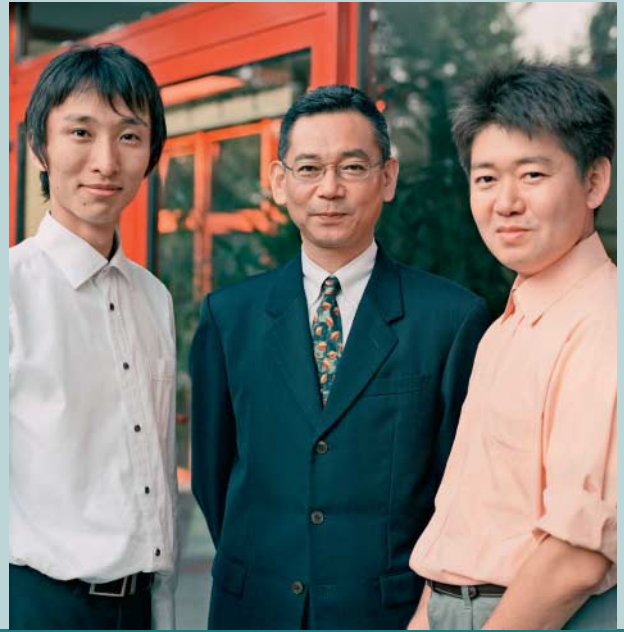


Beckhoff expands distribution network for Asia

PC Control for the Japanese market

The technical "Beckhoff team" from K.MECS during the technical workshop at the German headquarters of Beckhoff (left to right): Taichi Ando (software engineer), Masaru Hagiwara (engineering department manager), Shinichi Itoh (senior engineer).



→ On January 1, 2004, K.MECS Co. Ltd. with head office in Tokyo became a new Beckhoff distribution partner, dealing with the complete Beckhoff product portfolio on the Japanese market. The company was established in 1955 and made a name for itself as importer of electronic components such as fieldbus cables, terminal blocks and sensors, as well as powerful PC products and associated peripherals from Germany, France and Taiwan. In co-operation with Beckhoff, K.MECS now aims to establish the concept of PC-based control on the Japanese market.

The presence of Beckhoff products on the Asian market is growing: In addition to distribution partners in South Korea, Singapore, Malaysia, Thailand, Philippines, Vietnam, Indonesia, India and a subsidiary in China, Beckhoff is now also represented in Japan. "This is a big challenge," said Kai Ristau, international sales manager for Beckhoff, "since the Japanese market is very self-contained. With K.MECS we have now found a partner offering long-standing experience with the import of foreign products, particularly from Europe."

Managing director, Toshiyuki Kameda, sees himself as an interface between the Japanese market and Beckhoff. "We first made contact with Beckhoff at the Hannover Fair in spring 2003. We were looking for PC-based control technology, which the Japanese market started to demand. At Beckhoff we found what we were looking for, and a partnership quickly developed. The Japanese market for PLC systems is almost completely dominated by Mitsubishi and Omron. With PC Control we see good opportunities for introducing Beckhoff successfully on the Japanese market."

K.MECS builds on its long-standing reputation with its customers in terms of sales and service quality. "We are renowned for the fact that we not only deal with sales, but also offer technical support with excellent technology know-how. Our main markets are the machine construction, electronics, automotive, medical and communication technology sectors," said Toshiyuki Kameda. Apart from our head office in the center of Tokyo, we have sales branches in Osaka, Nagoya and Hiroshima, so that our distribution network covers almost all the industrial cities.



"New Automation Technology" from Beckhoff at the System Control Fair in Japan.

K.MECS launched Beckhoff technology at the System Control Fair, one of the biggest control technology trade fairs in Japan. "We generated significant interest and many enquiries regarding the Beckhoff product range. For the first time, we presented a complete software-based control system," said Toshiyuki Kameda optimistically.

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