

→ "In addition to direct sales of our technologies, beyond the products themselves we offer our customers application support," says Zbigniew Piatek, Managing Director of Beckhoff Poland, about their sales activities. The establishment of the subsidiary in Poland is Beckhoff's response to the growing demands in this developing market.



Zbigniew Piatek, Managing Director Beckhoff Poland



Zbigniew Baginski, Sales Engineer



Anna Oltarzewska, Sales & Marketing

Beckhoff establishes subsidiary in Poland

Expansion leads to central and eastern European markets

Stronger and more active representation in the booming central and eastern European market is a particular focus for Beckhoff. The establishment of its own subsidiary in Poland will strengthen automation products sales and end user support. The Warsaw branch was opened in July 2002 and is managed by Zbigniew Piatek. Piatek (33) has long-standing experience in the field of industrial automation, particularly in the areas of systems, process control and environmental and building services.

The Warsaw industrial market, as the capital of Poland and thanks to its central position, has many applications which are well suited for Beckhoff technology. Poland, a country with a population of 40 million, aims to join the EU, which means that consistent economic growth can be expected.

"Polish entrepreneurs are very open towards new technologies from western Europe," says Piatek and continues:

"The expected growth in exports points to increased interest in automation technology. Increasingly, demand from modern companies will orientate itself on open systems such as PC-based automation systems from Beckhoff."

The Poland Beckhoff team plans to expand their market presence, differentiate from the competition and establish a sound basis for automation technology. Customer focus is very important: In addition to a close cooperation network with system integrators, the establishment of sound relationships with end customers is also planned. "Thanks to the comprehensive product portfolios, Beckhoff has much more to offer than components. Today, customers require complete solutions, which we supply as turnkey solutions," says Piatek.

Further activities of the sales team in Poland include technical support and services for international customers who export their machines and control sys-

tems, equipped with Beckhoff technology, to Poland. "Beckhoff's advantage lies in the long-standing, proven experience in the area of PC-based automation," says Piatek about the mood in the market. He also provides an insight into the strategy of his team: "We also offer solutions for the more conservative customer segment, where hardware PLCs have been traditionally employed. The latest innovation from Beckhoff builds a bridge between the two areas and combines Industrial PC and PLC in a single leading edge product. The CX1000 system provides proof that single-function PLC systems are no longer appropriate based on the positive market feedback. It is becoming apparent that PC-based control systems in scalable Bus Terminal format are the future and that PC-based solutions will generally dominate the market. With its 'New Automation Technology', Beckhoff offers highly innovative products and solutions."

Initially, the team of Managing Director Zbigniew Piatek will consist of two further staff for sales and support. The Polish branch increases the number of Beckhoff subsidiaries to six: Switzerland, Austria, Finland, Sweden, Poland, USA plus two Beckhoff branches in Canada and China. Furthermore, through cooperation partners, Beckhoff is represented in more than 30 countries worldwide.

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