

# New Beckhoff branch office in Turkey

- The opening of a subsidiary in Istanbul in March 2008 signifies a continuation of Beckhoff's export offensive. After several years of successful presence in the Turkish market through a distributor, Beckhoff intends to strengthen its sales activities in Turkey further in response to strong economic growth in the country, particularly in machine and plant construction.

"We have already been active in the Turkish market since 2001 through Siskon as a distribution partner. Siskon will continue to cooperate with us and look after the Izmir region," said Kenan Aktaş, Area Sales Manager for Beckhoff. "With our own Beckhoff branch we intend to increase our market share in Turkey and enhance support for our customers."

The head office in the financial metropolis of Istanbul offers access to other important industrial regions such as Bursa, Kocaeli and Tekirdag. In the medium-term the intention is to open a second office in Izmir. "Local accessibility and guaranteed support are decisive

arguments for our customers when they choose our technology," said Cem Ayday, Managing Director of Beckhoff Turkey. With almost 20 years of professional experience, Cem Ayday is a recognized specialist for PC-based automation technology. "We see tremendous potential in the Turkish market, particularly for Beckhoff Embedded PCs, small controllers and our versatile I/O systems. With the new AX5000 drive range, we are well prepared for the requirements of the motion sector and intend to open up further areas of application."



Cem Ayday, Managing Director of  
Beckhoff Turkey



Kenan Aktaş, Area Sales Manager for  
Beckhoff in Germany



The Grand Bazaar in Istanbul with its 4,000 shops  
has been in existence since the 15<sup>th</sup> century.

The bridge across the Golden Horn connects  
Europe with Asia.



→ **Beckhoff Otomasyon Ltd. Őti.**  
Gardenya-3 Plaza No: 18 – 19  
34758 AtaŐehir Istanbul  
Turkey  
Phone: +90 216 580 9830  
Fax: +90 216 580 9833  
info@beckhoff.com.tr  
www.beckhoff.com.tr