**Beko Expands in South America with Paraguay Launch**

Beko is increasing its footsteps in the South America market and has started sales in Paraguay as of April 2017. Currently, Beko products including washing machines, dryers, oven, dishwashers and refrigerators are sold in Inverfin shops, the retail space of Beko’s local distributor.

Inverfin is one of the biggest retailers in Paraguay owning 128 branches throughout the country. The company has an industrial plant of 21.000 sqm producing Taiga branded motorcycles. Based on the agreement with the company, Beko branded products will be sold not only in Inverfin stores but also in the other major retailers in Paraguay.

The first Beko Zone was built in the main store of Inverfin. There are also 10 Beko Zones are currently planned to be installed in the 10 biggest Inverfin shops around the country. In addition, FCB / Beko window brandings will be installed to 10 shops as well.