

Beckhoff creates Chinese subsidiary



→ The former “Beckhoff Representative Office” in Shanghai has now been legally established as an autonomous subsidiary company and has been trading as a self-contained company since 1st September, 2007. With this step, Beckhoff has set a new milestone in the intensification of trade relationships within China.

Beckhoff has been active in the Chinese market for a decade: after being represented by a distributor from 1997 to 2001, the first representative office was opened in Beijing in 2001. Because of rapid business development, an office in Shanghai followed in 2003 and in Guangzhou in 2004 to be even more accessible for customers in East and South China. With a 2005 change in Chinese law that allowed foreign investors to found Chinese sales companies with 100 % foreign shareholding, Beckhoff decided to give the representative office the legal status of a self-contained sales organization.

The structure of Beckhoff China was solidified by relocating the company's head office from Beijing to the business metropolis of Shanghai. “Shanghai is the most important industrial city in China; its geographical position and enormous infrastructure make it an outstanding location for our head office,” says Kai Ristau, Beckhoff International Sales Manager, explaining the decision. “Our office is conveniently situated close to the city center in a brand new industrial estate, ‘Shibei Industrial Zone’.” Beckhoff China has over 1,000 m² of office space for sales, marketing, support and service. There is also

enough room for the training courses that are offered. A service center for carrying out on-site repairs is currently being established, as is a showroom which, as an in-house trade show booth, offers customers the opportunity to obtain comprehensive information on Beckhoff products and automation solutions. Establishing a local warehouse also enables the supply of standard Beckhoff components direct ex-stock from Shanghai.

“On this basis, we can act quite differently in the Chinese market in the future. Our 10-year presence in China has established Beckhoff as a recognized brand for automation products, and the foundation of a Chinese subsidiary company will lead to even higher acceptance in the Chinese market,” says Kai Ristau confidently. “We are also building a forceful marketing team here that is responsible for company communications and presenting Beckhoff to the Chinese markets.”

The Beckhoff China team, with a total of 32 employees, includes technical specialists for the entire range of automation solutions, fieldbus and IPC experts, as well as specialists for PLCs, high-level languages, Motion Control and drives. Beckhoff China customers receive innova-



Left: Pudong skyline with TV tower



Shanghai, the constantly growing metropolis at the mouth of the Huangpu and Suzhuo rivers

The Beckhoff China team in front of the company's head office in Shanghai



tive control solutions that are reliably elaborated both in the pre-sales and after-sales phases and supported during implementation.

Besides the technologically well-versed sales team, the country-wide sales network of distributors and partner companies is being expanded, strengthened and better supported by the optimized Beckhoff China.

Beckhoff China has been able to record an average annual growth rate of 50 % in the past. Turnover even increased by an impressive 80 % in the first half of 2007 compared to the same period of the previous year. The Chinese branch has doubled the number of its employees this year in parallel to the increase in turnover.

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