

Beckhoff Austria: New representation in Lower Austria

Outside view of the
Berndorf Innovation Center.



Kurt Korinek, manager of the
new sales office in Lower Austria.



The newly founded Beckhoff subsidiary in Austria, expanded by adding a branch in Berndorf, south of Vienna. Beckhoff's goal is to provide comprehensive customer support everywhere in the Austrian region through new sales offices. The new branch in the Berndorf Innovation Center represents an important step closer to this target.

Kurt Korinek has been available to customers as the responsible manager beginning in June 2002. The 45 year-old has many years of experience as a technician and a sales representative in automation technology. "I have had a long connection to Beckhoff. In my professional career I have come across Beckhoff products repeatedly, as they are used in so many places. I was fascinated again and again, by the distinctive opportunities offered to customers by the wide range of products," explained the new

sales manager. From the new base, Kurt Korinek provides customer support to Beckhoff's customers in Vienna and in the regions of Lower Austria, Steiermark, Burgenland, Kärnten and East Tyrol. A programmer will in future assist customers with individual solutions and the adaptation of Beckhoff products.

Co-operation with the team at Beckhoff's headquarters at Bürs am Vorarlberg is outstanding. From this head office, Michael Jäger provides technical support for the customers of the Lower Austrian office. Kurt Korinek is assisted with on site project design when necessary by Armin Pehlivan, managing director of Beckhoff Austria, or by Klaus Wurm, manager of the Beckhoff representation in Linz. Contact is also continuously maintained with the company's central offices in Verl, so that customers are

offered the benefits of Beckhoff's consistent company network.

The customer potential in Austria is large, and the market relatively small. Beckhoff's strategy of expanding step-by-step through small, skilled teams who can react flexibly and quickly is exactly right for such an environment.

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