the next event.



[Automation Control week in Buenos Aires](#)

Debut in Russia: New distributor – first fair

One of VIPA's new distributors in Russia, the company Firstmile (www.firstmile.ru), presented VIPA products for the first time on their booth at the "High Tech 2012" fair in Moscow last month. Firstmile is a young and enthusiastic team of automation specialists. The company has almost 10 years of experience in the Russian automation market with great success. VIPA Russia supports Firstmile in all their activities and needs concerning VIPA. The director of VIPA Russia, Alexey Barmin, commented: "We are very pleased with this cooperation that has already yielded a positive result with regard to our position in Russia."



[Hi-Tech Building 2013](#)

Russian homepage of VIPA - vipa.ru

From now on the VIPA homepage is also available in Russian. At their own domain www.vipa.ru general information about our company and products can be found as well as specific facts concerning VIPA in Russia. Further developments are ongoing here.

SHT wins Austrian Logistic Award

On June, 27th the "Verein Netzwerk Logistik" - "VNL" (Association for Network Logistics) awarded the most important Austrian Logistic Award. SHT, one of Austria's largest plumbing component suppliers, won the first price in the category "Best economic improvement by the use of a logistic tool". Filed logistic projects had to prove an economic result improvement in their company. In this category SHT was able to score with the use of their small parts store YLOG. YLOG works, among others, with VIPA 315 and 317SN/NET, 300V and 200V.

Currently they work on several large-scale orders and continue their successful way with VIPA.

[SHT](#)

New sales engineer at Standel Estonia

Starting November 2012, Mr. Deniss Malõšhev has joined our team at Standel, Estonia. He has a Master degree in Power Engineering and worked at Estonian electricity supply prior to starting his new function as sales engineer for Standel. Mr. Malõšhev is highly motivated for his position and we are confident he will yield good business results for VIPA. Please join us to welcome him in the team and wish him every success in his new position.



[back to summary](#)



New Colleague in VIPA Netherlands Sales Team

We are pleased to announce the arrival of a new colleague in VIPA Netherlands sales team. Starting November 1st, Mr. Albert Vosmeijer works as Sales Coordinator at the VIPA Netherlands office in Apeldoorn.

Highly motivated and with several years of work experience, Mr. Vosmeijer brings perfect qualifications for his new position.

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

[back to summary](#)



VIPA MARKETING

VIPA China launches new CI

At Industrial Automation Show 2012 in Shanghai, VIPA China launched the new CI with a completely new booth construction. The exhibition was held from November 6th- 10th and the clear structure of displays as well as the open booth construction and fresh image had a great impact on the attention of visitors. This time PROFINET CPUs, eco Panels and Teleservice modules were in the focus of our product presentation. "This positive result proves our new marketing concept," comments Bob Linkenbach, Sales Director of VIPA GmbH.



[back to summary](#)



DID YOU KNOW...?

...that there are 425 individual items in our main catalogue? This number reflects our comprehensive range for supplies to any task in automation.



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

Your VIPA Export team

In the article about the acquisition by YASKAWA, we mentioned the press conference at 1:30 p.m. This press conference takes place, but is only open to the specialized press.

You are invited to take part in the discussion afterwards starting at about 14:30.

Place: NCC Ost, Room Neu Delhi, Convention Center, Nürnberg
