

Canfield Expands International Reach with Office in The Netherlands

By Bob Kronemyer, Associate Editor



Joe Szikszoy
General Manager
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Canfield Imaging Systems (Fairfield, New Jersey, U.S.) has announced the opening of a European office in Amsterdam, The Netherlands. As Canfield’s first office outside the U.S., it will serve as headquarters for operations in Europe, the Middle East and Africa. Canfield has relocated personnel from America and recruited local talent to staff this new facility. General manager, Joe Szikszoy, formerly a Xerox Corporation (Stamford, Connecticut, U.S.) executive, has spent 17 years living and working in Europe. Mr. Szikszoy’s extensive experience with technology companies in the global marketplace was a key factor in selecting him to head up this venture.

“Canfield products have a strong following here, and we have a world-class network of distributors in place,” Mr. Szikszoy said. “Still, New Jersey is about 5,000 kilometers and six time zones away from central Europe.” After considering a number of cities, Canfield selected Amsterdam for its location and business climate, both of which favor the transition to a European-based headquarters. “We want to make it easier for our European customers to do business with us, and this puts us right on their door step,” Mr. Szikszoy said.

While their distributor network will continue to be the front line in customer-related activities, Canfield’s presence will quickly become evident to local customers. The Amsterdam office will be adding a new level of support for these customers, including enhanced training, product support, communications and logistics. In conjunction with the distributor network, this will enable Canfield to establish a presence in the European community comparable to their home market in the U.S.

Mr. Szikszoy views this as the best of all worlds for Canfield’s European customers. “They now have a local dealer, who knows their language and their business, plus direct support from the company behind the products,” he explained. “This is going to ensure that we can deliver optimal, cost-effective solutions anywhere in the region. Furthermore, it’s going to help Canfield develop a deeper knowledge of the diverse European markets and their unique needs.”

International marketing is not new to Canfield. The VISIA Complexion Analysis System, for example, supports 18 different languages, with more planned. Canfield also participates in numerous European trade shows and conferences and is active in European publications. The parent company, Canfield Scientific, has supported hundreds of clinical studies sponsored by international pharmaceutical companies. “These studies require definitive proof of treatment efficacy in a variety of therapeutic areas and Canfield’s imaging devices and expertise have provided the precise, repeatable photo documentation demanded by their rigorous protocols,” Mr. Szikszoy stated.

Although the European office is Canfield’s first offshore venture, it is not likely to be the last. “Demand worldwide continues to grow for high-quality, clinical imaging solutions,” Mr. Szikszoy said. “At the same time, Canfield has been introducing innovative imaging systems, including recent groundbreaking products in three-dimensional imaging, that are attracting an ever-widening audience. For all of these reasons, it is with an enthusiastic and optimistic spirit that Canfield pushes outward into the expanding global marketplace.”