

# Continual Improvement, constant Innovation, Value Creation 持续改进 不断创新 创造价值

—— Interview with Mr. Juergen Weisshaar, the General Manager of, and Mr. Wei Wu, the Sales Director of ABITEC Guangzhou Welding Equipment Co., Ltd.

—— 访德国 IBG 集团企业、广州阿比泰克焊接技术有限公司总经理约根·卫思海先生、销售总监魏武先生

**在** 经济发展中，焊接技术是一种不可缺少的加工手段。焊接作为一种古老的制造工艺技术，在中国制造 2025 的指引下发挥出更加璀璨的光芒。焊接其应用范围不仅应用于重型机械、电力设备、石油化工、交通运输、建筑工程、航天航空等行业，还扩大到电子器件、家用电器、医疗器械、通讯工程等领域。

在 2017 北京·埃森焊接与切割展览会上，记者如约采访了德国 IBG 集团企业、广州阿比泰克焊接技术有限公司总经理约根·卫思海先生和销售总监魏武先生。约根·卫思海总经理介绍说：“德国工业联合集团公司（简称德国 IBG 集团），是拥有近 70 个海外公司的跨国集团，总部位于德国科隆，所投资的产业涉及焊接技术、建筑化工和工业耗材等领域，旗下包括宾采尔集团（ABICOR BINZEL）、威尔斯通集团（WELDSTONE）、坚倍耐集团（KEMPER）等子集团公司。1945 年，宾采尔在德国吉森市成立。历经 72 年的发展，宾采尔已成长为拥有全球最顶尖焊接技术的专业生产销售焊接辅助设备的跨国集团，资金雄厚，销售网络遍布全球。宾采尔在世界各地广设子公司、分支机构和代理分销商，建立了全球一体化市场体系。公司在德国、捷克、美国、日本、印度、韩国



德国 IBG 集团企业、广州阿比泰克焊接技术有限公司总经理约根·卫思海先生 Mr. Juergen Weisshaar, the General Manager of ABITEC Guangzhou Welding Equipment Co., Ltd.

□本刊记者 李莉  
和中国设立了生产工厂，业务遍及全球各地，每月向全世界的客户提供数万把焊枪和各种易耗件。随着中国改革开放的深入，以及国内外市场发展的需要，作为全球同行业知名企业，宾采尔集团于 1996 年进入中国，投资成立了广州阿比泰克焊接技术有限公司，致力于各种焊枪、切割炬及焊接零配件的生产与销售，可提供手工及自动焊枪、机器人焊枪，焊接机器人周边产品及零配件等产品。经过几十年的实践与发展，证明这是中国改革开放、招商引资、利用外资成功发展经济的又一成功范例。广州阿比泰克焊接技术有限公司是 IBG 集团在中国的第一项投资。目前，IBG 集团已经在中国投资了 5 家公司，包括广州阿比泰克焊接技术有限公司（独资）、江苏威尔斯通陶瓷有限公司（独资）、山东威尔斯通钨业有限公司（独资）、上海铠克液体表面防护材料有限公司（合资），深萨肯（上海）切割焊接设备有限公司。

约根·卫思海先生一直致力于中德文化和企业交流，曾在苏州某德资企业担任总经理十余年，他所领导的公司一直在德国商界受到好评，被业界给予极高的评价。他是一个地地道道的具有聪明才智的德国人，太太是中国人，正是因为他的中国情结和深厚的德国教育背景，中西方文化的融合使他为广州阿比泰克发展中国市场



总部和销售团队

刃有余。宾采尔集团的很多产品都填补了中国市场的空白，为行业发展做出了卓越的贡献，广州阿比泰克在中国市场的不俗表现，不仅表明决策者的远见和企业的实力，而且显示出广州阿比泰克对中国市场的决心和信心。

