



Beckhoff consolidates its sales network in Eastern Europe

New subsidiary opens in Hungary

With the opening of a new branch office in Budapest, Hungary, Beckhoff is now represented by its own subsidiaries in 30 countries worldwide. Tamás Percz, an experienced electrical engineer with exceptional knowledge of the Hungarian automation market, has been appointed Managing Director.



Jens-Olaf Brede, Area Sales Manager at Beckhoff, Tamás Percz, Managing Director of Beckhoff Hungary, and Kai Ristau, Head of International Sales and Business Development at Beckhoff (from left)

The Beckhoff Hungary branch office was officially opened on March 1, 2012. The modern office building on the "Office Campus Budapest" also offers sufficient space for training courses and workshops, which Tamás Percz plans to offer his customers in the near future.

Beckhoff has already been represented in Hungary since 2005 by Controrg Kft. and can boast a customer base that features well-known companies. "Due to the growth in turnover in recent years we decided to establish our own branch office in Hungary in order to capitalize on the Eastern European market more extensively," stresses Jens-Olaf Brede, Area Sales Manager at Beckhoff. The Hungarian market is shaped among other things by production sites of large German and international companies. Good business relations already exist there that can be developed still further. "We want to use the encouraging successes we have achieved as a foundation by offering our existing customers even more intensive support and technological consultation. Above all, however, we strive to develop new fields of business, for instance in building automation, and to win over new customers," says Managing Director Tamás Percz, describing his objectives.

Beckhoff Hungary has already taken part in the Magyarregula automation trade show held in March 2012 in Budapest. "There was a great response to our booth and we were able to make a large number of exciting new customer contacts," Tamás Percz says with satisfaction.

For the Managing Director of Beckhoff Hungary, increasing communication with universities and intensive co-operation with system integrators also represent cornerstones of his growth strategy. "Our goal is to penetrate the market with PC-based Control technology across all branches of industry: from the food and beverage industry to building automation to water management."

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