

Beckhoff consolidates its sales network in the Middle East

New subsidiary opens in Israel

At the beginning of 2011, Beckhoff established a new subsidiary in Airport City near Tel Aviv. Intensive market observation and several years of customer support from the German head office preceded this decision. The Israeli market presence is to be strengthened by local sales in addition to technical service and support. Managing director Assaf Berger is aiming to tap new markets for PC- and EtherCAT-based control technology from Beckhoff in Israel's aspiring economy through intensive marketing.



The Israeli economy is dominated by high-tech companies, wherein the semiconductor industry plays a leading role. A number of "global players" from the high-tech industry maintain research centers in Israel for the development of future technologies, for example the development of electric car concepts, are contributing to the country's economic growth. Managing director Assaf Berger sees an expandable market here for PC control technology from Beckhoff: "Our EtherCAT technology represents a 'door opener' in discussions with customers. We have gained several important new customers here and swung project decisions in our favor. In order to strengthen this position further, we need to facilitate rapid and responsive local service and technical support."

"The 200 sq. meter office is situated in an easily accessible location in the new Airport City technology park near Tel Aviv. There is excel-

lent access to Ben-Gurion Airport and to Israel's major roads," says Assaf Berger.

In the past four years the Israeli market has been supported directly by the Beckhoff head office in Germany. "We have been recording considerable growth in turnover since 2006," explains Jens-Olaf Brede, Area Sales Manager for Beckhoff in Verl. "PC-based control technology is as yet not so well-known in Israel. Therefore, we want to gain a greater share of the local automation market through intensive marketing activities, such as trade show presentations and product training. We are aiming for turnover of around 2 million Euros for the next two years." "Our goal," adds Assaf Berger, "is to create a new standard in the high-tech industry based upon PC Control philosophy and EtherCAT."



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