

Anthony Gan is Managing Director of Beckhoff Automation Sdn. Bhd. (889044-H) in Malaysia. After concluding his studies of electronics and electrical engineering in the United Kingdom and management in the Netherlands, he gained extensive professional experience in different industries and areas of responsibility. He has vast knowledge of the automation industry and is very familiar with the European and Malaysian markets.



Expansion in South-East Asia progresses

## Beckhoff establishes subsidiary in Malaysia

Beckhoff Automation is maintaining its growth offensive and strengthening its presence in the South-East Asian market with its own subsidiary in Malaysia. The company premises in Petaling Jaya were officially opened at the beginning of June 2010. Anthony Gan, an experienced electrical engineer, will assume the management.

"Our sales figures in Malaysia have risen continuously in parallel to the economic growth of the country," explains Kai Ristau, International Sales Manager at Beckhoff Automation, Germany. "That has prompted us to establish our own branch office in Malaysia. Beckhoff has already been represented here since December 2000 by TDS Technology (S) Pte Ltd, based in Singapore. TDS opened offices last year in Selangor and Penang, in the North of Malaysia. With the establishment of Beckhoff Malaysia, we are pursuing our strategy of advancing our position in the Malaysian automation market through intensified commitment in terms of personnel and capital."



The South-East Asian island state of Malaysia is divided by the South China Sea into two regions: the Malaysian peninsula in the West and the North-Eastern part of the island Borneo. The country has undergone rapid economic development since the 1970s; thus, Malaysia is the largest exporter of semiconductor components for the United States market. The manufacturing industry, with its main branch of energy electronics, is responsible for 28 percent of the gross domestic product on average, with annual growth of approx. 5.5 percent.



The head office of Beckhoff Malaysia: the "Surian Tower" in Petaling Jaya, Selangor

"Among the most important branches of industry in the field of mechanical engineering in Malaysia are machine tools, plastics and packaging machines, conveying equipment, robots and equipment for factory automation as well as special machines for the light and heavy industry," says Joshua Alexander Rusdy, Area Sales Manager of Beckhoff Automation, Germany.

In the future, Beckhoff wants to concentrate on OEM mechanical engineering for electronics, semiconductor technology, packaging, metal and wood working, plastics, food and beverages as well as on the energy sector. "Our goal is to make system integrators and OEM mechanical engineering customers conscious of the advantages of PC- and EtherCAT-based control technology and to bring them to the point where they can compete with the worldwide leading OEMs," says Anthony Gan, Managing Director of Beckhoff Malaysia, explaining the ambitious objective. "We will be bringing our technology and know-how more forcefully into the market not only by product awareness and technological training, but also by close cooperation with technical colleges and universities."

Beckhoff Malaysia's office is located in the 'Surian Tower' in Petaling Jaya, in the midst of the lively, emerging region of Mutiara Damansara (Klang Valley). "Petaling Jaya is not far from Kuala Lumpur, the capital of Malaysia, and is one of the strongest industrial regions of Malaysia, which was decisive for the choice of location," explains Kai Ristau.

Managing Director Anthony Gan is supported at present by two employees; further appointments are planned: "Nearly 65 percent of the production of the Malaysian manufacturing industry originates from the Klang Valley and the Penang region. Therefore, we will also be opening a further office in the North of Malaysia in the near future, in order to be able to offer our local customers prompt technical support and advice," says Anthony Gan, outlining his further plans.



Beckhoff wants to strengthen its position in the South-East Asian market further with the establishment of a new subsidiary in Malaysia. (from left) Joshua Alexander Rusdy, Area Sales Manager, Beckhoff, Germany; Anthony Gan, Managing Director of Beckhoff Malaysia; Kai Ristau, International Sales Manager, Beckhoff, Germany

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