

# Presentation of



Esmap Services Pte. Ltd.

Featuring

Zacobria Pte. Ltd.

Based in Singapore - Asia Pacific (APAC).





- Linking Denmark to Asia Pacific
- Esmap Service Pte Ltd and Zacobria Pte Ltd
- Two Singapore companies established in 2010 by and fully owned by Lars Skovsgaard.
- Supporting Danish companies in Asia with Distributor management – Technical Support – Training – Sales etc.



- Singapore – Korea – Japan – China - Malaysia – Indonesia – Thailand  
Vietnam – Taiwan – Philippines – Australia – New Zealand - India

- This is a proposal for you with a unique opportunity to develop the Asia Pacific market area from a base in Singapore.
- For the past 20 years I have successful and a proven record for helping both mature and also young start-up companies from Denmark in this region.
- Are you eager to develop business in Asia Pacific, but either hesitant to get started or uncertain for how to get started or maybe just need to expand your already established operation in region - then I believe that I can help you.
- In this region I have worked with Danish companies such as Crisplant (Beumer), Universal-Robots (UR) and Mobile-Industrial-Robots (MiR) in various forms such as Service Manager (APAC) – Distributor management and Technical supporter like a loyal ambassador for the head quarter in Denmark.
- My expertise and main experience are to nurse new distributors and customers in the Asia Pacific region in for of technical support, training and sales support in these countries Singapore – Korea – Japan – China - Malaysia – Indonesia – Thailand Vietnam – Taiwan – Philippines – Australia – New Zealand – India.
- I enjoy to teach and share my vast experience with other colleagues and customers including to document troubleshooting for knowledge sharing.

- To develop a new market or just to sustain business in an area that is far away from Denmark and has a different business environment, requires close proximity to the partners such as the distributors and customers.
- On one side you as the principal might be concerned for the reliance of local business – and at the same time the clients are concerned of time difference, distance and quality support. Such client needs frequent follow-up, education and technical support in order to develop their own business. In order to obtain a successful business as the Danish principal it is paramount that the local partner and customer also can achieve a successful business. This entails that the sales support and technical support in the local region is well managed and executed.
- Initially performing training and development of training material is of most urgency and I can help to develop training materials, perform training, perform analytical troubleshooting, develop documentation, consultancy, project meetings and follow-up on sales and sales forecast.

## Services offered.

- **Basic Services:**

- Distributor Support
- Distributor Network Management
- Local First Level Customer Support
- Local Representation
- Product Demonstrations
- Marketing Support
- Local Contact Address

- **Advanced Services:**

- Distributor Training
- Field Service - Preventive Maintenance
- Commissioning - Supervisor
- Service Inspections - Supervisor
- Blog - Forum - Support
- Local Workshop
- Pilot - Mockup Test - Proof of Concept (PoC)
- Local Stock

- **Area of Competency**

- Automation
- Robotics
- Robot Arm
- Electronics
- Autonomous Mobile Robots
- Software
- Weighing - Loadcells

- Lars Skovsgaard:

## Professional history & background:





• Lars Skovsgaard – Professional history & background:

- 2015-2021 Zacobria Pte. Ltd. Director and business owner - Partner with Mobile-Industrial-Robots (MiR) – Distributor and dealer - Sales and Technical Support – location Singapore.
- 2010-2018 Zacobria Pte. Ltd. Director and business owner - Partner with Universal-Robots (UR) – Distributor and Dealer – Sales & Support – location Singapore.
- 1998-2010 Crisplant (Beumer) Material Handling and Automation – working as Commissioning Engineer – 24/7 Hotline Engineer (WW) – Service Manager Asia Pacific (APAC) – location Singapore.
- 1991-1998 LEGO Systems – working as Electronic Engineer at LEGO IT department supporting wireless data communication in LEGO Warehouses – location Billund and EU.
- 1989-1990 Electronic engineer - study higher level education – location Sønderborg.
- 1984-1989 Radio & TV – working as skilled engineer – location Egtved.
- 1980-1984 Radio & TV - study apprenticeship and education – location Egtved.



