



VIPA
art of automation

EXPORT NEWSLETTER

Issue: January 2012



Ladies and Gentlemen,

Writing the first circular at the beginning of a new year is always special due to the balance between the results of the past period and the prospects for the new one.

In 2011, VIPA HQ has achieved a total turnover of 36.870.000 Euro for which among other modules 15.000 SPEED7 CPUs were sold. This result is a picture of your performance in the field and we would like to thank you very much for all these efforts. At the same time there are hopes and expectations for the new year.

VIPA HQ is going to implement a new CI in the course of 2012 as one of the next steps to increase customer recognition in the market. Additionally, we are going to introduce an International Key Account Management to enhance service and support for our most important clients worldwide. Finally, your VIPA Export Team is motivated to further expand communication and strengthen our international cooperation and partnership.

Enjoy reading the VIPA Export Newsletter and have good **SPEED!** ... Your VIPA Export Team

Summary:

VIPA HQ:

- ε VIPA HQ exhibits on SPS Show in Nuremberg

VIPA INTERNATIONAL:

- ε International Sales Meeting in Sao Paulo
- ε Shanghai, Industrial Automation Show, November 1st – 5th, 2011
- ε VIPA Italia is expanding its sales forces in their territory
- ε VIPA opens own Rep Office in Russia
- ε New Staff in South East Asia
- ε Control System exhibits on 17th ELOSYS exhibition in Slovakia from October 11th – 14th, 2011

VIPA MARKETING:

- ε New VIPA logo
- ε International Fair Concept

VIPA PRODUCTS:

- ε Eco TPs
- ε Profinet CPUs 300S



VIPA HQ REGULARLY EXHIBITS ON SPS SHOW IN NUREMBERG

From 22.11.2011 – 24.11.2011 VIPA Germany was again present at the SPS exhibition in Nuremberg. With more than 200 visitors received on our booth each day, the amount of enquiries was even bigger than in the previous years.



Our new sales structure comprising domestic sales, technical solutions, industry solutions, key account management and export sales as well as attentive service people contributed to this success. During the whole exhibition, representatives from each team were available. Thus each visitor could be directly served in accordance with his actual requirement.

The next SPS exhibition will be held from 27.11.2012 – 29.11.2012. **You are invited!**

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VIPA INTERNATIONAL SALES MEETING IN SAO PAULO



November 2011, VIPA had the pleasure to conduct an International Sales Meeting in Sao Paulo for the countries in the area. The distributors from Argentina, Chile, Uruguay and Brazil participated in the event.

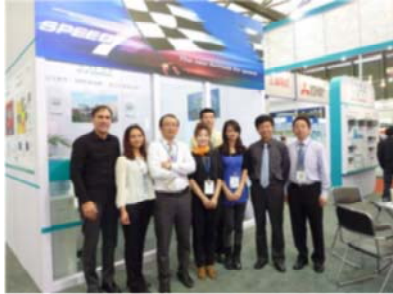
It was again a great opportunity to present current and future company and product developments and also to come together and exchange needs, experiences and ideas.

The business developments in the area are very positive and we are all very motivated and confident about the future of VIPA there. The meeting gave us the opportunity to visit the ISA Show, the main automation fair in South America where our distributor Orkan excellently presented VIPA. At the occasion, we also had the pleasure to congratulate Orkan to their 20th anniversary. Compliments!



INDUSTRIAL AUTOMATION SHOW, NOVEMBER 1ST – 5TH, 2011

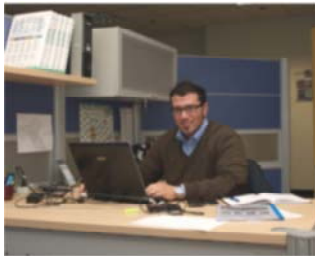
As in the previous years, VIPA China exhibited with an own booth on the Industrial Automation Show in Shanghai, China, in 2011.



This exhibition is the most important event on industrial and process automation in China and therefore offers an ideal platform for all leading companies in this sector to introduce their products and technologies. With a competent team from VIPA Beijing and Shanghai supported by distribution partners we challenged competitors like Siemens, Schneider, Omron or Mitsubishi and were able to attract a huge number of potential clients.

Industrial Automation Show is an important event which we will attend again in 2012.

VIPA ITALIA IS EXPANDING ITS SALES FORCES IN THEIR TERRITORY



Since November 2011, VIPA Italia has employed a new Area Sales Manager, Mr. Roberto Galdoni.

Mr. Galdoni has a diploma in electronics and telecommunication and he has proven his competence with renowned companies like Omron and Schneider. In VIPA Italia his main responsibility will be supporting the local sales agents and developing sales strategies for expanding the VIPA market share in Italy. We wish Mr. Galdoni every success in his new job and are looking forward to our future cooperation.

