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
EKSPA 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)
Products

Scientific lasers & systems

Spectroscopy systems

Industrial lasers

Optoelectronics
Ekspla oriental sales distribution

- CN; 47.34%
- JP; 14.98%
- KR; 24.85%
- TW; 6.83%
- IN; 5.61%
- HK; 0.30%
- ID; 0.09%
- SG; 0.00%

2012
Some of the customers

- National Institute of Standards and Technology (NIST)
- Naval Research Laboratory
- NASA
- Lawrence Livermore National Laboratory
- Max Planck Institute, Garching
- Cambridge University
- CERN
- Moscow M.V.Lomonosov State University
- SOREQ National Research Centre
- Bhabha Atomic Research Centre
- GE - Global Research Center
- Mitsubishi Heavy Industries, Ltd.
- LG Display
EKSPLA in China – scientific market

- Target customers – Universities, Scientific Institutions, R&D laboratories
- Main products – picosecond/nanosecond lasers, tunable and spectroscopy systems
EKSPA 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%
EKSPALA in China – industrial market

- Target industries – related to laser microprocessing
  - Microelectronics/semiconductors
  - Automotive
  - Solar cells
  - Medical
EKSPILA 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**

<table>
<thead>
<tr>
<th>Product Segment</th>
<th>Market Size (Bn RMB)</th>
<th>Share of Total</th>
<th>2010 Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Solid Lasers</td>
<td>3.4</td>
<td>48%</td>
<td>25%</td>
</tr>
<tr>
<td>Gas Lasers</td>
<td>2.7</td>
<td>38%</td>
<td>23%</td>
</tr>
<tr>
<td>Semiconductor Lasers</td>
<td>1.0</td>
<td>14%</td>
<td>24%</td>
</tr>
<tr>
<td>Other Lasers</td>
<td>0.01</td>
<td>&lt;1%</td>
<td>8%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>7.1</strong></td>
<td><strong>100%</strong></td>
<td><strong>24%</strong></td>
</tr>
</tbody>
</table>
EKSPA 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
EKSPALA 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
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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