



EXPORT NEWSLETTER 2014

ISSUE: APRIL

Ladies and Gentlemen,

Spring and autumn are seasons for fairs and exhibitions. Hence, many partners as well as VIPA Germany started their presentations last month. With the huge investment involved, we shall raise the question how we can raise interest on the booth and thereby achieve maximum profit from the show.

Among others

- location at crowded visitors' routes
- appealing presentation of exhibits
- friendly behavior and open body language of sales staff

are important success factors.

Enjoy reading about our marketing in the past few weeks.

TOPICS

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- First VIPA Training at the YASKAWA Academie

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Changes in Top-Management-Team

With effect from April 1st, Mr. Bob Linkenbach is new chief executive officer in addition to Mr. Seel and Mr. Stern and Mr. Rainer Habermann is authorized representative of VIPA GmbH.

We have confidence in the competence and experience of the enlarged management team and their constructive supporting our company. We consider the new team as a guarantee to enhance the integration of VIPA in the global YASKAWA organization and to develop benefits for both companies. We are convinced that they will lead VIPA to a secure and prosperous future.

15th Anniversary of Profichip

VIPA's subsidiary Profichip GmbH was founded on April 1st, 1999 by Mr. Wolfgang Seel. In the beginning, a small team developed Microchips for the PROFIBUS-System – one of the most important bus systems in the automation sector. In 2003 Profichip developed an entirely new PLC-processor which was much faster than anything else in these days. Since then the company has been growing and many of the market leaders in the automation sector use these chips from Herzogenaurach in their products. Happy anniversary!



[Profichip Homepage](#)



First VIPA Training at the YASKAWA Academy

With the VIPA Movicon Training on March 27th, we moved successfully towards a new era of technical trainings. We are very pleased to offer even more training at the YASKAWA academy in 2014 for VIPA employees and customers.

Under the umbrella of the YASKAWA academy we offer trainings to the VIPA products from now on. VIPA has been offering comprehensive system solutions from simple to very complex automation tasks for many years. Since 2012, the VIPA GmbH belongs to the YASKAWA Group.

The known and proven VIPA products are now presented by experienced VIPA staff in a new environment.

[read the complete article](#)



10th Anniversary as VIPA Partner of SV Altera, Ukraine

In the Ukraine we had a special anniversary celebration: 10 years of partnership of SV Altera and VIPA. The honor should have been awarded at our VIPA International Sales Meeting, but due to the current political situation, our guests from SV Altera were unable to attend this meeting. But we are at your side, in good and in bad times: Andrej Soares decided spontaneously to get on a plane and to pay them a visit. It was an occasion to discuss not only many business topics but also to present them their award for many years of partnership. Congratulations!

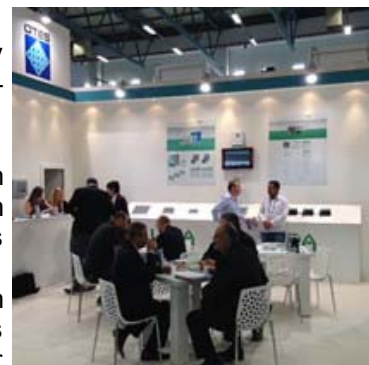
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OTES Participated in WIN Fair Turkey

This year, from 19th until 22nd March, OTES exhibited already for the sixth time at WIN – World of Industry Fair in Istanbul – the leading trade fair for the high-growth automation, electrotechnical and hydraulic & pneumatic sectors in Turkey. Due to the outstanding VIPA presentation and new booth design, an enormous number of visitors were attracted. Main focus was on System SLIO with CPU and I/Os as well as PROFINET and EtherCAT CPUs along with Eco Panels.

Another important topic of conversation was the “Golden CPU”. On the occasion of this year’s International Sales Meeting, OTES was awarded as “VIPA Distributor of the Year 2013” for exceptional turnover growth, marketing activities and brand loyalty. The “Golden CPU” award was presented prominently at the OTES fair booth and served as a great eye-catcher.

The fair appearance proved to be a complete success. New interesting leads were generated, potential projects discussed and customer appointments could be arranged.



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Assembla Presenting at Romcontrola 2014

From March 26th – 29th, Assembla exhibited under the roof of „Your VIPA – Yaskawa team“ on Romcontrola fair in Bucharest.

With this concept, the availability of complete solutions from a single company combining control technology as well as drives, servos and robotics was transferred to the customers. Apart from hardware, Assembla is also a strong partner in project engineering as well as service and support. So, many existing and potential clients from all types of industries as well as training centers could be convinced of the multiple competences of Assembla team.

New VIPA Distributor in Kazakhstan

VIPA GmbH has founded a new partnership in Kazakhstan. Company «Control Link» was established in 2010 and is a supplier of equipment and services in the field of automatic control systems also providing services for the diagnosis of electric equipment. The company's staff has a great experience in work with PLCs from different manufacturers as well as with drive technology. We have already realized some successful automation projects.



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VIPA MARKETING

VIPA Exhibits at Hanover Fair 2014

This year, the HMI attracted over 180.000 visitors in five days. Many of them came from abroad.

VIPA could again make several promising contacts and we are looking forward to get there again next year.

Save the date for the next Hanover Fair: 13th – 17th April, 2015.



[Hanover Fair](#)



Sochi: Glaze Ice Desired!

Not only does VIPA have a new advertisement, but also a great reference for the use of VIPA products:

In 2014 the winter sports competition took place in a subtropical region by the sea for the first time. The task to create perfect competition conditions for the athletes was particularly demanding here. The refrigerating plant specialist GEA Refrigeration Technologies supplies optimum ice to the stadium and bob run in Sochi and have used VIPA components for this.

[read the whole success story](#)



VIPA GmbH