



→ Beckhoff is underpinning, its international sales network by establishing a subsidiary in Australia. "New Automation Technology" from Beckhoff is now represented in more than 60 countries worldwide through 18 own subsidiaries or agencies and through distribution partners.

New subsidiary in Australia

Beckhoff Automation Pty. Ltd. with headquarters in Melbourne, Australia, established on 1st July 2006. Beckhoff is no newcomer to the Australian arena: the company has been represented in Australia by a distribution partner since August 1998. "Our decision to establish a Beckhoff subsidiary in Melbourne was based on several factors", explained Kai Ristau, International Sales Manager for Beckhoff. "Through direct involvement we expect accelerated growth in the Australian market. With our local presence we want to offer our customers more intensive support and optimum assistance."

The key markets in Australia are the automotive, mining and aerospace industries, ma-

chine construction for packaging, plastics and tube bending applications and semiconductor production, as well as the beverage and food industry. "In all these sectors we are already successfully applying our expertise to the advantage of our customers. There is an increasing trend on the Australian market to adopt European production methods", said Steven Sischy, managing director of the new subsidiary. "Reservations against fieldbus technology and PC-based controllers are a thing of the past", said Sischy. "The market for Embedded Controllers is trending upwards. A recently acquired client now utilizes our Embedded PCs for quayside container cranes." Steven Sischy is extremely familiar with the

automation industry: "Last year we saw significant growth for Beckhoff components. With enhanced customer service and the creation of a training centre in Melbourne, there is excellent potential for further growth. Our aim is to make significant inroads in the Australian mechanical engineering market, as well as increasing sales and market share in the paper and food industry."

Beckhoff intentionally chose Melbourne as its new head office. Approximately 35 % of the Australian automation market is located in Melbourne and its surrounds. "In the future, we intend to cover additional regions through local offices and, if necessary, with the aid of distributors", said Steven Sischy.



Melbourne is the state capital of Victoria.

Steven Sischy, managing director of Beckhoff Australia: "Last year we saw significant growth for Beckhoff components."

The office is located on the 16th floor and offers an excellent view over the ocean.



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