



Beckhoff staff and their business partners – distributors and system integrators – and representatives from several important Chinese customers met between 12th and 16th January 2006 in HaiNan for the China Sales Meeting.

China Sales meeting 2006 illustrates prospects for the future

In 2005, the Beckhoff branch in China with head office in Beijing and sales offices in Shanghai and Guangzhou, achieved an increase in turnover of more than 50% in the Chinese market, with further growth expected. Managing director Liquiang Liang had invited distribution partners, system integrators and selected customers to the China Sales Meeting between 12th and 16th January 2006 in HaiNan, in

order to present a review of the last business year and plans and developments for 2006. A total of 20 companies were represented.

In addition to company development over recent years, further central topics were sales-promoting activities during the last year and the presentation of new Beckhoff products and technologies and their

application options. Branch manager Liang was pleased with the success of the event: "The meeting was very informative for all participants and has strengthened the confidence in our customers and partners. I am sure that we will cooperate even more closely with our distributors and system integrators in the future, in a joint effort to further expand our position in the Chinese market."