

Beckhoff sales team follows the tracks of Portuguese football legend, Luís Figo



During the 2-day distribution event in Germany, the Beckhoff sales team and the international partner companies were updated regarding the 2006 Hanover Fair and the simultaneous Light+Building fair in Frankfurt.

The 3rd Beckhoff "International Sales Meeting" (ISM) took place on 21st/22nd April 2006, traditionally organized at 'Sporthotel Klosterpforte' in Marienfeld in Eastern Westphalia, Germany. During the FIFA World Cup, the Portuguese team called the hotel its temporary home, which meant the hotel was under the spotlight of football fans for weeks. The Football World Cup motto of "A time to make friends" also applied to the Beckhoff sales meeting: More than 150 participants from 45 countries attended meetings to learn

about the latest technological and sales developments at Beckhoff. A first for the Beckhoff ISM was the Application Award, recognizing the most innovative Beckhoff applications from around the world. With targeted marketing information, lively exchange of automation and controls information among participants and several large group activities, the ISM is one of the major global events for the worldwide Beckhoff distribution network.