

Innovation Drives Wenzel Grow Sustainably

创新是温泽持续发展的动力

—— Interview with Mr. BS Tan, the Deputy General Manager of Wenzel Measuring Machines (Shanghai) Co., Ltd.

—— 访温泽测量仪器（上海）有限公司副总经理陈文山先生

技术创新是温泽赖以持续发展的原动力。德国温泽集团在技术创新方面始终保持较多的投入，把两位数百分比的销售投入放到研发上，为50年的发展奠定了坚实的基础，保证了技术的领先地位，从而保持在其产业领域的方向性的引导作用，并一直以领先的技术站在产业发展的前沿。

温泽测量仪器（上海）有限公司副总经理陈文山先生向记者介绍说，德国温泽集团创立于1968年，是工业测量领域最大的家族企业，是世界领先的计量解决方案制造商，产品涵盖三坐标测量机，齿轮测量中心，工业CT，模具设计制造，造型设计，高速测量和数字化系统以及逆向工程等领域。公司为

各行各业的客户提供专业的产品及服务，主要集中在汽车制造、航空航天、机械工程、机电制造及其配套领域。温泽今天已经发展成为在全球范围拥有16家子公司，销售及合作伙伴遍及50多个国家和地区的跨国集团。他说：“温泽进入中国比较晚，慢了竞争对手十多年，发展中有很多困难要克服。2006年温泽进入中国市场，成立了温泽测量仪器（上海）有限公司，有标准的产品生产线和完善的品质管理系统，以拥有最新生产设备和完善的检测设备的工厂为基础，始终保证了最高的产品质量。随着中国市场的发展，温泽测量仪器的认可度和知名度也不断提高。我们把诚信、创新、灵活、可靠性四



□本刊记者 李 莉

个理念作为我们发展的四大法宝，坚持不懈地创新与提高产品的可靠性，通过多方面的技术开发来满足用户的需求。公司通过强化技术革新的体制，努力追求高可靠性，不但成为了业内的先锋，也成就了测量领域的标杆品牌。温泽之所以能够在中国快速发展起来，靠的就是领先的技术和服务方面的细致入微。”

陈文山先生强调说：“精密的三维计量行业是比较特殊的高技术含量的产业，没有技术就没有了灵魂。我们一直以来专注这个产业。并且于6年前就开始开发光学测量技术，那个时候我们已经感觉到中国对航空业对发动机是很需要的，而航空业有着特别的严谨性，即使每个螺丝规格都有特定的要求。有鉴于此，我们研发的白光高速测量系统，在航空

叶片制造领域是一项颠覆性的技术，解决了叶片批量检测的高效精确难题，得到了市场的高度认同。一直以来，在汽车造型领域，温泽有着独创性的解决方案，2016年温泽在资源整合之后，开拓出了新的一片蓝海空间，成立了德国温泽设计技术公司，专门提供独一无二的造型解决方案，尤其是在汽车造型领域，并于2017年7月在德国正式发布。我们相信在日益注重研发，注重知识产权，注重汽车工业发展的中国，我们的新产品，新技术，必然会有更加广阔的市场空间。

陈文山先生祖籍是中国福建，对中国有很深的情结，流利的普通话很快拉近与记者的距离。曾在三家公司服务过的他于2007年加

入温泽，主要负责温泽中国市场的销售以及售后服务工作，一干就是10年。他组建的销售团队近年已销售三坐标测量机及齿轮测量中心等超过1500台。谈到销售与服务的关系时他说：“服务做好了，市场就会扩大，从而带动销售。可靠的服务体系能满足市场的需要，增加卖点，良性循环。厂里2分钟解决的事情，到了客户那里损失的不是人力物力，赶上客户生产高峰期还极易因此造成客户损失。所以，我们强化服务团队，提供给客户最高品质的服务，对销售的促进作用是无限的。”

