

The agreement of tie-up between GES – NSW Automation

GES Corporation and NSW Automation Sdn Bhd based Penang, Malaysia came to the comprehensive agreement of the tie-up after 1 year friendly association with executives.

(Photo: the signing ceremony between GES and NSW executives)



GES is a design center and manufacturer of Automobile related industry, and has a lot of customers in the market. The activities of NSW Automation include design and evaluation, assembly, integration of vision system, service and support of automated and semi-automated equipments. Based on the precision mechanics and automated control techniques, both of companies can be complementary to each other. Regarding the developing of a new market, they will work together.

According to the agreement, they will proceed a cooperated business.

At this moment there are 2 schemes for immediate action.

1. exchange engineering staff program

GES will delegate 1 or 2 designers to NSW Automation for 1 or 2 months. The events will be carried out repeatedly. Penang is very famous for distinguished concentration of IT companies. There are many global IT companies over there. Therefore they will have a progress both Europe and the U.S. type automated control techniques and English skill while staying in NSW. On the other hand, the designers of NSW Automation might acquire the Japanese manufacturing idea and philosophy of accurate and precision products creatively while staying in GES.

2. Cooperate program of Automobile industry in Thailand

Incorporation of NSW Automation (Thailand) Co., Ltd has supported Thailand emerging market in 2007. At the same time GES planed to extend the market to Automobile industry in Bangkok last year, 2007. GES could ask NSW-Thai to design and fabricate equipment and maintain the installed machines which were fabricated and installed by GES.

Both of companies will get a fruitful result to achieve the Japanese customer satisfaction in Thailand based on cooperation.

In the future there is some possibility to incorporate GES-NSW joint venture and extend a business to the emerging market in ASEAN area.

Both companies will cooperate to carry out persevering managements with the view of the next generation.