



Beckhoff Sales meets for the International Sales Meeting

For the sixth time in a row the worldwide Beckhoff Sales gathered in Marienfeld, Germany, from 19 to 22 April 2012 for the International Sales Meeting (ISM). A total of 180 sales engineers representing 60 countries participated in the meeting in order to gather information about current product innovations prior to the Hannover Messe. Thirty speakers from the Beckhoff product and industry management reported on the latest technological developments.

"The ISM, which takes place every two years immediately before the Hannover Messe, has proven its worth in our view", says Kai Ristau, Head of International Sales and Business Development at Beckhoff. "The Sales meeting is the ideal platform for the national and international sales colleagues to get technical information at first hand. A further aspect of this meeting that should not be underestimated is – despite modern IT communication – the personal exchange of views and intensive networking with the product developers and managers from the company's headquarters." In addition to a tightly-packed programme of presentations on the latest product developments and updates, the product managers placed themselves at the disposal of the participants for questions in "center sessions". The programme was rounded off by presentations on current sales and marketing developments as well as worldwide application possibilities.

As in previous years, the international subsidiaries and distributors were requested to submit an application of a technologically very exciting nature for the "Application Award". From a preselection of 16 applications the jury, consisting of all the sales colleagues, selected the three best. The award winners were Beckhoff UK for an innovative application in the field of printing, Beckhoff Belgium for a fully automatic warehouse system for pharmacies and IAL, a Dutch Beckhoff Distributor, for the automation of a steel processing machine.

Kai Ristau expresses his satisfaction at the outcome of the ISM: "To see the Beckhoff world from 60 countries with over 200 participants assembled at the company's headquarters is always very exciting and motivating. Our goal is to inform the colleagues about the latest state of our technological development so that they can offer optimum advice and support to their customers locally. On top of that, the ISM is an opportunity to live the family-like Beckhoff culture, because, despite the 2,100 employees that Beckhoff presently employs worldwide, our corporate culture is still borne by the philosophy of a family-run company."