

AMADA JAPAN visits HA-BE in Altheim

To mark the grand opening of the new Amada Technical Center in Eching/Weixerau, not far from our company headquarters, the executive management of Amada Japan took the opportunity to pay a visit to HA-BE, a long-time partner and valued customer.

On June 6, 2013, HA-BE's managing directors, Mr. Karl-Heinz Brunner and his wife Brigitte, and Production Manager Oliver Hampe welcomed representatives from Amada Deutschland GmbH as well as from the head office, Amada Co. Ltd. in Japan.



Mr. Okamoto (CEO of the Amada Group), Mr. Ito (Director of Development), Mr. Yagi (GM of Overseas Business HQ), Mr. Fujiwara (GM of Blank Development) and Mr. Christoph Behrendt (Head of Sales at Amada GmbH and authorized signatory) took a tour of the company and learned more about HA-BE's innovative sheet metal processing methods. The tour was followed by a meeting where participants discussed Amada's plans for the future, which the company intends to continue pursuing with HA-BE as a competent development partner.

Those who attended the meeting agreed that new challenges on the market will mean fundamental changes to processing methods, giving new importance to optimized set-up times, flexible production and a high degree of process safety. The concept that it is not the large that eat the small but the fast who eat the slow is nothing new. That makes it even more important to set new production standards in order to be able to produce with greater effectiveness, process safety and flexibility.

As a technology leader and innovator in the sheet metal processing sector, machine construction companies have turned to HA-BE time and again for assistance and advice when it comes to developing their future plans and laying the foundation for new production methods.

We are looking forward to what we hope will be the speedy realization of our shared plans for the future.