

Beckhoff China: Beckhoff expands presence with third office

New office in Guangzhou

→ Only a year after Beckhoff's second Chinese office was established in Shanghai (in addition to the head office in Beijing), Beckhoff is now represented (since August 1, 2004) through a further office in Guangzhou, the main industrial and commercial centre in southern China.

Guangzhou is the capital of Guangdong province and the trade, finance, communication, culture, science and technology center of southern China. Guangzhou is situated 182 kilometers from Hong Kong on the coast of the South China Sea. It is China's largest city in the south and an important export port. International air routes link Guangzhou directly with Bangkok, Manila, Singapore, Sydney, Melbourne and other international cities. In terms of economic power Guangzhou ranks third among Chinese cities behind Shanghai and Beijing. The main sectors of the expanding industry are machine and shipbuilding, textiles, sugar refining, household appliances, computers, petrochemicals and rubber products.

"The industrial development in and around Guangzhou is very lively," said Liqiang Liang, managing director of Beckhoff China. "With an excellent transport infrastructure, a good trade environment and favorable government policy, Guangzhou attracts a lot of international companies who want to develop their business through cooperation, joint ventures or investment. More and more foreign companies establish manufacturing plants here and export goods to countries all around the world."

Along with the Beckhoff fast business growth in northern and eastern China, Beckhoff decided to promote the market in southern China with its own office in Guangzhou. The Beckhoff Guangzhou office is located on the 14th floor of Citic Plaza (China International Trust & Investment Plaza), an 80-storey landmark building with a total height of 391 meters.

"Our customers can conveniently reach us by bus, U-path or train," said Ms. Lizzy Chen, manager of the new Beckhoff office. "With the advantageous geographic, economic, industrial and human resource conditions in Guangzhou, we hope to be able to expand our business activities from Guangzhou to all 8 provinces in southern and south-western China. We want to be able to offer our customers in this region better technical support and service." The specialist for technical support is confident about being able to gain new customers: "With the Beckhoff New Automation Technology and innovative products we will be able to continuously expand our business with new customers in southern China."

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