



Beckhoff expands investments in the Asian-Pacific region

New Beckhoff subsidiary founded in New Zealand

Beckhoff has been represented by its own subsidiary company in New Zealand since January 1, 2012. The island nation in the South Pacific is generally best known for its fascinating, largely untouched nature. The most important industries in the country are still agricultural and forestry products as well as tourism, but there is also constant industrial growth: from the point of view of Beckhoff this is the ideal time to strengthen its position in the Asian-Pacific region with the establishment of a division in New Zealand. In Neil Pearce, Beckhoff has enlisted an experienced automation expert to fill the position of Country Manager.

56% of the total turnover from Beckhoff was generated by exports in 2011. "This positive development bears out our strategy of continually expanding our international presence with the establishment of new subsidiary companies," says Kai Ristau, Head of International Sales and Business Development at Beckhoff. "With the founding of Beckhoff New Zealand we have now equipped the furthest country in the world from Germany with its own subsidiary company. This is our latest step towards penetrating into the Asian-Pacific markets with our PC control technology through a tightly linked network." Beckhoff automation technology has been represented in New Zealand since 2000 by the distributor CSE W. Arthur Fisher Ltd.

"With the opening of our own Beckhoff branch office in Auckland we aim to intensify our business activities and improve sales support to our customers as well as technical support and service," says Neil Pearce, Country Manager of Beckhoff New Zealand. "Although New Zealand is primarily known for tourism, agriculture and sheep farming, there is an interesting industrial structure that our products are ideal for, such as food processing, the timber and paper industry, the textile industry, construction of machines and means of transport, logistics, mining etc.," Kai Ristau adds.

"Our office is located in Albany, the technology center of Auckland," says Neil Pearce. "New Zealand's dynamic economic growth, particularly in the automation market, has prompted Beckhoff to increase its local commitment in order to gain new customers and tap into new business opportunities." Auckland, the largest city in New Zealand in terms of population, is home to mechanical engineering companies from the most diverse branches of industry as well as to system integrators and OEM customers.

Auckland business district
with the Sky Tower

The office of Beckhoff New Zealand is located in Albany,
the new technology center of Auckland.

"With its stainless steel product series Beckhoff offers a universal control solution for use in industries with very strict hygienic requirements, such as food and beverage production, pharmaceuticals and the packaging industry. So we envisage good opportunities to grow further in these areas," Country Manager Neil Pearce declares. However, he also envisages good growth potential for Beckhoff in the building automation sector.

Neil Pearce also wants to address customers and familiarize them with technology from Beckhoff through targeted marketing in online and printed media as well as product training and road shows: "We are planning an EtherCAT road show through Australia and New Zealand in 2012." Beckhoff New Zealand and Beckhoff Australia will co-operate closely and support each other through the use of common resources, e.g. in the support sector.

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