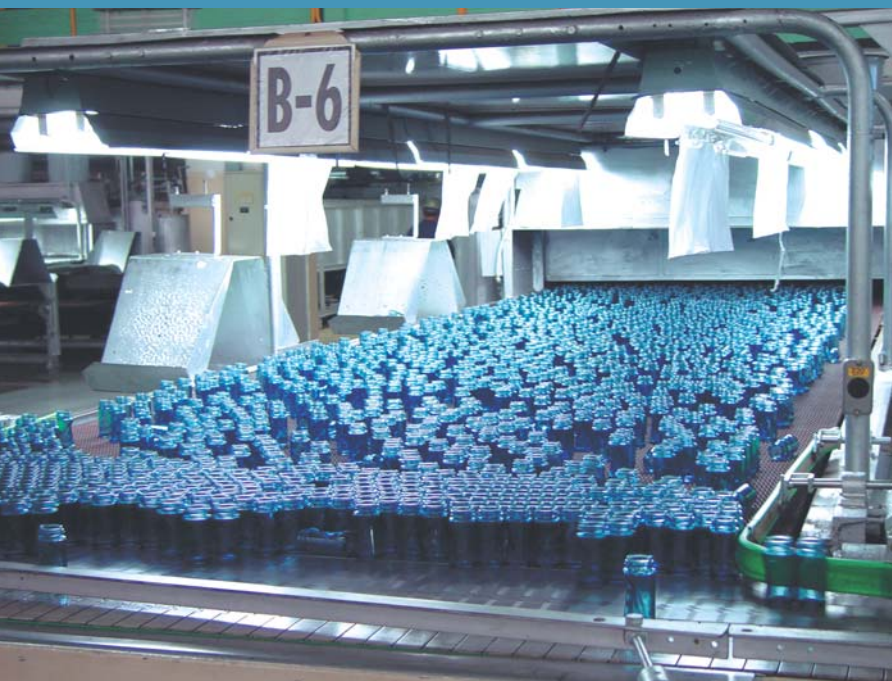


Brazil: Beckhoff expands on the southern hemisphere



The latest subsidiary, Beckhoff Brazil, opened for business on 1 October 2006. Together with distribution partners in Argentina, Uruguay and Chile, Beckhoff is now represented in four countries on the South-American continent.

Beckhoff Automação Industrial Ltda. is based in the city of São Bernardo do Campo, São Paulo State. The sales network will be expanded further through additional branches and system integrators. The main industries such as machine construction, automotive industry and suppliers, packing machines, plastic injection molding machines and sugar cane mills are located at São Paulo State. "The Brazilian market is not dominated by a particular industry, so that we have an opportunity to establish ourselves in a wide range of different sectors", said Kai Ristau, International Sales Manager for Beckhoff.



Wheaton Brasil, based in São Bernardo do Campo, Brazil, is one of the leading suppliers of glass packaging for cosmetics, pharmaceuticals and food industries worldwide. The company uses I/O technology from Beckhoff.

"In addition to the traditional industries, there is also significant demand from water and energy suppliers and in the chemical industry. Building automation is another continuously growing market", said Marcos Giorjani, managing director of the new subsidiary.

"In Brazil, Beckhoff products are already being used in many industry sectors. Initially we will concentrate on the machine construction sector", said Marcos Giorjani, who sees good prospects for rapid growth. "The Brazilian automation market is growing continuously. Our own branch will give us better growth opportunities because we can develop our own strategies for positioning our "New Automation Technology" in the Brazilian market and for acquiring new customers."

Marcos Giorjani, who has extensive experience in the automation industry, is optimistic about his new role: "In the short term, we intend to build on our good reputation in the machine construction industry in order to achieve further growth in this segment. In the medium term, we want to make Beckhoff a brand name for automation solutions in the Brazilian market. The formation of a system integrator network in the main industrial regions of Brazil will help us achieve this goal."

Marcos Giorjani, managing
director of Beckhoff Brazil.



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