



## CLPA opens gateway to business throughout all of Asia

**The CC-Link Partner Association (CLPA) is expanding its Gateway to China programme to embrace all of Asia, including Japan, Korea, Taiwan and India and other growing economies in the region.**

CC-Link is an open automation network technology and is one of the leading networks used throughout Asia. It allows field devices from various manufacturers to be mixed and matched within a control network so that users are not constrained to a single make of products. The CLPA is the organization of manufacturers and users of CC-Link technologies. It is responsible for the technical development of the network and promotes its adoption on a worldwide basis.

One of the CLPA's most successful initiatives has been Gateway to China ("G2C"), which helps European automation companies increase their business in China by using CC-Link as an enabling technology. China's economic growth over recent years is well documented, and its manufacturing sector is continuing to benefit from the strategy outlined in the government's 12th Five Year Plan.

John Browett, General Manager of CLPA Europe says: "The success of the G2C programme has led to the decision to support European companies with increasing their business across all of Asia."

CC-Link was developed in Japan, originally by automation giant Mitsubishi Electric, and became an open technology under the administration of the CLPA in 2000. Independent market research from IHS confirms CC-Link as a leading technology for open automation networks across the Asian continent.

"CC-Link is dominant in Japan, as you might expect," comments Browett. "And it is also prevalent throughout China, Korea, Taiwan and other countries in the region."

Many countries in Asia are embracing strategies of economic growth, with manufacturing usually playing a key role. The development of transport hubs and other infrastructure such as power stations, hospitals, universities and tourist facilities also relies on technologies such as CC-Link.

Many well known European members of the CLPA have supported the existing programme. Indeed, leading companies such as Balluff have further strengthened their support of CLPA by becoming a board member. This will allow them to take a greater role in the management of the new Gateway to Asia ("G2A") programme and other CLPA strategic activities.

"The new Gateway to Asia ("G2A") programme is modeled on our previous success in China, part of which is based on the flexibility to adapt to local requirements," says Browett. "It is not a one-size-fits-all solution, but a bespoke service for each client, reflecting their needs and ambitions."

We work with the partners concerned to create marketing campaigns that meet their needs in specific markets by choosing from the different benefits on offer. The final key point is that once a company joins the CLPA, the costs of the G2A programme are covered by their existing membership fees. Hence it provides a cost effective way to increase the scope of their marketing activities while adding a third party endorsement."

"This is a very exciting and ambitious project that should help European countries accelerate their business aims throughout a very exciting region of the global economy."

**Photo Caption:** CC-Link is an open automation network technology and is one of the leading networks used throughout Asia.

## About the CLPA



The CC-Link Partner Association (CLPA) is an international organisation with over 1,900 member companies worldwide. The partners' common objective is promotion and technical development of the family of CC-Link open network technologies. Over 1,300 certified products are now available from over 270 manufacturers. CC-Link is the leading open industrial automation network technology in Asia and is becoming increasingly popular in Europe and the Americas. The European headquarters is in Germany, with offices throughout the continent. The key details for CLPA's Gateway to Asia (G2A) can be found at the URL [www.cc-link-g2a.com](http://www.cc-link-g2a.com).

---

## Editor Contact

DMA Europa Ltd. : Nicola Bigmore

Tel: +44 (0)1562 751436

Fax: +44 (0)1562 748315

Web: [www.dmaeuropa.com](http://www.dmaeuropa.com)

Email: [nicola@dmaeuropa.com](mailto:nicola@dmaeuropa.com)

## Company Contact

CLPA Europe : John Browett

Tel: +44-(0) 7768 338708

Fax: +49 (0) 2102-486-7170

Web: [www.the-non-stop-open-network.com](http://www.the-non-stop-open-network.com)

Email: [John.browett@clpa-europe.com](mailto:John.browett@clpa-europe.com)