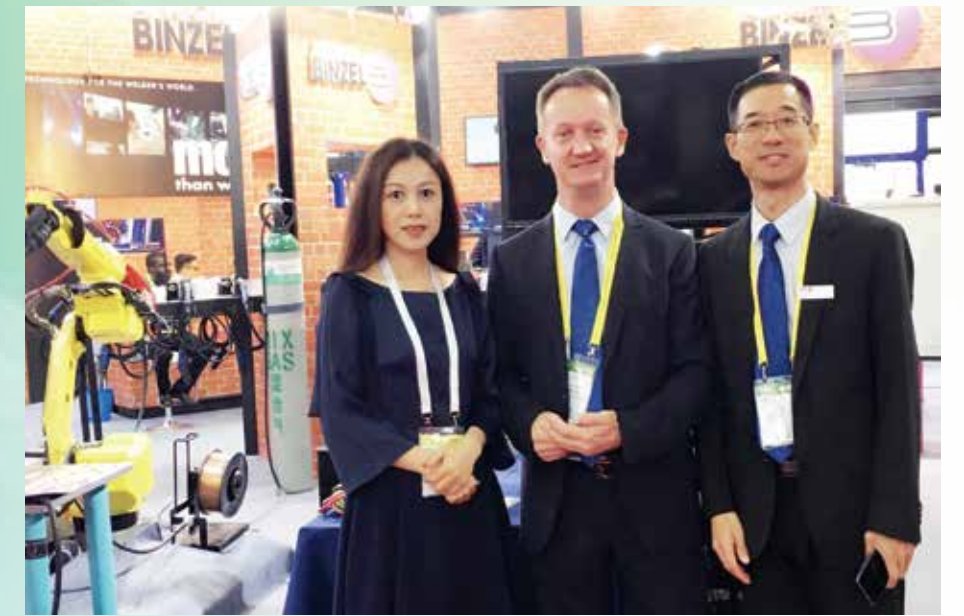
研发能力是宾采尔最重要的核心竞争力。宾采尔每年在研发上的投入很大，同时建立了一套科学、完善的研发体系。1963 年生产了第一把高性能 MIG/MAG 气体保护焊枪；1969 年首创 TIG 惰性气体保护焊枪；1973 年发明了中央接头，随后成为欧洲和世界标准；1973—1974 年首创水冷惰性气体保护焊枪，MB 系列焊枪；1974 年在市场上首先推出除烟焊枪“RAB 系列”；1975 年“BIKOX”同轴电缆应用于 BINZEL 气冷焊枪，掀起焊枪革命；1976 年，首先推出 BINZEL 推拉丝焊枪；1978—1979 在汽车装配行业推出第一把机器人焊枪，BINZEL 由此开始了在焊接机器人系统的应用和发展；1984 年等离子切割炬开发成功，补充了 ABICOR BINZEL 的产品范围；1985—1993 机器人外围设备的进一步发展，例如，工具转换系统 WWS 和机器人防撞系统 CAT2；1996 年创新的枪颈交换系统 RTS-Rotor 在全球出现；1997 年多条产品线焊枪完善了宾采尔的焊枪范围；1998—1999 与世界一流汽车制造商合作，MFS 送丝系统被开发，该系统第一次使铝焊进入大规模系列产品生产成为可能。

到目前为止，宾采尔是全球生产销售焊枪品种最全的公司。当记者问到阿比泰克的研发力量如何布局时，约根·卫思海先生告诉记者：“我们严格按照德国的技术管理和运行机制进行生产和销售，实现了产品和技术的本土化，将产品更智能、性能更优异的理念应用到了开发创新上，以适应竞争日趋激烈的中国及亚太市场

的需要。在广州启用全新的研发应用中心，表明集团对中国市场长期投资的决心。可以说，新研发中心的投入运营，正是阿比泰克可持续发展的一项重要战略决策。”

销售总监魏武先生补充说：“在产品开发上，坚持市场导向的产品创新。营销作为制造的火车头起着领跑作用。近年来最明显的变化还体现在销售人员的整体素质上。销售需要善于打硬仗的，能把产品的价值体现出来。

正是因为我们的产品都是高品质的，顾问式的销售模式，让客户感觉到它的利益所在，为什么这么贵，贵在哪里。目前销售人员能够迅速地掌握市场和客户信息，能够整体反应目前市场的动向和客户需求，有利于提出应对措施，这对企业至关重要。我非常满意目前



约根·卫思海先生（中）、销售总监魏武先生（右）、记者李莉（左）

的销售团队对于企业创新研发的推动作用。这是人力资源对企业最直观的贡献。”

约根·卫思海先生最后表示，《中国制造 2025》发展战略将进一步推动高端制造业的发展，包括工业机器人、生物制药、航空航天装备、先进轨道交通和海洋工程装备及高技术船舶等行业。中国政府推动的一带一路建设，将大规模启动高铁建设、高速公路和机场建设项目。这些项目无疑为广州阿比泰克注入了活力。我们一定要准备好，持续改进，不断创新，在不断满足市场需求的过程中得以生存和发展。



**W**elding technique is an indispensable processing means for the economic development. Welding, an ancient manufacturing process technology, will present even brighter energy under the guidance of "Made in China 2025". Its application scope covers heavy machinery, electrical equipment, petrochemical, transportation, construction engineering, aviation and astronautics, and even extends to electronic devices, household appliances, medical appliances, telecommunication and others.

