

Notice

VAMP open representative office in Shanghai

In its strategy to achieve a strong market position, VAMP Ltd. has received official certificate for opening the representative office in Shanghai. Mr. Kenneth Chen has been appointed as country manager and Mr. Jason Ma as responsible product manager.



The office will strengthen VAMP possibilities and give visibility on the Chinese market. Our partners are now working to create a large distributor network all over China. VAMP has received many orders from China especially for the ARC protection applications but also protection relays.

The estimated market size for medium voltage application in China is really huge, estimated approx. 45 milj. Euro / year but due to many local and foreign competitors it requires strong marketing efforts to penetrate this market. The key point technically is to differentiate the products from competitors and VAMP, who has specialized to create a whole family of arc protection with unique and technically superior solutions, has succeeded in this task. Competition in price is difficult as there are more than 100 local manufacturers in China.

VAMP will continue its efforts to market the products in China and the whole area of Asia. Due to local very well trained partners who can support customers in their own language this will be the way of our success story.

Risto Lehto