

## 10 years of Beckhoff Switzerland

Beckhoff founded its first subsidiary on September 9, 1999. The opening of a subsidiary in Switzerland was the starting gun for the sprint to consistent international corporate expansion. At that time, the name Beckhoff was known only to insiders in Switzerland. We, a small team of three colleagues, took over the distribution of Beckhoff automation products with great dedication. The Sales and Support Center in the west of Switzerland opened just two years later, in



**Gerhard Meier, Managing Director of Beckhoff Switzerland**

2001. Today, we are geographically positioned so that our local customers – and those in each respective Swiss language region – are always supported by a contact person. Our customers mainly come from the machine building industry and plant construction. Due to the universality of Beckhoff PC-based control solutions and our extensive range of products, we are represented in almost every branch of industry in Switzerland. A significant proportion of our turnover is generated in the field of building automation.

The fact that we have developed such a good image and are so well known in the market today is due not only to the innovative Beckhoff products, but also to our technical competence in consultation, applica-

tion assistance and support. Our strength lies in our close proximity to the customer – and we don't just preach that – we practice it too: together with customers, we develop solutions that are precisely tailored to their needs. Customer relations with strong partnerships are win-win for all involved. On this basis, we have continued our further technological development together with our customers. Many ideas for new Beckhoff products have been born out of specific requirements in the field. In return, we have lifted our customers to new technological heights again and again through innovation and, in this way, made them more competitive. In recent years, for example, we have set new standards in automation with the development of EtherCAT and XFC (eXtreme Fast Control Technology) and have continuously lived up to our reputation as a dynamic, innovative technology company.

Requirements in automation have become increasingly complex in recent years and have changed: there is a clear trend emerging on the market towards complete automation solutions from one source. We at Beckhoff can provide that from start to finish – including application support, after-sales support and product training.

Following the founding of the first Beckhoff subsidiary in Switzerland, which is viewed by many suppliers as a test market due to high export share, several subsidiaries have been founded in the last ten years. Today, with 23 subsidiaries and distributors worldwide, Beckhoff is well positioned in over 60 countries, as a result of which local service and support in the respective language are guaranteed.

Gerhard Meier  
Managing Director of Beckhoff Switzerland