



Beckhoff strengthens its presence in China



→ Two years after the establishment of the Beijing branch, on March 1 2003 Beckhoff China opened a second office in Shanghai, China's main industrial and trade metropolis.

New agency in Shanghai opened

The establishment of a further branch reflects the enormous potential market in China, and particularly the economic growth in Shanghai and the neighboring provinces. A number of factors influenced the selection of the location, such as its geographic position, the large and highly qualified workforce, and an excellent infrastructure, which make Shanghai the leading industrial and trade center in China.



The dynamic economic development in the provinces adjacent to Shanghai, Jiangsu and Zhejiang, were also part of the considerations: "In recent years, about half of our trade with China originated from Shanghai and its neighboring provinces. Consequently, more and more customers in this region require technical support and support on site", said Liqiang Liang, General Manager of Beckhoff China.

For the year 2001, economic statistics showed a total of 19,273 industrial companies in Shanghai from a variety of sectors such as steelworks, car manufacture, machine and plant engineering, power generation, water treatment, chemical and textile industry, pharmaceutical and light industry, tobacco industry, electronics etc. Growth was continuous with an average rate of 12 percent.

"China's joining of the World Trade Organization (WTO) and the continuing opening process towards the west, combined with the quick economic growth in Shanghai, particularly the development of Pudong, have promoted the boom of export-oriented companies relying on advanced technologies and foreign investments," as Liang described the underlying conditions for a positive development of Beckhoff China.

The office of Beckhoff Shanghai is located on the 36th floor of the Golden Bund Center, a 50-story building very close to Pudong, the new up-and-coming industry and business district. Initially, the office will have a staff of two, among them a specialist for CNC and motion control. The aim is to offer customers in this region not only easy access to Beckhoff products, but also a direct consulting service, technical support and training on site.

The marketing activities of Beckhoff China will be further strengthened by the new Shanghai branch. "Only a few days after the office was opened, we were represented at the Interkama (international trade fair for automation), which took place from March 18 to 21, 2003 at Shanghai New International Exhibition Center. After the fair, from March 24 to 25 we took part in an IEC 61131-3 seminar

organized by the China PLC Association, which was attended by more than 120 participants," said Liang, summarizing the initial activities of the Shanghai branch.

The general manager of Beckhoff China also detects positive signals from the Chinese government, such as the call for conversion of the industrial production to IT systems, and the active support of innovations in automation technology. Field-bus technology is also becoming more and more wide-spread and accepted in China. Furthermore, the China PLC Association is currently trying to establish the IEC 61131-3 standard as a national standard for PLC programming. "These measures create a good environment for marketing Beckhoff products based on field-bus technology and PC control solutions," said Liang.

"The presence of Beckhoff in the global metropolis of Shanghai is an important step for supplying eastern China, i.e. the main industrial region of the country. A successful future therefore appears secured."

Contact:

Beckhoff Industrie Elektronik
Shanghai Representative Office
Shanghai Golden Bund Center
Post Code: 200002
36th Floor, Unit 3
No. 222 Yan An Road (East)
Shanghai, P. R. China
Phone: + 86 21/ 63 35 13 66
Fax: + 86 21/ 63 35 13 55
info@beckhoff.com.cn
www.beckhoff.com.cn