随着近些年温泽中国区的快速发展，我们不再仅仅满足于企业经济效益方面的成功，在我们擅长专注的领域，尽力所能及之力，回报社会，体现企业责任，这也是我们企业的核心价值。因此为了响应国家提出的质量强国战略，也为了协助国家建设培养高素质的人才梯队尽一份绵薄之力，德国温泽集团与中国计量大学签署校企合作备忘录。双方将建立“中国计量大学——德国温泽集团大学生海外实践教育基地”，每年选送一定数量的学生赴德国公司总部实习3个月，建立“大学——温泽联合实验室”，公司为中国计量大学提供当今国际最先进的工业CT工作站，并免费提供坐标测量软件以及点云处理、逆向与测量软件供学校教学使用；此外，双方还就师资培训和企业专家来校授课等方面开展合作。

陈文山先生最后表示：“10年来我们的销售额一直都保持着稳



步的增长。金融危机期间我们也没有辞退过一名员工的企业，全员的稳定性，奠定了企业发展的基础性。中国的销售额已经达到并超过集团年销售额的四分之一，我们有幸度过了中国发展最快的10年，接下来是更成熟的10年。‘一带一路’必将带动很多产业的提升。我们有很多解决方案可以满足中国客户的需求。中国这个市场在不断增长。我们也将寻求技术的最大优化，寻找下一个发展的支点，充分利用总部搭建的平台，同时发挥本地化的团队作用，针对客户的特定要求，以最新的技术向前发展。”



上图（第一排从左到右）：包福兵先生（中国计量大学计量测试工程学院副院长），李炯先生（中国计量大学计量测试工程学院党委副书记），王月兵先生（中国计量大学计量测试工程学院院长），Ms. Ahjin Wenzel（温泽集团亚太区市场及销售总经理），陈文山先生（温泽集团中国区副总经理），邹德煜先生（温泽集团中国区市场经理）

Innovation drives Wenzel grow sustainably. Wenzel Group, based in Germany, insists on investing significantly on technical innovation: spending a more than 10% of sale revenue on research and development. This investment lays a solid foundation for the group's development in the past 50 years, enables the group to be the industry guider, and consolidates its pioneer position in the technology field.



BS Tan, the deputy general manager of Wenzel Measuring Machines (Shanghai) Co., Ltd., says in the interview with Multinationals in China, established in 1968, Wenzel is well known as the biggest family business engaged in commercial measurement and a world-leading measurement solutions provider. The group's product solutions involves three-dimensional measuring machine, gear measuring center, industrial CT, mold design & manufacturing, shaping design, high-speed measurement & digitizing system, and reverse engineering. Wenzel provides professional products and services for clients in such fields as automobile manufacturing, aerospace, mechanical engineering, electromechanical manufacturing and related supporting fields. Today Wenzel, in possession of 16 subsidiary companies over the world, has developed into a multinational group associating with sales and service partners in over 50 countries and regions. "Wenzel came to China over 10 years later than our competitors, so we were faced with many challenges in business development. In 2006, Wenzel established Wenzel Measuring Machines (Shanghai) Co., Ltd. with standard production line and perfect quality control

system, and applied latest production equipment and complete testing facility. All these can ensure high product quality always. In these years, Wenzel won higher popularity and wider recognition in the Chinese market. We highly value integrity, innovation, flexibility and reliability as the key factors of our development. Additionally, we constantly innovate to improve product reliability and satisfy users by all-around technological development, and strengthen the innovation system and pursue high reliability. Through the efforts above, we become an industry pioneer and create a brand model in measurement field. It is leading technology and considerate service that contributes to our rapid growth in China," says Mr. Tan.

