Beckhoff acquires long-standing distributor in Seoul

Tri-TEK becomes Beckhoff Korea

Beckhoff Automation acquired its Korean distributor, Seoul-based Tri-TEK Corp., on July 1, 2019. The successful distributor has been closely associated with the company for many years. As Beckhoff Korea, the experienced team, which previously focused primarily on the semiconductor and display manufacturing sectors, will provide more comprehensive support to the country’s entire high-tech market.
Tri-TEK opened in 2000 as a distributor of Beckhoff products in South Korea. Since then, the company has been particularly active and successful in the areas of semiconductor and display manufacturing. Hans Beckhoff, Managing Director of Beckhoff Automation, explains: “With Tri-TEK, we are taking over a partner with many years of experience, particularly in these two high-tech industries. With the direct presence as a Beckhoff subsidiary, the competent local team will now be able to successfully open up the large South Korean market for our PC-based control technology beyond these specialized segments. In this way, the business growth of recent years can continue in the future.”

The Managing Director of Beckhoff Korea is Key Yoo, who successfully founded Tri-TEK. This success is reflected very clearly in the ever-increasing number of employees: A total of 20 employees currently work in the areas of sales, technology, administration and marketing. Further expansion of the Beckhoff South Korea subsidiary is already planned. Key Yoo describes the advantages of officially joining Beckhoff as follows: “To increase our standing in the market, it is important for Beckhoff to be present in South Korea using its own brand name. In addition, as a Beckhoff subsidiary, we are now better equipped from a technical standpoint and can offer our customers significantly better service and support. These excellent capabilities will enable us to increasingly develop the sectors of general machine building and machine tools. The fact that Beckhoff products are known for very high quality and reliability throughout Asia helps us in this respect.”

Joshua Alexander Rusdy, Area Sales Manager International Sales & Business Development of Beckhoff Automation, adds: “The industrial sector has been a consistent contributor to the South Korean GDP (gross domestic product) over the years, absorbing approximately one-fourth of its labor force. Within industry, which is composed of manufacturing, mining, construction and electricity, meanwhile manufacturing has been the main engine of economic development in South Korea. South Korea’s largest industries are electronics, automobiles, telecommunications, shipbuilding, chemicals and steel. The country is among the largest manufacturers of semiconductors as well as electronic goods, with several globally established brands. Beckhoff with its open IT-based automation concept and as the inventor of the fastest Ethernet based fieldbus technology – EtherCAT – has been successfully and well-established in the major Korean industries for almost two decades.”

Beckhoff Korea finds sufficient space on over 600 m² in the penthouse of a large office building, including room for future growth.