

Export expansion in the Middle East

Beckhoff establishes subsidiary in Dubai



→ With the establishment of a subsidiary in the United Arab Emirates (UAE), Beckhoff opens up the Middle East as a sales region. The Dubai-based Beckhoff company has been operating since 1 August 2007. Extensive oil resources and a liberal economic policy have turned the Emirate of Dubai into a boomtown attracting both companies and tourists.

The new Beckhoff Automation FZE branch is located in the Dubai Silicon Oasis, a modern technology park near Dubai International Airport. Due to the easily accessible location along Dubai's Emirates Road, other business centers such as Dubai Investment Park, Techno Park, Jebel Ali Ports and Dubai Industrial City are within easy reach.

"Chandran Velayudhan was appointed as managing director of Beckhoff Automation FZE", said Kai Ristau, International Sales Manager of Beckhoff Automation GmbH in Germany. "In addition to distribution of our products and system solutions, our Dubai branch also offers comprehensive service and support. Sales activities will focus on industrial automation and building automation." Due to its geographical location, the Dubai branch will act as central contact for the Middle East including the United Arab Emirates, Oman, Qatar, Bahrain, Kuwait, Saudi Arabia, Jordan, Lebanon, and Syria.

Dubai is currently experiencing an unprecedented building boom. Each project changes the appearance of the city, which is becoming increasingly independent of oil production. Investment capital is flowing into the emirate from around the world.

Infrastructure expansion plays a central role in Dubai. Investments focus on energy supply and expansion of the transport infrastructure. In addition, numerous building projects, ranging from office and apartment blocks to recreational facilities and luxury hotel complexes, shape the appearance of the city. The application of state-of-the-art technologies and the desire for exceptional comfort features lead to increasing demand for intelligent automation solutions.

This is where Chandran Velayudhan sees significant potential for the versatile control technology from Beckhoff: "PC- and Ethernet-based control technology from Beckhoff is used in a wide range of industrial and infrastructure applications as well as industrial building automation and home automation. The fine scalability of the components enables implementation of customized automation concepts. Through the application of innovative technologies and open standards we are able to meet individual customer requirements."



Boomtown impressions: skyline of Dubai City, luxury shops and imposing hotel complexes (from left)



Chandran Velayudhan, managing director of Beckhoff Automation FZE, has extensive industry knowledge accumulated in the United Arab Emirates and India. He is an experienced application engineer, project manager for system integration, and product manager for PLC systems.



Beckhoff office in Dubai

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