# • Lars Skovsgaard:

## • **Work experience:**

- 40 years experience in component level support
- 30 years automation experience
- 20 years permanent based in Asia pacific
- 10 years Robotics experience

## • **Business experience:**

- Director and Business owner
- Sales – PL and accounting
- Contract negotiations MNC and GLC
- Customer Support

## • **Role experience:**

- Service Manager – Project Manager
- Technical Supporter
- 24/7 Hotline Supporter (WW)
- Commissioning engineer
- Field Service engineer
- Training performer

## • **Technology Experience:**

- Electronic circuits, Computers, Microcontrollers
- Data Communication - RS-485 - USB
- MODBUS TCP
- Ethernet TCP/IP

## • **System Platform experience:**

- Linux - Ubuntu
- Windows & MS Office
- Jira

## • **Programming knowledge:**

- Python
- ReST API & Postman
- Robot arm programming
- AMR Mobile Robot programming
- HTML and Web design

## • **Product experience:**

- Universal-Robots (UR) Robotics - Automation
- Mobile-Industrial-Robots (MiR) Autonomous Mobile Robots
- Vetec Loadcells
- London Electrics Displays
- MiR Wireless Radio Communication
- Sick Lidar - Laser scanner
- 3D cameras Camera and vision systems
- Sensors Photo & Proximity sensors etc.

## • **Countries served:**

- Singapore – Korea – Japan – China - Malaysia – Indonesia – Thailand Vietnam – Taiwan – Philippines – Australia – New Zealand - India



- 2010 – Present:                   Zacobria - Universal-Robots (UR) - Mobile-Industrial-Robots (MiR):
- In 2010 I formed the companies Esmap Services Pte. Ltd and Zacobria Pte. Ltd. in Singapore. And I brought the Universal-Robots product to Asia as a distributor of the 6-axis robot arm performing sales to customers in South East Asia and also including providing support for my customers region and writing articles and development of support portal and blog forum
- Parallel In 2015 I started also to work as a distributor and Technical Supporter for Mobile-Industrial-Robots (MiR) reaching - Korea – Japan – Vietnam – Thailand – Malaysia – Indonesia – Australia – New Zealand and India in the process. This also included substantial training for the distributor network in Asia Pacific

- 1998 – 2010: Crisplant (Beumer):
- My competence and also desire was strong to be utilized even more internationally and on a global scale – so I moved to the company Crisplant (Beumer) located in Aarhus in Denmark which make turnkey highspeed sortation systems mainly for baggage handling system and postal systems used all over the world and I worked at Crisplant for 12 years.
- My job at Crisplant brought me around the world working on airport systems in Korea – Hong Kong – Singapore – Australia – Thailand – China – Taiwan – Vietnam and postal and sortation systems in US – France – Spain – Germany – Japan.
- At Crisplant my job was – Commissioning – Training – 24/7 Hotline Support and later also as Service Manager for Asia Pacific with base in Singapore for high-speed automation systems. During the time as Service Manager, I worked with Staff management with hiring and with Key account management. I also performed contract negotiations and project management.
- It was a great pleasure working for Crisplant because I could explore my professional electronic engineering interest, but also mainly because I learned a lot about other cultures and meet interesting people from different backgrounds which benefits new ideas and contributes to a mutual international understanding among people.

- 1991 – 1998: LEGO Systems A/S:
- My job at LEGO was in the IT department with responsibility for wireless data communication in the production and logistical systems at LEGO which at that time required some special equipment to achieve wireless data communication on moving equipment.
- I saw the first AGV robot when starting working for LEGO in Billund in Denmark in 1991 and I enjoyed working for this great company for 8 years. I started to get some international exposure at LEGO including performing task at LEGOs facilities in Zug in Switzerland and also at the sales office in Germany and Austria among others.

- Visual engagement history: • Lars Skovsgaard:

