

Sales network expanded in Central and South Eastern Europe

## Beckhoff opens subsidiary in Slovenia



→ Beckhoff commenced sales business in Slovenia in the middle of May 2008 with the opening of Beckhoff Avtomatizacija d.o.o. in Medvode in the northwest of Ljubljana. The distribution partner for Croatia is also new. Beckhoff has thus further expanded its position in Central and Southern Europe in order to increase customer acquisition in the former Yugoslavian states.

"With its good motorway and airport connections, the convenient location of the office to the northwest of the capital city Ljubljana offers the best conditions for the optimum support of our customers," says the Executive Manager of the Slovenian subsidiary, Bogdan Rojc. "Thanks to earlier activities, Beckhoff is already well known in Slovenia. Our goal is to position ourselves more strongly in the automation market with PC Control, our embedded devices and our drive technology. However, there is also great demand for our integrated TwinSAFE safety solution," explains the new Executive Manager.

Machine building in particular is one of the up-and-coming branches of the economy in Slovenia. "Our goal is, amongst other things, to support machine building companies in their growth and to grow with them," explains Area Sales Manager Jens-Olaf Brede at the headquarters of Beckhoff in Verl, Germany. However, Jens-Olaf Brede also anticipates good sales prospects for Beckhoff technologies in the process industry. "With our local support, we can react to customer requests much quicker and provide the appropriate assistance," says Bogdan Rojc.



### → Slovenia

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Bogdan Rojc, Executive Manager of Beckhoff Avtomatizacija d.o.o., is an expert in the field of automation technology and very well acquainted with the Beckhoff product portfolio.



Jens-Olaf Brede, Area Sales Manager at the headquarters of Beckhoff in Germany

Impressions from Ljubljana: The dragon symbol, view across the city and the Tromostovje bridge across the river Ljubljanica (left)

The roof of St. Marco church in Zagreb (bottom)

**Distribution partner for Croatia**

Beckhoff has a new distribution partner for Croatia in Zagreb in Krovel d.o.o., which has access to the corresponding markets, excellent technological know-how, but also close ties with the Technical University of Zagreb. In this way, Beckhoff will establish itself as supplier of PC-based automation solutions in Croatia.

"In the long term, we will get further involved in the former Yugoslavian states of Serbia, Bosnia-Herzegovina, the former Yugoslav Republic of Macedonia, Kosovo and Montenegro from our subsidiary in Slovenia," explains Jens-Olaf Brede.



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