



Ekspla in China market

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EKSPLA - company profile

manufacturer of

- solid state lasers,
- laser systems and
- laser components

for

- basic research

and

- industrial applications



Core competencies

- Picosecond and nanosecond solid state lasers
- Short pulse generation and amplification
- Tunable nonlinear devices (OPO, OPA, etc.)
- Nonlinear spectroscopy
- Fast high voltage electronics
- High power electronics



History



1983

Pilot plant was founded at the Institute of Physics, later evolved into EKSMA

1992

EKSMA Laser Division was spun off from parent company to form a new entity – EKSPLA

1992-1996

Focus on picosecond lasers. Japan the main market

1997-2002

New markets, new countries. Sales to Europe and USA

2003-2010

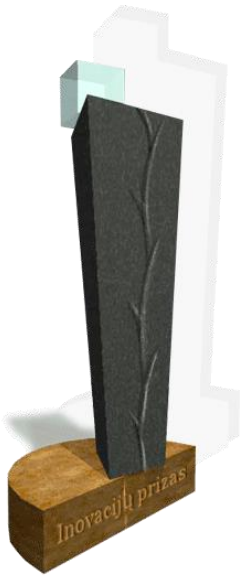
New R&D projects. Industrial DPSS lasers. Components for OEM

EKSPLA company

- Number of employees – 115
- R&D staff – 21 (13 Dr. Sc.)
- ISO9001:2008 certified
- 100 m² of clean room manufacturing facilities
- Network of with scientific community and photonics companies in Vilnius



Awards 2010-2011



2011 - EKSPLA was awarded as „Innovative Company of the Year“

The contest was organized by
Lithuanian Innovation Centre
Lithuanian Industry Confederation
and supported by Lithuanian Ministry of Economy

2010 - EKSPLA NT200 series laser was announced as winner of the 2010 Prism Award for Photonics Innovation

Every year contest organized by Society of Photo-Optical Instrumentation Engineers (SPIE) and Photonics Media (Photonics Oscars)

