

Sanet Report

BLUECHIPS MICROHOUSE: The German flagship company in Northern Thailand

by Sanet Partner Dr. Gunter Denk

Bangkok/Lamphun: „There was no other alternative for us at the beginning“, Thomas and Sabine Zimpfer explain when asked whether purchase or rent is the right decision for a German investor who wants to build a plant in Thailand. They had just arrived in Thailand, and there was practically no capital. What was there, however, was the own know-how, and the will to create something own and lead it to success after several years of practice and business in Hong Kong and China.

Chiang Mai in Northern Thailand was chosen not least because Northern Thailand was more appealing to the Zimpfers than the super-metropolis Bangkok, and the nature also promised the children a better youth than the capitol.

Today, further arguments are added: Chiang Mai is a city of short ways, flexibility, friendliness, and comprehensive offer for the businesses located there. The airport offers 400 flights per week, super highways create direct connections to Bangkok to the deep sea ports with 6 or 8 tracks, and soon also to Southern China over the Mekong River and Laos. Beyond that, the salary costs of the employees and their willingness to learn are more beneficial than in other parts of the kingdom, by opinion of the German businessmen.

„BLUECHIP MICROHOUSE Co. Ltd.“ is the name of the flagship company among the few German ones in Northern Thailand, which has been constantly growing since 1993. In only 7 years the turnover grew from „0“ to over 20 million US-Dollars, and the upraise is still unbroken. Already by 2010 the manager family Zimpfer expects further growth by 50%, and is therefore already planning a new plant, this time on own facilities.

BLUECHIP MICROHOUSE owes its success to deep know-how in two core areas:

One the one hand, it is freely programmable control system, with which highly modern, computer-controlled production units, e.g. in the automobile industry or also "bottle cellars" of breweries are kept flexible. The second area is developments and manufacture orders of customers. Here for example pressure switches or also highly modern welding machines are produced by customer order, and then sold on the market under their brand name.

The customers of BLUECHIP are exclusively from Germany. Even though the reputation of good quality of the company also has the turnover increasing there fast, BLUECHIP also puts effort into customer acquisition from other European countries or the USA. „Due to the good business, we simply don't have enough time to take care of the new markets“, Thomas Zimpfer regrets contemplatively.

All the same, the business people still numerous ideas from the knowledge of the European markets, where one can save costs through high quality production in Thailand. The



manufacture and development units also offer a wide range: autotimers on circuit boards are developed, and automatically equipped. The inspection units belong to the best you can find on the market today. Laser technology is used for welding, which poses to be the „Cutting Edge“ of today's technology.

Of course also internal organization corresponds to highest European standard: With SAP-software the entire logistic of the company is "trimmed" for timely delivery and supply.

Western producers of switches, control systems, machines, components, switch cabinets, and electromechanical products should remember the name „BLUECHIP MICROHOUSE“ when looking for high quality at a low price. Of course SANET also gladly mediates the contact, simply request this over our contact form.

Contact: info@bluechips.co.th or contact@sanet.eu