"Three dimensional precision measurement contains extensive high technologies, so technology condenses a soul of such measurement. We have been dedicated to this industry all along. Six years ago, we launched the development of optical measuring technique and found that aero-engine was an urgent need in China. Aircraft industry haggles over preciseness of parameters, even specification of a screw. We developed high-speed white-light measuring system which thoroughly solved problems on efficiency and precision of batch blade testing. This system was regarded as a subversive technology in aviation blade manufacturing field and highly praised in the market. As always, we provide original solutions in motor vehicle shaping field. In 2006, Wenzel established Wenzel Design Technology Company which was specialized in providing unique shaping solutions particularly in motor shaping field. These solutions were issued formally in Germany in July 2017. As we known, more emphasis is laid on research & development, intellectual property and automotive industry



in China, so we believe that our new products and technologies would be distributed wildly in such a fine market space.

Mr. Tan, from his ancestry Fujian, China, has a deep Chinese complex. In the interview, he spoke in fluent mandarin and kept approachable to others. In 2007, Tan joined Wenzel after taking posts in other three companies, and in next ten year he was in charge of marketing and after-sale service in the Chinese market. His marketing team had sold over 1500 three-dimensional measuring machines, gear measuring centers and other products so far. "Better service wins wider markets, and wide market means higher sales. A reliable service system can well satisfy users' demands and add selling points. Consequently, a positive cycle forms. A fault may be handled well in 2 minutes by us, but it may cause a large input of manpower and resource to a client, particularly in production peak. So we improve our service team to provide clients with top-quality service, which will observably enhance marketing in return" said Tan, taking of the relation of marketing and service.

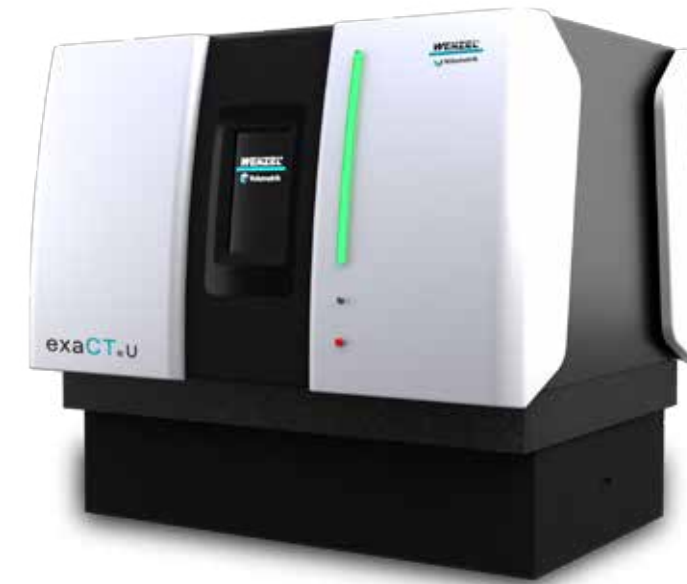
We are not merely satisfied with success in economic benefits, and never forget repaying the society and assuming our responsibility, it is the enterprise's core value. To respond to the "Powerful Country in Quality" strategy and make contribution to cultivation of quality talents, Wenzel and China

Jiliang University (CJLU) signed university-industry cooperation memorandum. The parties co-established "CJLU-Wenzel Student Overseas Practice and Education Base" and organized students to practice (3 months) in Wenzel's Headquarters in Germany; they also established "CJLU-Wenzel Joint Laboratory". Besides,

Wenzel provided CJLU with leading-edge industrial CT workstation and supplied coordinate measurement software, point-cloud processing software, reverse engineering and measuring software for teaching use free of charge. The parties also developed cooperation in teacher training, expert teaching and other aspects.

"Our sales have been growing in the past ten years. We dismissed no staff even in the financial crisis period. Our personnel stability stabilized the enterprise's development.

By now the annual sales in China have accounted for over 1/4 of the group's. We grew fast in the past ten years, and then will develop in a matured way in the next ten years. "One Belt and One Road" will drive industries to upgrade and improve. In this situation, we will develop more featured solutions for Chinese clients and sustain stable growth in the Chinese market. In addition we will get a maximum optimization of technology, seek next developing opportunity, and keep technologies up-to-date and progressive by our excellent localization team in support of the headquarters' platform" stressed Mr. Tan.



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