**PRISM
AWARDS**

Products

Scientific lasers
& systems



Spectroscopy
systems



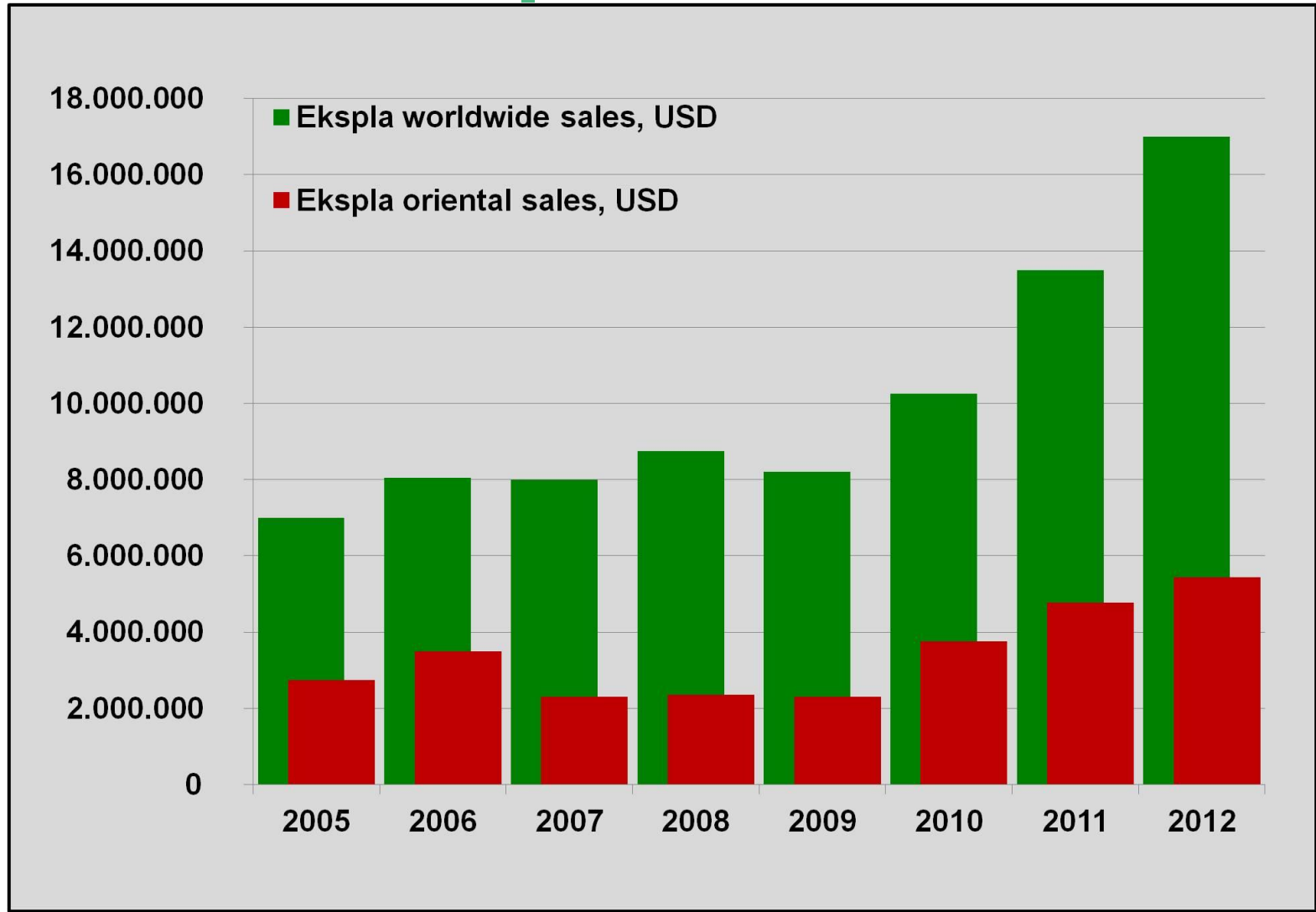
Industrial lasers



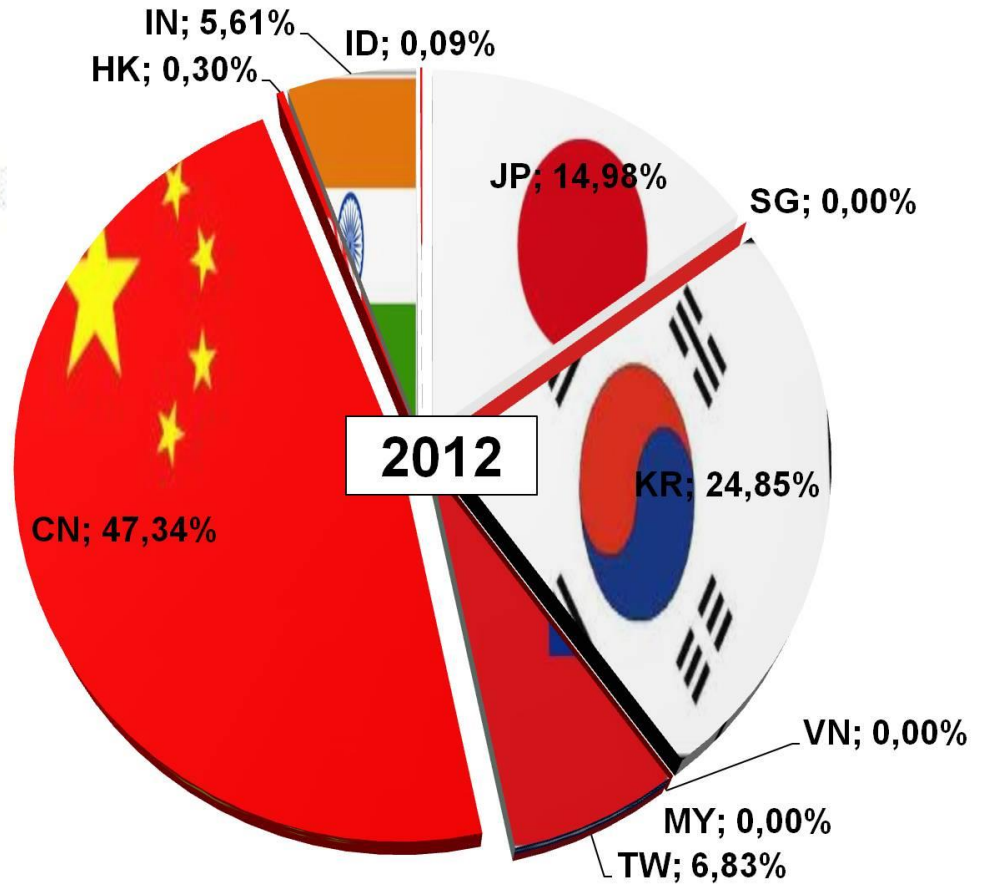
Optoelectronics



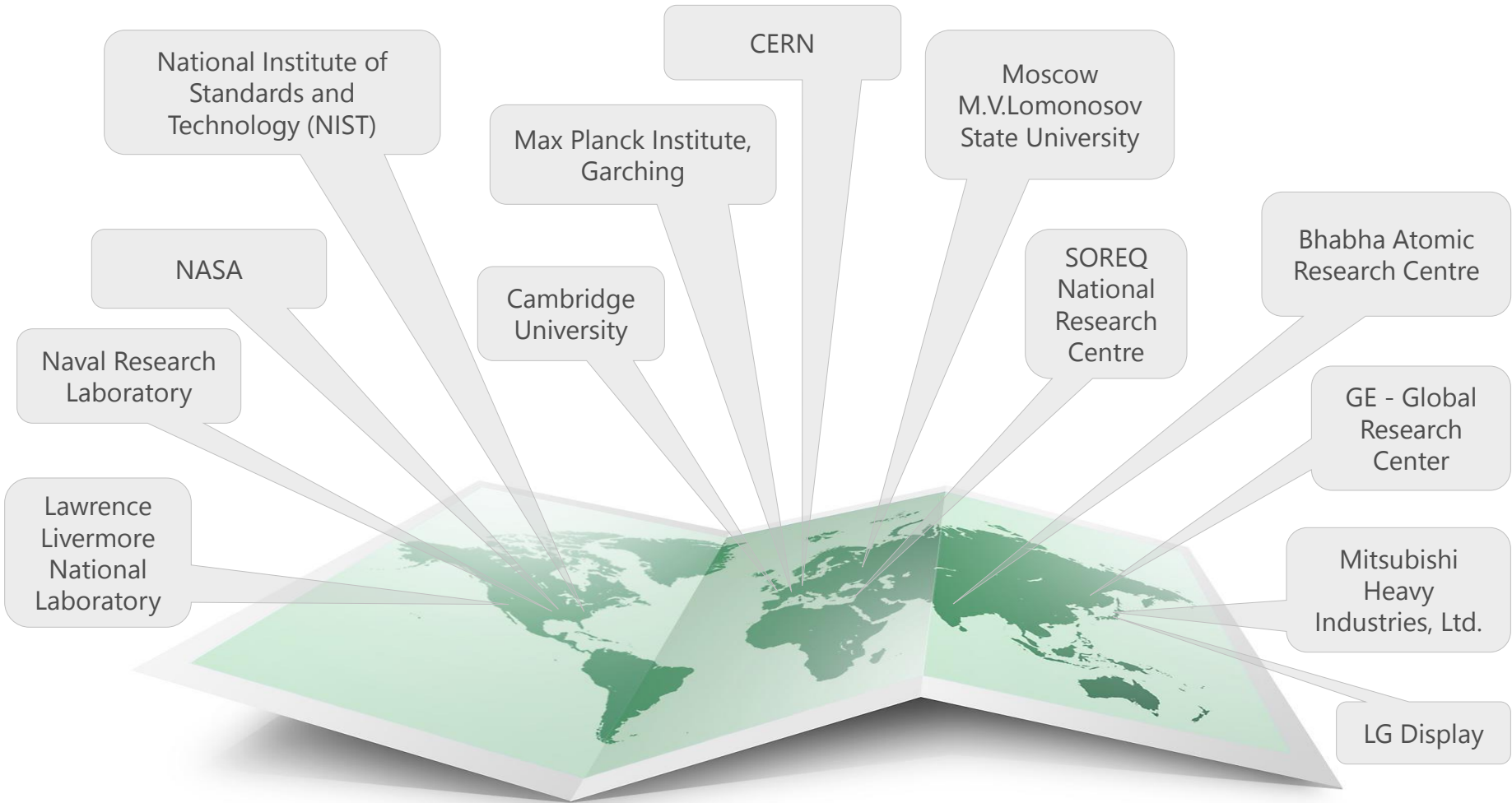
Ekspla sales



Ekspla oriental sales distribution

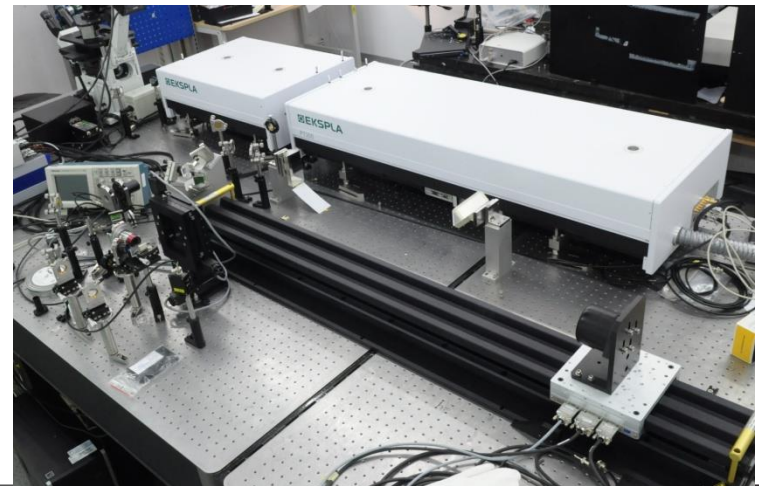
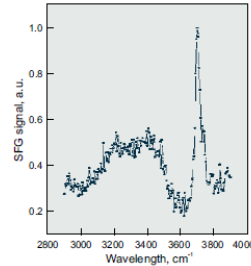
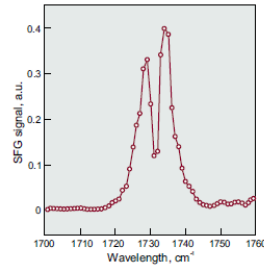
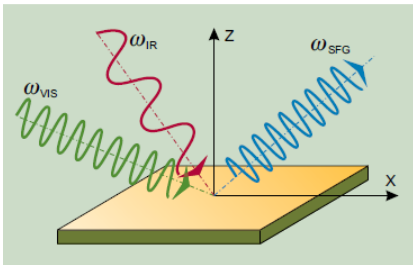


Some of the customers



EKSPLA in China – scientific market

