

Beckhoff France opens office in Paris



Rombaut Keta, managing director
of Beckhoff France

→ On January 1, 2005, Beckhoff launched its own direct-sales subsidiary in France, bringing the total number of foreign Beckhoff subsidiaries or agencies to 12: Switzerland, Austria, Finland, Sweden, Denmark, France, Italy, Poland, Lithuania, Russia, China and the U.S. Through co-operation with distribution partners, Beckhoff "New Automation Technology" is now present in 60 countries worldwide.



France is one of the main automation markets in Europe, and as part of its international growth Beckhoff decided to intensify its sales efforts in France. The new 260 sqm office at "Courtabeuf", the largest business park in Europe located to the south of Paris, offers an optimum environment.

Managing director Hans Beckhoff is pleased about this development: "Beckhoff has had customers in France right from the early days of our corporate history. The first PC Control system was supplied to France in 1986, and in 1989 the first machine incorporating the Beckhoff Lightbus was delivered. France is open for new technologies, and we are therefore very confident that our French subsidiary will quickly find acceptance with customers."

Rombaut Keta, managing director of Beckhoff France, an experienced automation specialist and sales expert, explained: "France offers an

interesting market for the Beckhoff product range. We will win over French customers with PC Control, Bus Terminals, Fieldbus Box modules, IPCs and integrated system technology."

"In the past, we have responded with special products for the French market, such as the Fipio Bus Coupler for the Bus Terminal I/O system. By strengthening our French market presence, we intend to improve contact with our customers even further," said Kai Ristau, export manager for Beckhoff.

The main markets in France are machine construction for packaging, plastics, food and beverage, pharmaceuticals, cosmetics, metal forming, as well as semiconductor production and applications in the automotive sector. "With our PC-based control technology, we should be able to gain further market share in these sectors. There is also a significant market for medium and lower-end control technology, which

Beckhoff optimally covers with its scaleable product range," said Rombaut Keta. "Traditionally, the French market is dominated by French manufacturers. Our open automation solution is intended to offer an alternative, combined with optimum support for our customers. I believe we have the potential for changing the world of automation in France. Our aim is to make our customers more competitive, both in terms of technology and costs."

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