



Strengthening the market presence in Southeast Asia

Beckhoff opens subsidiary in Singapore

Beckhoff is continuing the export offensive in Southeast Asia with the opening of a new branch office in Singapore. The Beckhoff office at the Nordic European Centre in the International Business Park in Singapore was opened in January 2011. Beckhoff has been represented in this Southeast Asian city-state by TDS Technology (S) Pte Ltd. since 2000. David Chia, Managing Director of Beckhoff Singapore, and his team strive to build on the current business successes and high-quality customer relations in order to tap new markets for the PC-based control philosophy.

"Singapore is by no means new territory for Beckhoff, since we have already been cooperating with TDS for quite some time and will continue to partner with them in the future," explains Kai Ristau, Beckhoff's Head of International Sales. The positive business development in recent years, together with the economic growth of the country, has prompted Beckhoff to strengthen their business commitment in Singapore and to expand into new market segments. "In David Chia we have gained a skilled managing director who also has experience as an automation engineer," comments Joshua Alexander Rusdy, Area Sales Manager at the Beckhoff Head Office in Germany. Singapore's

industry is characterized by the manufacturing of highly industrialized products. The key industries include electronics, petrochemicals, biotechnology, environmental technology and nano-technology.

Germany is traditionally one of Singapore's most important foreign trade partners - and the foreign trade volume continues to increase. "Made in Germany' continues to enjoy a high status in Singapore," says David Chia and he goes on: "We see great potential for New Automation Technology from Beckhoff in the local market. Our customers come from all branches of light and heavy industry. However, we are already operative as a component



Export offensive in Southeast Asia: Kai Ristau, Head of International Sales, David Chia, Managing Director of Beckhoff Singapore, Hans Beckhoff, Managing Director of Beckhoff Automation and Joshua Alexander Rusdy, Area Sales Manager, International Sales (f.l.t.r.)

and system supplier in the diverse fields of assembly and material handling, transport and logistics systems, water treatment and building automation. We also see exciting market opportunities for Scientific Automation from Beckhoff, since there are a large number of research institutes and private development centers in Singapore that are interested in highly integrated control technologies.”

The team from Beckhoff Singapore, which currently consists of four employees, will be strengthened in the near future in order to expand the sales and support radius to the neighboring countries of Indonesia, Vietnam and the Philippines.

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The head office of Beckhoff Singapore is located in the prominent Nordic European Centre in the International Business Park of Singapore. Customers in Singapore, Indonesia, Vietnam and the Philippines are supported from here.