- Target customers – Universities, Scientific Institutions, R&D laboratories
- Main products – picosecond/nanosecond lasers, tunable and spectroscopy systems





EKSPLA in China – scientific market

- 1999– first sales through Taiwan distributor
- 2003 – starting cooperation with distributor in Beijing
- 2008 – scientific lasers sales in China ~ 1 mln. USD, 2012 ~ 1,8 mln. USD

Success sources

- Distributor's sales network and relationship - **guanxi**
- Increasing Chinese government spending for research, technology and development
- Ekspla products advantages, flexibility to meet specific requirements



EKSPLA in China – industrial market

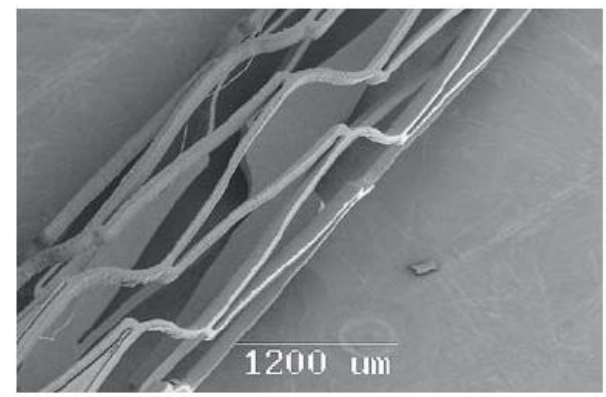
- Ekspla general commitment – expansion to industrial markets
 - Global laser market 2012 – 8 bln. USD,
 - Scientific market – 7%
 - Industrial market 25%
- 2001 – Ekspla first developments of diode pumped solid state lasers for industrial applications
- 2010 – Ekspla global sales for industrial customers reaches 25%