In 2017 Beijing Essen Welding & Cutting Fair, Multinationals in China interviewed Mr. Juergen Weisshaar, the General Manager of, and Mr. Wei Wu, the Sales Director of ABITEC Guangzhou Welding Equipment Co., Ltd., a part of the German firm IBG Group. Mr. Weisshaar introduces: "IBG Group, based in Cologne Germany, is running nearly 70 overseas companies engaging welding technique, building chemical, industrial consumables and other fields. Under IBG Group, its subordinate groups include ABICOR BINZEL, WELDSTONE and KEMPER. In 1945, ABICOR BINZEL was established in Giessen, Germany. In the following 72 years, ABICOR BINZEL developed to a multinational group specialized in production and sale of global-top welding accessories, and extended its marketing network to the globe by virtue of abundant capital and technical strength. ABICOR BINZEL set up subsidiaries, branch offices and agents worldwide and formed an integrated marketing system. The company scattered its production plants in Germany, Czech, USA, Japan, India, Korea and China, spread business over the world, and provided welding torches and consumables to clients worldwide. Along with the deepening of China's reform and opening-up, taking account of the demands in the Chinese market, ABICOR BINZEL came to China and established Guangzhou ABITEC Welding Equipment Co., Ltd. (ABITEC Guangzhou) in 1996. And ABITEC Guangzhou turned to producing welding tools and welding accessories including manual / automatic welding torch, welding robot, robot peripheral products and accessories. Looking back into the development of several decades, it is proven that it is a successful motion for ABICOR BINZEL's development in China's reform and opening up. ABITEC



Guangzhou was the first company invested by IBG Group. Now IBG Group has established the five companies in China: Guangzhou ABITEC Welding Equipment Co., Ltd. (wholly-owned), Jiangsu Weldstone Ceramic Industry Co., Ltd. (wholly-owned), Shandong Weldstone Tungsten Industry Co., Ltd. (wholly-owned), Shanghai KemCo Liquid Coating & Sealing Co. Ltd. (joint venture), and TMT (Shanghai) Cutting and Welding Equipment Co., Ltd.

Mr. Weisshaar had been a General Manager in a German-funded enterprise in Suzhou and was devoted to Sino-Germany culture and enterprise communication. The company led by him was highly valued by the German commercial circle. Weisshaar, a German of intelligence and capacity, has a Chinese wife, so he owns both a Chinese complex and a German education background. His integration of the eastern and western cultures enables him to advance ABITEC Guangzhou's business smoothly. Many products released by ABICOR BINZEL filled some blanks in the Chinese market and made prominent contributions in the industry development. Such an outstanding performance in the Chinese market is just the follow-up output of the decision maker's foresight and the enterprise's capacity as well as the proof on ABITEC Guangzhou's determination and confidence in the Chinese market.

ABICOR BINZEL always values the research and development capacity as the most important competitiveness, therefore it maintains considerable input in research and development annually. Besides, the company established a complete research and development system. ABICOR BINZEL created the first MIG/MAG gas-shielded welding torch with high performance in 1963, TIG inertia gas welding torch in 1969, and invented central joint in 1973. Later the specification of the central joint was



formulated as European and global standards. ABICOR BINZEL created water-cooling inertia gas welding torch and series MB welding torch in 1973 and 1974, firstly released "series RAB" smoke-removing welding torch in 1974, and applied "BIKOX" coaxial cables in BINZEL air-cooling welding torch, raising a welding torch revolution; next ABICOR BINZEL created BINZEL push-pull feeding welding torch in 1976, first robot welding torch for automobile assembling industry in 1978 and 1979, from that BINZEL set about the application and development of welding robot system. BINZEL developed plasma cutting torch successfully, extending the range of ABICOR BINZEL products. Additionally, ABICOR BINZEL gained further development in robot peripheral equipment, e.g. welder switching system WWS and computer-aided anti-collision system CAT2; innovated torch neck switching system RTS-Rotor in 1996; added multiple welding torch models and further widened the scope of ABICOR BINZEL products in 1997. ABICOR BINZEL cooperated with a world-class automaker and developed MFS wire feed system in 1998 and 1999, and such system enabled aluminum welding to



develop in large scale production.

So far ABICOR BINZEL provided the most complete varieties of welding torches in the world.

"We produce and sale in strict accordance with German technical management and operation mechanism, localize products and technologies fully, and apply the concept "intelligence and excellence" to the development innovation, so as to cope with the increasingly severe competitions in China and the Asia Pacific region. We put a new research and development center into operation in Guangzhou, and it was a grand strategy in our sustainable development. From the above, the group made a steadfast determination on long term investment in the Chinese market." Mr. Weisshaar told to the reporter, talking about the research and development layout of ABITEC.

"We persist in product innovation oriented by market, and set the marketing as the engine to drive manufacturing. Marketing needs a team courageous in competition and gives high-level representation in product values, and our sales force greatly improves in quality in recent years. We provide clients with quality products and consultant-style service, and show clients values and benefits points of cost-effective products. Now the sales force is able to rapidly get market and user information and fast explore existing market trends and demands. It is crucial for the enterprise to develop timely response measures. I'm very satisfied with the existing sales team for their roles in driving innovation. It is the intuitive indication of the contributions made by human resource" added Mr. Wei.

Mr. Weisshaar finally expressed that "Made in China 2025" will boost high-end manufacturing industries like industrial robot, biomedical, aerospace equipment, advanced transit traffic, ocean engineering equipment and high-tech shipping. Guided by the Belt and Road Initiative, high-speed railway, expressway and airport construction projects will initiate in large scale, and these add more vitality to ABITEC Guangzhou. We will keep on continual improvement, endless innovation and deep market demand consideration to sustain the enterprise's prosperous development.