

# Beckhoff establishes subsidiary in Spain

- With effect from 3 April 2006, Beckhoff is officially represented in Spain with its own subsidiary, following cooperation with the distribution partner Logitek S.a. since 1998. The Managing Director of the Barcelona-based subsidiary is 42-year old Xavier Martos, who has extensive sales experience with industrial control equipment.

The Spanish Beckhoff headquarters took place in an office building in Barcelona.



With around 400 m<sup>2</sup> of floor space the new Spanish head office on the outskirts of Barcelona offers sufficient room for technical support, storage and customer training. "With immediate effect we will deal with distribution, support and training for Beckhoff products in Spain", said Xavier Martos. A sales office was opened in early June in Madrid in order to optimize access for local customers.

"In a strongly growing market such as the Spanish market we saw an increasing need to

be represented directly, in order to properly address the requirements of large customers and to intensify our business dealings", said Kai Ristau, Export Manager of Beckhoff Automation GmbH.

"Our activities can build on existing good cooperation with large industrial companies", said Managing Director Xavier Martos. "The Spanish industry is very diverse, covering areas such as automotive, chemical and pharmaceutical, cement, water treatment, paper, machine

construction, printing machines, food and beverage etc. Our multi-purpose products are ideally suited for a wide range of applications, from very simple to very complex. Our system solutions are therefore used in a wide range of industry sectors. At the SEAT/VW plant in Barcelona a system with Beckhoff technology and more than 200 Beckhoff Industrial PCs was realized. Ecotecnia, a wind turbine manufacturer, uses Beckhoff Bus Terminals throughout, to name just a few examples. We will continue to reinforce our efforts in the



Xavier Martos, Managing Director  
of the Spanish subsidiary Beckhoff  
Automation S.A.

#### Sales office in Madrid

food/beverage and pharmaceutical industry, because these sectors are characterized by strong growth.

"We also focus on OEM customers in the machine construction sector. Spain represents quite a large market for this branch of industry, and we therefore intend to concentrate on the special requirements of this type of customer by offering an infrastructure that perfectly matches the needs of OEM machine manufacturers. Other areas expecting strong growth over the next few years are building automation and Motion Control, so that we will increase our involvement in these areas. We have the right products for offering solutions in this sector, and we expect to see results very soon", said Xavier Martos optimistically.

"Our strategy for opening up new markets involves being close to customers and being a partner, not just a product supplier. We must demonstrate to customers that we are there to help them, and that our presence in the market can contribute to their growth and higher system performance. This is our opportunity vis-à-vis the industrial giants that dominate the market. Our size enables us to respond flexibly and to maintain a close partnership with our customers. In conjunction with our technological know-how this approach offers significant potential, and we intend to utilize it."



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