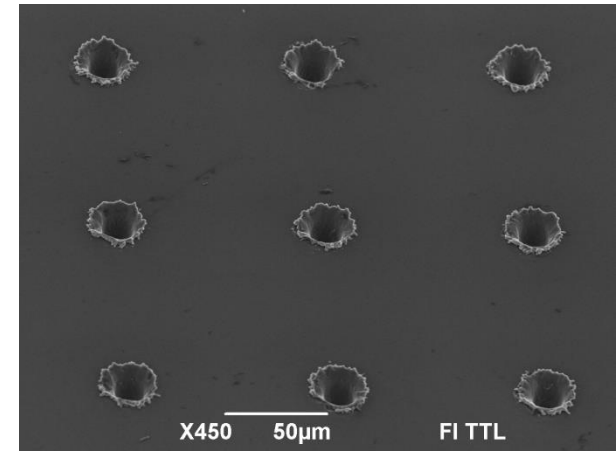
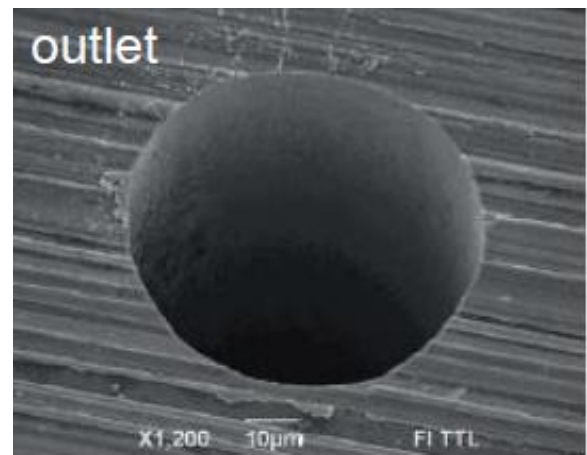
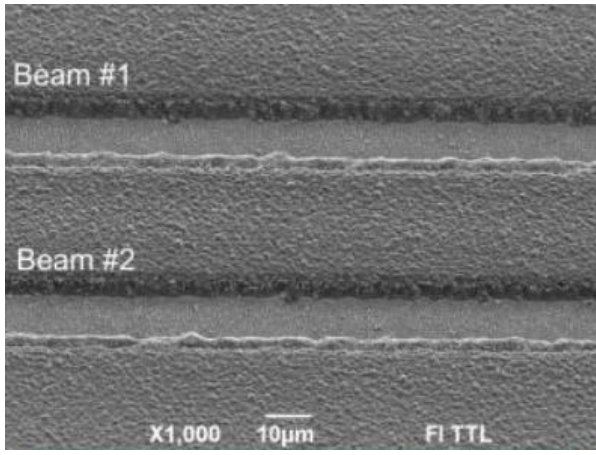
EKSPLA in China – industrial market

Target industries – related to laser microprocessing

- Microelectronics/semiconductor
- Automotive
- Solar cells
- Medical



Stents cut from the Nitinol,
Courtesy of CORTRONIK GmbH & Co. KG

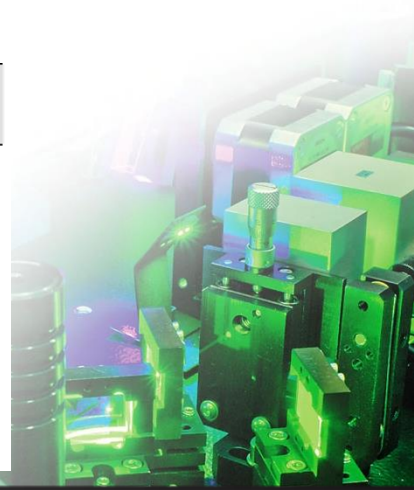




EKSPLA in China – industrial market

- Target customers
 - Laser systems manufacturers, who integrate lasers
 - Manufacturing process R&D institutions
- Manufacturing industries concentration in China
- Industrial laser market growth in China

Product Segment	Market Size (Bn RMB)	Share of Total	2010 Growth
Solid Lasers	3.4	48%	25%
Gas Lasers	2.7	38%	23%
Semiconductor Lasers	1.0	14%	24%
Other Lasers	0.01	<1%	8%
Total	7.1	100%	24%



EKSPLA in China – industrial market

- 2009 - Ekspla opens office in Shanghai (Representative foreign Office)
- Staff - Manager from headquarters and Chinese sales engineer, service engineer is planned
- Main involvement – sales to industrial market, support to distributor in Beijing
- Results in 2012 – sales to industrial market in China reaches 0,7 mln USD

EKSPLA in China – industrial market

- Main office form advantages
 - Direct contacts with the local user of laser
 - Direct information source about local market status
 - Direct technical and sales support to customer
- Main issues related to industrial laser market in China
 - High tech laser applications are in development status only
 - Creation of relationship with customers
 - Strong competition with European and American manufacturers
 - Customers are seeking quick profits and returns

EKSPLA in China – industrial market

- Main issues related to business environment in China
 - Bureaucratic business and services environment
 - Complicated import/export procedures
 - Increasing local labour costs and low loyalty, especially between high qualification workers

Thank you for Your attention

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