

GF Machining Solutions: the Swiss-quality Industrial Innovation Leader

GF 加工方案——瑞士品质的行业创新引领者

—— Interview with Mr. Johnson Chen, the President China of GF Machining Solutions

—— 访 GF 加工方案中国区总裁陈以祥先生

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作为世界领先的工模具制造解决方案供应商——瑞士 GF 加工方案，从 1993 年进入中国市场的那一天起，就本着“扎根中国，服务中国”的企业理念更好地开拓中国市场，如今 24 年过去了，GF 加工方案在中国已经成长为具有瑞士品质的行业创新引领者，融入了中国经济发展的历史进程。今天，在“中国制造 2025”的战略环境下，GF 加工方案更加关注行业和市场的变化，不断的适应中国客户的需求变化，致力与广大的中国客户共同缔造成功。

GF 加工方案是 GF 集团三大核心业务之一，是全球领先的工模具制造解决方案供应商。GF 集团创立于 1802 年，总部设在瑞士夏弗豪森，三大核心业务分别为汽车产品、管路系统和 GF 加工方案，目前已在 31 个国家和地区设立了 126 家分公司，47 家生产工厂，共有约 15000 人。经过 200 多年的发展，GF 集团坚持创新，继续走可持续发展的道路，为 GF 集团今天的成功奠定了基础。

据了解，GF 加工方案在中国的第一笔实体投资可追溯到上世纪 90 年代。1993 年，在中国成立了合资公司——北京阿奇夏米尔工业电子公司。2000 年 8 月，在华成立了全资子公司——阿奇夏米尔机电（上



海）有限公司，现改为乔治费歇尔精密机床（上海）有限公司。2014 年 1 月，为了更好地展示 GF 技术领域在行业中的专业地位以及作为整体解决方案供应商能力，GF 阿奇夏米尔更名为 GF 加工方案。作为 GF 集团的三大业务之一，更名之后的 GF 加工方案与集团另外两个业务 GF 汽车产品和 GF 管路系统一起变得更为强大和清晰，可以更好地给市场展示其宽阔的技术领域、在行

业中的专家地位以及作为解决方案供应商的角色，这也让 GF 加工方案可以更好地整合当前和未来可能出现的新技术。从 GF 阿奇夏米尔到 GF 加工方案，所代表的并不是简单的名字的更换，作为业内唯一直接在名字中标榜“加工方案”的行业领军品牌，其更名背后更意味着 GF 加工方案完成了从产品供应商到解决方案供应商的完美提升。

进入中国市场 20 多年来，GF 加工方案在中国逐步发展壮大，已经成为制造行业享有盛誉的知名品牌。GF 加工方案凭借世界水平的放电加工、激光纹理加工、增材制造，结合先进的铣削加工技术，主轴、工装夹具、自动化系统和软件，已经在业界树立了良好的用户口碑，已经成为中国进口精密机床的重要供应商之一。

作为提供精密机床加工解决方案的世界级公司，GF 加工方案是如何在激烈竞争的市场上稳健发展的？带着这一问题，本刊记者采访了 GF 加工方案中国区总裁陈以祥先生。

陈以祥先生 1996 年加盟 GF，2002 年离任，2010 年，陈以祥先生重新被公司请回，担任华东区总经理。在其后的 2010—2015 年间，公司在华东业务翻了一倍，随后陈以祥先生被委以重任，担任 GF 加工方案的中国市场负责人，负责整个中国的业务。GF 加工方案的成功诀窍是什



么？陈总着重谈了以下三个要点：

贴近客户 满足不同客户需求

陈总介绍说：“我们是最早介入电加工领域的，在电加工加工技术沉淀以及电源技术等方面，我们保持了研发的完整性和连续性。我们研发的重点把不同电源和数控系统集成成一个平台，把各种技术打包组合起来满足不同客户需求。这样做，可以更加贴近客户并以便快速满足客户需求。GF 加工方案，目前从业务分类看大约 70% 做模具市场，30% 做高附加值产品市场，这个非常切合中国的发展战略。随着中国市场的不断发展，我们在 2014 年从单机销售改成解决方案整体销售。这个变化说明我们未来的发展方向非常明确，那就是我们不仅做单种技术研发，同时还要为客户提供整体解决方案。”



