



Co-operation with Siskon Otomasyon Ltd. is another milestone in the development of the Beckhoff export activities

(From left to right) Cem Ayday, General Manager of Siskon in Istanbul and Muvaffak Amasya, General Manager of Siskon in Izmir

New distribution partner in Turkey



"Turkey, with its continuous economic growth, is without doubt an interesting market with a future" is how Kenan Aktas of the Beckhoff export department explains the optimistic view held at Siskon and Beckhoff.

Turkey, generally associated with sunshine and sea, and a popular holiday destination, is increasingly developing into a commercial region worthy of attention. Investment funds benefiting from tax incentives, and the lifting of controls on the participation of foreign investors in the capital market, have turned Turkey into a production location that is both interesting and lucrative for many companies. The automobile sector is the most significant of these. To respond appropriately to this development, and to be able to offer the best possible service and support on-site for customers there, Beckhoff was keen to obtain a competent distribution partner for co-operation in Turkey.

A reliable partner was found in Siskon Otomasyon Ltd., an engineering office founded in 1997 with particular expertise in the process and industrial automation industries. With headquarters in Is-

tanbul and Izmir, Siskon is advantageously located for Turkey's principal industrial regions. Muvaffak Amasya, General Manager of Siskon in Izmir, and Cem Ayday, General Manager of the Istanbul branch, see the company's goal as providing customers with innovative technologies and products, professional consultation and with individual solutions customized to the particular application. Siskon additionally offer microcontrollers specially developed for the textile industry, customer-specific software solutions, consultation, project analysis, commissioning and turnkey projects. As well as providing service and support, Siskon are concerned to obtain new customers and to market the full range of Beckhoff products in Turkey. This strategy – making the name of Beckhoff familiar in Turkey – has also been pursued in the last two years with a joint appearance at the "World Of Industry",

Turkey's largest industrial exhibition. Both partners could be very happy with the response from a total of more than 600 customer contacts.

Following the economic crisis of recent years – due not least to the severe earthquake catastrophe in 2001 – the present development in Turkey looks very positive.

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