

Further progress in opening up new markets in Eastern Europe

## Beckhoff opens agency in Moscow



→ On January 1, 2004, Beckhoff opened an office in Russia. This represents a further milestone for opening up the Eastern European markets. After the establishment of a subsidiary in Poland and the signing of exclusive distribution contracts with companies in the Czech Republic and in Slovakia, Slovenia, Bulgaria and Hungary, Beckhoff now has participation on the Russian market and also the CIS countries.



The Beckhoff team in Moscow  
(left to right): Marina Kuznetsova  
(administration), Ivan Golubtsov  
(agency manager) and Alexander  
Dudkin (application engineer).

Ivan Golubtsov (34), an experienced automation and robot technology engineer, is the manager of the Moscow agency. Following his degree at the Moscow aviation university, from 1994 he initially worked as a project engineer and later as deputy manager and then manager of the AEG AG agency in Moscow.

"Our main aim is to establish a dense distribution network in Russia and the CIS countries, and to publicize the Beckhoff product range. The company Osatec has been engaged as the distribution partner for industrial automation products. We already have good contacts with organizations, industry associations and companies, and we want to expand those contacts further," Ivan Golubtsov said.

In his view, the economic development over the past year has been very dynamic. "All areas of the economy and of industry have shown huge growth," Golubtsov said. He sees good opportunities for Beckhoff, particularly in building automation. "Investment in this area is high, and Beckhoff supplies proven and cost-effective building control solutions."

For Golubtsov and his team, another important task is support for international Beckhoff customers. "The opportunity of offering service and support locally creates a big competitive advantage," application engineer Alexander Dudkin said. "This will enable us to gain new cus-

tomers. Furthermore, there is significant demand for technical support and services from international machine manufacturers who import machines equipped with Beckhoff technology and control systems to Russia." Product training and seminars are intended to create a sound basis for automation technology and a bond of trust with end customers.

"Regarding openness for PC-based control technology, I am very optimistic," Golubtsov said. "This modern Beckhoff philosophy will prevail very quickly in Russia and open up many interesting applications."

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