



KAWASAKI ROBOT

e-News

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Simple friendly
Kawasaki Robot

Kawasaki Robot e-News is an electronic bimonthly newsletter that provides our customers with useful information on robotics.

Great East Japan Earthquake

Our heartfelt sympathies go out to all those that suffered loss in the Great East Japan Earthquake. In response to this disaster, we have dispatched service personnel to our customers in the automotive, semiconductor, and other general industry sectors to help get the production lines on which our robots are installed up and running as quick as possible.

Though our Akashi Plant escaped direct damage, some of our parts suppliers were hit hard by the earthquake, which has taken a heavy toll on our robot production. We pray for the quick recovery of the disaster-stricken areas. Please let us know if there is anything we can do to help. We will do everything within our power to provide the support you need.

Hannover Messe

Hannover Messe 2011 was held in Hannover, Germany from April 4th to 8th. This is an annual international trade fair in which a variety of specialized exhibitions are held in one venue at the same time. Because many of these exhibitions are the biggest in the world,

Hannover Messe is considered to be the world's largest industrial trade fair.

Kawasaki Robotics GmbH (KRG) set up a booth at Hannover Messe 2011 together with Germany System House Partners, introducing new robot series and several applications. Spurred by the market recovery, more than 230,000 people visited the exhibition and KRG received over 200 inquiries about products. KRG focuses most of its efforts on the International Hannover Messe, working to promote the value of the Kawasaki name throughout Germany and the EU. We also have high hopes for the new scheme that allows us to receive inquiries automatically.

During Hannover Messe we also held the Kawasaki EU Distributors Meeting on April 6th and 7th. Here we presented new products and technologies (RS005N, RS015X, Paint-E controller, OLP, Vision), with all the attendees enjoying active discussion on both days. KRG held an awards ceremony and gave sales awards to 11 distributors that contributed to the expansion of sales in 2010.



Exhibition Information

The chart below lists the exhibitions we plan to take part in this year. In addition to Hannover Messe described above, we are planning to work with our sales subsidiaries outside Japan and participate in other exhibitions around the world.

The INTERNATIONAL ROBOT EXHIBITION, which Japan hosts every other year, will be held this autumn. Though the impact of the earthquake and the accident at the Fukushima Dai-ichi nuclear power station have cast a cloud of uncertainty over the future, we promise to tax our ingenuity and do our utmost to ensure that our booth and the items on display live up to your expectations.

EXHIBITION	DATE	VENUE	COUNTRY
Propak	June 15 - 18, 2011	Bangkok	Thailand
Pack Expo	September 26 - 28, 2011	Las Vegas	USA
PPMA	September 27 - 29, 2011	Birmingham	UK
Fabtech	November 13 - 16, 2011	Chicago	USA
METALEX	November 16 - 19, 2011	Bangkok	Thailand
INTERNATIONAL ROBOT EXHIBITION	November 9 - 12, 2011	Tokyo Big Sight	Japan
SEMICON Japan	December 7 - 9, 2011	Makuhari Messe	Japan

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