

Beckhoff Automation:
Expansion of export activities in Europe

Beckhoff Belgium takes off



→ In addition to the establishment of new subsidiaries in Spain, Brazil, Australia and South Africa, Beckhoff continues to strengthen its position in the European market by opening a new branch in Belgium.



Patrick Gielis, managing director of Beckhoff Belgium, also sees further growth potential in mechanical engineering SMEs: "Packaging, tobacco, optical devices and semiconductor production are particularly interesting sectors for us. Building automation is another market characterized by strong growth."

Beckhoff Automation BVBA, based in Hasselt, Belgium, opened for business on 1 September 2006. "New Automation Technology" from Beckhoff has already been represented in Belgium since 1998 through a distribution partner. "Consequently our PC-based control technology is used in a wide range of industries and benefits from high name recognition", said Kai Ristau, International Sales Manager for Beckhoff Automation GmbH in Germany. System integrators play a significant role in the Belgian market. "The main sectors in Belgium are the automotive industry and its suppliers, the process industry, and the food and tobacco industry", said Kai Ristau. Other important sectors for Beckhoff are the textile industry and building automation.

The Beckhoff team in Hasselt is headed by Patrick Gielis, who has many years of experience in the automotive sector, in automation, and as a project engineer for a system integrator. Hasselt is located in the Flanders region east of Brussels. "We chose this location due to its good transport connections. Another factor was that many important industrial companies are located here", said Patrick Gielis. "In addition to sales and support we will also offer product training for our customers here at Hasselt. In the future, we intend to establish a further office west of Brussels so that we are easily accessible for customers from any region", said the managing director.





The Beckhoff team in Belgium (left to right): Koen Kerkhofs (technical support, training), Patrick Gielis (managing director), Ludwina Aerts (sales, marketing).

The automotive industry is an important market in Belgium. More than 400 Beckhoff controllers are installed at Ford Europe's plant in Genk, Belgium, for handling production and logistics tasks. Around 150 Ethernet Bus Terminal controllers control a complex transportation system that deals with synchronous provision of components and systems from four suppliers. This project was jointly implemented by system integrator GTI Electro Thijs and Multiprox, the Belgian Beckhoff distributor.

→ **Beckhoff Automation BVBA**
Kempische Steenweg 305, bus 202
3500 Hasselt
Belgium
Phone: +32 (0) 11240 800
Fax: +32 (0) 11240 801
info@beckhoff.be
www.beckhoff.be