VIPA OPENS OWN REP OFFICE IN RUSSIA

VIPA significantly strengthens its position in Russia by establishing an own Rep Office in Moscow end of 2011.

Alexey Barmin, the Director of "VIPA Service Ltd" has many years of experience with VIPA and will support the existing distributor, partners and customers in any VIPA concern. Urra!



NEW STAFF IN SOUTH EAST ASIA



Mr. Ingo Schliep is new Area Sales Manager SEA. Mr. Schliep has been working as sales engineer in Germany since 5 years. He therefore has a deep knowledge on our product range and has gained vast experience as solution provider to our clients. These competences will be an ideal basis for expanding our business in Malaysia, Thailand, Singapore, Indonesia, Vietnam and Philippines. We would like to thank him for the excellent cooperation we had so far and wish him as well as his family all the best in their new environment.

CONTROL SYSTEM EXHIBITS ON 17TH ELOSYS EXHIBITION IN SLOVAKIA

With its comprehensive range of participants and products from electrical engineering, automation, electronics, power engineering and telecommunications, ELOSYS is the most important fair for our sector of industry in Slovakia.



Presenting their new booth concept – VIPA-LIVE – Control System managed to attract more than double the amount of visitors to their booth compared to the last year. Considering a total amount of 8.000 visitors, this is a remarkable success which mainly resulted from the live parameterizations and configurations. Customers and visitors thereby could get an immediate impression on the

performance of our range.

Partners intending to adopt the idea to their own fair presentation are invited to contact Mr. Jürgen Moll (jmoll@vipa.de) for further details.

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VIPA MARKETING



NEW VIPA LOGO

As an initial step to our new CI, VIPA has introduced a new logo. Compared to the previous version, the claim "art of automation" was deleted and the company name **VIPA** will be exclusively promoted in future. The new company color will be PANTONE 340.

This logo has now officially been released for use in any forms, printed materials etc. The next steps in our new marketing strategy will be announced at the forthcoming International Sales Meeting, above all the introduction of our new homepage, its design and future strategy.



INTERNATIONAL REFERENCES:

Our products can be found in an enormous number of stunning objects, all over the world.

You are interested in persuasive, international references to use them for your own purpose?

Years ago we established an internal reference database as global information platform for servicing VIPA subsidiaries and distributors, globally.

<http://www.vipa.de/en/extranet/reference-database/>



The most active VIPA partner in providing professional references to us is **VIPA Austria**. Our Austrian partner has provided in 2011 four very attractive reference articles from various branches. Besides the national publishing they are also to be found in our reference data base. This is exactly how it should be!!! **Our special thanks to VIPA Austria** – this is a top example of working with references and making best use of them as well as providing references to VIPA for international use of each partner.

With the next newsletter you will get more details.

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VIPA PRODUCTS



VIPA ECO PANELS: EFFICIENT VISUALISATION AT ATTRACTIVE PRICES

The newly issued ecoPanel series of VIPA provides plant and machine builders completely new opportunities: **efficient visualization at attractive prices.**



Two models will be available soon with display resolutions 480x272 (4,3") or 800x480 (7") pixel. Programming is done with the well-known standard Movicon 11.2 Editor. Modular and scalable projects can be made using the standard Movicon 11.2 Editor that covers all customer requirements and ensures complete compatibility between the pre-installed Movicon Basic Runtime and the higher Movicon Scada levels.

PROFINET CPUS 300S FOR HIGH SPEED COMMUNICATION

The **SPEED7 CPU 315PN and 317PN** from VIPA rounds up the portfolio of high speed automation units. Besides a combined **MPI/PROFIBUS DP master/slave interface on the integrated Ethernet-CP**, the CPU also offers a complete **PROFINET I/O controller to realize modular and decentral automation structures.**



The first generation of Profinet CPU's are real time class 1 capable PROFINET I/O controllers, which support maximum 32 Profinet I/O devices. Also in discussion is a new low cost 300S Speed7 CPU with Profinet interface. More information soon!

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Would you like to give us any feedback, advice, suggestions or topics of interest for the newsletter?

Then send your e-mail to: asuares@vipa.de

Your VIPA Export Team

Wir verarbeiten Ihre personenbezogenen Daten zur Durchführung Ihrer Bestellung und um Ihnen aktuelle Informationen über unsere Produktpalette zukommen zu lassen. Der Verarbeitung und Nutzung Ihrer Daten können Sie jederzeit widersprechen unter 09132 744 1730 oder per E-Mail an info@vipa.de.

Your personal data will be registered for order processing or supply of current product information. You can object to the registration and use of your data at any time under tel. 0049 9132 744 1670 or by e-mail to info@vipa.de.