



Beckhoff China ceremonially opens new headquarters in Shanghai

Automation expertise on an area of over 5,500 m²

Since the beginning of 2019, the ongoing success of Beckhoff in China is reflected in the new modern headquarters. The 4,045 m² company headquarters was officially inaugurated on 24 January, shortly before the Chinese Lunar New Year. In addition, a warehouse and logistics center with a total floor space of 1,100 m² and a 400 m² service center were set up near the main building.



Opening ceremony for the new headquarters in Shanghai (from left to right): Xingkai Ma, Noki Tani, Managing Director of Shanghai ASK Construction & Decoration Engineering Co. Ltd., Chen Jun, Chairman of Shanghai Shibe Hi-Tech Co. Ltd., as well as Frederike Beckhoff, Liqiang Liang and Kai Ristau from Beckhoff.



The new headquarters of Beckhoff China, with over 4,000 m² of usable floor space and state-of-the-art facilities, offers best conditions to successfully continue the previous growth of Beckhoff China – both in terms of sales and number of employees.

The new and significantly larger Beckhoff China head office was opened by Liqiang Liang, Managing Director Beckhoff China, Operations Director Xingkai Ma as well as representatives of Shibe Wisdom Park and the building contractor. Frederike Beckhoff, Assistant to the General Management, and Kai Ristau, Head of International Sales and Business Development, from the Verl headquarters were present on site. More than 260 employees of Beckhoff China, who are based in a total of 26 branch offices, also gained an impression of the representative building.

The new 5-story building is located in the Shanghai Shibe Wisdom Park in the Jing'an district, only about 200 m away from the previous headquarters. The 4,045 m² of floor space not only provides approximately 100 employees with optimally equipped workplaces, but also benefits the customers. On the first floor of the building, for example, a modern 500 m² showroom provides comprehensive information about the wide range of PC-based control and drive technology from Beckhoff with state-of-the-art multimedia support. Users can also obtain specific practical information on all relevant topics in the training rooms on the second floor, which are equipped with the latest technologies. The 400 m² Level 1 service center and the warehouse and logistics center, which has been modernised and enlarged to 1,100 m² – each with over ten employees – will enable even more efficient service support and further reduced delivery times.



The logistics team of Beckhoff China in the new warehouse





In just five months from structural works to relocation, a modern 500 m² showroom was created.



Optimally equipped for the future

According to Managing Director Liqiang Liang, the new headquarters, warehouse and logistics center and service center pave the way for the future successful development of Beckhoff China. In addition, the required conditions have been created to further improve the level and efficiency of customer service. In addition to the previously targeted markets, such as wind energy and OEMs in metal processing, photovoltaics, semiconductor and electronics manufacturing, Beckhoff also intends to focus more on strategically emerging industries. These include industrial robotics, intelligent logistics and electromobility. Other future topics that can be ideally covered with PC-based control are big data, cloud computing, artificial intelligence and machine learning as well as 5G and collaborative manufacturing.



The new offices offer employees an advanced and comfortable work environment.

Further information:

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