



Press Release

Yaskawa Electric Europe GmbH (YEG) and Omron Europe B.V. (OEE) announce new forms in their European cooperation strategies

Hoofddorp/Frankfurt, 01. October 2009

Yaskawa Electric Europe GmbH (YEG) and Omron Europe B.V. (OEE) have agreed to terminate their joint venture and to replace it by a new mid-term European partnership agreement effective 5th October 2009.

In order to grow the market shares further, YEG and OEE have decided to build a new basis for a partnership. For that reason YEG will strengthen its direct sales activities to expand direct key account sales, whereas OEE will further strengthen its focus on the industrial automation business. In addition, both companies will extend their cooperation with other parties to reach a better market coverage and a better focus on the respective European target markets.

The main objective of the joint venture and its company (Omron Yaskawa Motion Control BV), which was established in 2003, was to develop and gain a relevant position in the European motion and drives market, offering the best service in terms of field application support, product development, new technology introduction and logistics. After six years of successful business cooperation between YEG and OEE through the joint venture company, both companies have built a strong position in the motion and drives market. This goal has therefore been fully achieved.

Both companies emphasize their commitments to continue providing top quality supply, service and support. Consequently, the availability of the products, service and support are further fully guaranteed for all users of the products.

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<p>About YASKAWA: YASKAWA is a world-leading manufacturer of inverter drives, servo drives, machine controllers, and industrial robots. For almost 100 years, the company philosophy has been based on the principle of highest quality. This philosophy has helped YASKAWA to become one of the top global companies in the field of electrical drive technology. Its strong focus on research and development has yielded innovations that have contributed significantly to the success of many industries, among them machine construction, mining, machine tooling, automotive construction, packaging and semiconductors. As supplier of MOTOMAN branded industrial robots, market leader YASKAWA is also the world's biggest robot manufacturer. YASKAWA operates manufacturing and development facilities in Asia, Europe and North America.</p> <p>For further information visit www.Yaskawa.eu.com</p>	<p>About OMRON: Headquartered in Kyoto, Japan, Omron Corporation is a global leader in the field of automation. Established in 1933 and headed by President Hisao Sakuta, Omron has more than 35,000 employees in 34 countries working to provide products and services to customers in a variety of fields including industrial automation, electronic components industries, and healthcare. The company is divided into five regions and head offices are in Japan (Kyoto), Asia Pacific (Singapore), China (Shanghai), Europe (Amsterdam) and US (Chicago).</p> <p>The European organisation has its own development and manufacturing facilities, and provides local customer support in all European countries. For more information, visit Omron's Web site at www.industrial.omron.eu</p>