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→ Tri-TEK Corp. has been the Beckhoff distribution partner in Korea since 2000. The company was established in 1991 and initially specialized on products based on Intel industry solutions such as iRMX or Multibus. Due to the success of this platform, Tri-TEK was able to establish a leading position on the Korean control and telecommunications market. Since the year 2000, the company has been concentrating on PC-based controllers and is now a well-known solution provider in this sector.



Rapid increase in turnover on the Korean market

When Intel decided to abandon industrial automation solutions, Key Yoo, founder and managing director of Tri-TEK Corp., saw his opportunity: "iRMX was originally only developed for Multibus hardware, but commensurate with the growth of the PC market, and in order to expand its activities to the industrial control market, Intel had developed an iRMX version for DOS and for Windows 3.1 applications. We only had to follow the route they had already taken. The step from a proprietary platform to an open control architecture, such as PC-based control, was the logical consequence."

Tri-TEK customers include well-known companies such as POSCO, Samsung, LG-Philips, Hyundai, Daewoo and others. "But there were certain limits for the development of new projects," said Key Yoo. "The contact with Beckhoff came just at the right time. Market leaders in the semiconductor industry, such as Samsung and LG-Philips, but also other machine manufacturers, started to look for open control solutions. This is where we came in."

Key Yoo explained this positive development: "Beckhoff products with their versatile applicability and excellent quality, together with the Tri-TEK reputation on the Korean market, have led to gratifying synergy effects. Our success in Korea is based not least on the fact that both partners – Beckhoff and Tri-TEK – are com-

mitted to the principle of providing excellent technical support. This is the main guarantor for the further development of the market. It is the only way to gain the trust of customers and to replace traditional technologies such as PLC or permanently wired controllers with PC-based control technology."

Mr. Yoo sees significant potential for further growth, particularly in the semiconductor industry, which is more open for innovation than other sectors due to the rapid technological development and the competitive pressure. "The option of 'one-stop shopping' in combination with excellent technical support further strengthens our market position." The figures speak for themselves. Tri-TEK's managing director is pleased: "Over the last two years, sales with Beckhoff have increased 3-4-fold."

Tri-TEK's "work at grass-roots level" on the Korean market also includes comprehensive training opportunities. "More and more companies make use of these opportunities," said Key Yoo. The company has established 16 publicly accessible training centers in Korea, where every year more than 3,500 course participants learn about Beckhoff components and system solutions.

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