

Comprehensive distribution network in Scandinavia

Beckhoff establishes subsidiary in Norway

On 15th September 2009, Beckhoff opened Beckhoff Automation AS in Tønsberg, the oldest town in Norway. Together with its subsidiaries in Sweden, Finland and Denmark, Beckhoff now has a comprehensive distribution network with which to penetrate the northern European market with its products and solutions for PC- and EtherCAT-based automation.



Einar Bråthen, 52, Managing Director of Beckhoff Norway:

“In close cooperation with the Swedish Beckhoff branch we can offer our customers in the Norwegian automation market expertise and service at first hand.”



The Beckhoff office near the quay of the port of Tønsberg

Beckhoff has been represented in the Norwegian market since 1998. After an initial collaboration with a distributor, Beckhoff's Swedish branch office has looked after customers in Norway in recent years. “The positive business development, however, made it necessary for us to have a local presence,” said Einar Bråthen, Managing Director of Beckhoff Norway, explaining the reason for the founding of an own branch office. “This way, we are closer to our customers and can react promptly. – Accordingly, our customers have accepted this step positively.”

A market with high growth potential

Beckhoff has achieved stable growth in the Norwegian market in recent years. “We think that we can expand into new market segments with the found-



The harbor in Tønsberg, the oldest town in Norway

ing of the Norwegian subsidiary,” says Jan Hendrik Breitenstein, Area Sales Manager of the German headquarters of Beckhoff Automation. For example, water management in Norway is an interesting sector, since the country obtains about 98 % of its energy requirements from hydro-electric power. Also of great economic importance are the metal industry, mechanical engineering, pulp and paper production, as well as the textile and food industries. “We already have very good references in Norway on which we can build – in the energy supply industry, the oil and gas sectors, water and waste management, building automation, traffic management and robotics. We expect considerable growth potential here with our PC-based control philosophy. In addition, Norwegian customers are very receptive to innovative technology,” states Einar Bråthen.

Customer closeness and presence at trade fairs

The Norwegian Beckhoff team will present itself at various trade fairs in the field of automation in 2010. The most important trade fair is the Norwegian equivalent of the Hanover Fair, the “Eliaden”, which will be held from May 30 to June 3, 2010 in Lillestrøm. Furthermore, Beckhoff hosts an EtherCAT roadshow and customer seminars in Horten, Stavanger and Trondheim.

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