

Beckhoff continues expansion course by establishing a subsidiary in South Africa



The Nelson Mandela Bridge in Johannesburg.

→ Since the South African subsidiary opened on 1 September 2006 Beckhoff is now directly represented on all continents. The new branch in Johannesburg aims to meet growing customer demand in South Africa through local presence.

The head office Beckhoff Automation (Pty.) Ltd. is located at Boskruin Business Park in Randburg, a suburb of Johannesburg and a location chosen by many of the leading industrial companies. "Good links to motorways and access roads played an important role in the selection of this location", explained Conrad Muller managing director of the Beckhoff branch.

Conrad Muller is an experienced electrical engineer and knows the South-African market well: "In our country, which is rich in mineral resources, the mining industry is one of the main customers for automation products. Other industries, such as the pharmaceutical and the process industries, are represented with large production facilities in South Africa. In addition, many well-known tyre and other automotive manufacturers operate world-class production facilities here." "In South Africa Beckhoff control systems have already been imple-

mented in numerous facilities and production lines of leading automotive manufacturers and their suppliers. Examples are presses for catalytic converters, production lines for axles and differentials, and assembly lines for complete engines." said Conrad Muller. "In addition to the automotive industry, we have also been very successful in the building automation sector: our most recent reference project is the building control system for the head office of CSIR, a research institute for science and technology."

"Local presence in the increasing economy of South Africa is part of our international expansion plan", explained Kai Ristau, International Sales Manager for Beckhoff Automation GmbH in Germany. "The processing, assembly and manufacturing industries represent a large customer potential with a wide range of opportunities for Beckhoff applications."



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Conrad Muller, managing director of Beckhoff South Africa: "Our primary aim is rapid expansion of our distribution network in order to gain new customers in our large country and to intensify existing contacts."

ZF Lemförder South Africa (Pty.) Ltd. is a global supplier of chassis components for the automotive industry. ZF Lemförder produces the front and rear axles for the BMW 3 Series Saloon, which is produced at BMW's South African plant. ZF Lemförder's production lines and custom-built machines are equipped with Beckhoff technology.