

Beckhoff establishes subsidiaries in Belgium, South Africa, Australia and Brazil

“New Automation Technology” expands in Europe and in the southern hemisphere

With its new subsidiaries in Australia, South Africa and Brazil, Beckhoff now has a stronger presence south of the equator. Kai Ristau, International Sales Manager of Beckhoff Automation GmbH in Germany, explained the reasons for the expansion: “By strengthening the presence of Beckhoff in the southern hemisphere, we are now represented in the important and large markets of South Africa, Australia and Brazil.” Beckhoff Automation (Pty.) Ltd., based in a suburb of Johannesburg, is the first Beckhoff subsidiary on the African continent. “We will continue our cooperation in the systems business with our former distributor for South Africa at a project level. Through this cooperation we are able to provide optimum support for our South African customers.”

In Australia, the establishment of Beckhoff Automation Pty. Ltd., based in Melbourne, represents just the first step of the expansion plans: “For our near future plans, we intend to set up a comprehensive distribution network covering the main industrial regions in eastern and south-eastern Australia.” In South America, Beckhoff is now also represented with its own subsidiary, Beckhoff Automação Industrial Ltda. “Half of Brazil’s industry is located in São Paulo State. The city of São Bernardo do Campo is therefore an ideal location for our own local presence, because it offers opportunity for deploying Beckhoff products in a large and dynamic market.” Beckhoff Automation BVBA is based in Hasselt, Belgium. “This expansion enables greater economic and dynamic coverage in Europe.



Our own branch is able to provide optimum support for machine manufacturers using Beckhoff systems and components.”

Kai Ristau comments on the international expansion plans: “By early 2007, the Chinese representative offices in Guangzhou, Shanghai and Beijing will be turned into an independent Beckhoff subsidiary. Further aims include the establish-ment of international representa-

tion in the Middle East, e.g. in the United Arab Emirates (Dubai), and strengthening our industrial distribution network through further subsidiaries and distributors with particular focus on Asia, South America and the Middle East.”

For more details about the new Beckhoff companies see pages 40.