



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

### First Entry in IMTEX 2012

Kawasaki Robot made an appearance at the exhibition. We set up a booth and display together with AMC, our local distributor.

More than 500 exhibitors took part in IMTEX 2012, almost half of which were from outside of India. More than 60,000 people visited the exhibition over the course of the six days it was held, a testament to the currently bustling business climate in India.

Kawasaki is widely known throughout India as being a manufacturer of motorcycles. Drawing upon this name recognition and the kind support of the Motorcycle & Engine Company, we exhibited the Ninja 1000 and set up three robots around it to demonstrate how they are used in the manufacturing process. The fuel tank of the motorcycle was painted by the painting robot KF193, and the frame was welded by the new arc welding robot RA10N. The third robot on display was our newest spot welding robot, the BX200L. Many of visitors that came were impressed by the demonstrations we gave, a fact reflected in the mention our booth and display received in the news letter issued during the exhibition. More importantly, we received over 150 inquiries from potential customers and were reminded of the vastness of the Indian business market.

Competition is incredibly fierce and intense in India. We will continue racing around India together with members of our local distributor AMC, working hard to secure as many orders as possible and remain one step ahead of our competitors.



### Kawasaki Machine Systems Korea

Kawasaki Machine Systems Korea, a company dedicated to selling industrial robots and providing service support, was established in June, 1999 and began operations in July of the same year. The company headquarters is located in Inchon, from where it administers various service centers located in different regions across Korea.

Since its founding, the company has worked to strengthen its presence as a robot manufacturer in the Korean market. It has made steady progress over the years, continually expanding sales and selling a greater number of robots. By 2011, the company had succeeded in quadrupling its 2000 totals in sales and number of robots sold.



Kawasaki Machine Systems Korea primarily focuses on providing robots and robot-integrated systems to customers in the automotive industry, in particular manufacturers of automobiles and related components. In addition to the automotive industry, the company also works with customers that manufacture general industrial machinery, semiconductors, and clean technology.

Korean auto manufacturers and electronics companies have production sites all over the world. By providing robots for the production lines of Korean affiliates in other countries, Kawasaki Machine Systems Korea aims to enter new markets abroad and pursue new business opportunities.

The company is comprised of two staff members dispatched from Japan and 20 Korean employees, all of whom possess excellent Japanese language skills. Each and every employee is committed to providing the best in management, sales, engineering, quality assurance, and services for corporate and personal development.

It has been 22 years since Kawasaki Heavy Industries entered the Korean robot market, 13 of which the company has conducted sales under the name of Kawasaki Machine Systems Korea. Although competition with other robot manufacturers is fierce, we will continue to work hard to remain close to our customers and further strengthen our ties with them over the next 10 years. By acting quickly and keeping pace with changes in the market environment, we will be able to provide all the industrial robots our customers need.

### Global Service Conference

The 7th Global Service Conference was held from February 8th to 10th, 2012. The conference was attended by Japanese personnel in charge of services in seven different countries (Germany, USA, Korea, China, Thailand, India, and Taiwan), as well as key personnel from the domestic service division.

The participants held lively discussions about activities designed to improve service skills on a global scale. In the end it was decided that the domestic service division would take a leading role in preparing and carrying out training programs for affiliates outside Japan.

In addition, the annual Service Improvement Activity Presentation Conference was held the same week. All personnel responsible for Kawasaki services in different countries were invited as guests to the conference. The Outstanding Performance Award was given to the Kyushu/Hiroshima RSC team for their activity titled "Improving the Content of Trend Control Inspections". Through this activity, they were able to develop services that were more accessible to customers and achieve highly commendable results for the current fiscal year.

Up until now only Japanese teams have participated in the Service Improvement Activity Presentation Conference. Next year we aim to make this a global event, and will actively encourage teams from other countries to take part.



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