作为全球领先的工模具制造和高精密零件制造的解决方案供应商，GF 加工方案在电加工、铣削加工和主轴、激光纹理、增材制造、工装夹具和自动化等核心业务领域均位居领先地位，产品涉及航空航天、汽车领域、信息和通信技术、电子行业、科研教学等领域，目前在业界享有极高声誉，成为全球高精密加工领域的标杆企业。

陈总强调说：“航空航天、网络通讯技术、电子、医疗、教育这些细分行业是我们未来 5 年甚至 10 年的发展方向，提高我们在这些行业地位也是最主要的方向，这与公司将来十年甚至二十年怎样生存密切相关。”

记者了解到 GF 加工方案拥有六大品牌，分别是阿奇夏米尔——为慢走丝线切割，电火花成型及穿孔加工，增材制造和激光纹理加工提供解决方案；米克朗——高速、高性能和高效铣削加工技术；Liechti——为高动态性能的高精度叶片及汽轮机涡轮五轴铣削加工提供解决方案；Microlution——广泛工业领域中针对穿孔和微细

加工应用的专业五轴铣削和飞秒激光技术；System 3R——自动化，工装夹具和管理软件；Step-Tec——高端电主轴和组件。目前，GF 加工方案电加工在北京设有生产厂，铣床在常州设有生产厂，在北京、上海、



深圳设有销售公司，同时在北京、东莞、上海和成都设有技术中心，为客户提供专业的应用工程师团队，提供培训服务和产品现场演示，为五个重点细分领域提供专用解决方案以及技术方案分析。这些销售及服务网络以及在中国的两家专业工厂都充分体现了 GF 加工方案对中国及亚洲市场的承诺。GF 加工方案立志通过贴近客户，从而持续、稳健发展。

创新为企业发展提供动力

在行业中，GF 加工方案的创新能力享有盛名，公司还在企业文化中提倡技术创新。GF 加工方案持续不断在市场上引进新产品及解决方案的能力使得 GF 加工方案一直走在业界前沿。不断创新技术型公司的这一主



线自公司成立以来的 200 年间一直持续传承。

陈总在谈到创新的重要性时说：“我们在行业的地位比较特殊，在 1993 年就合资成立了北京公司，在北京建立了最早的进口品牌机床加工公司，开创了世界制造业高端品牌在中国制造的先河，成为我国制造业发展的里程碑。我们把欧洲制造业的先进技术引入中国，从而推动了中国制造业的技术

发展。经过 20 多年的发展，中国对机床设备的要求越来越高，朝着智能化方向发展。我们公司必须保持持续不断创新，保持研发能力，只有拥有这个能力，我们才能保持一定比例的增长，在中国制造的经济环境中，GF 加工方案始终可以引领行业前行。”

保持竞争优势的最好方法就是产品创



新能力让 GF 加工方案始终处于行业的领先地位，为市场提供了更好更具竞争力的产品，同时推动着 GF 加工方案前行，让其与客户达成双赢的局面。

把解决方案拓展至职业教育

机床行业竞争激烈，其中主要竞争之一一是服务的竞争。GF 加工方案就是有针对性的服务客户的具体体现，同时我们还把服务拓展至职业教育。陈总说：“目前中国中、高职院校有数千家。从理论上讲，中、高职毕业的学生是能够满足企业需求的，是能够掌握制造业的基本技能的，但实际上距离市场日新月异的技能人才需求，还是有一定差异。就模具智能制造来讲，与汽车自动线完全不是一回事，模具智能制造要复杂得多。所以与一些行业协会和国家一些重点职业学校进行了大量接触和探讨，我们愿意花精力和时间，和学校建立更紧密的联系，服务于学校，让学校融入制造业的发展趋势，更加贴近技能市场的需求，就是我们推崇的实际工厂的加工解决方案，使职业院校的学生在四、五年的学习中能够接触到最先进的制造技术。我们计划在今后几年之内，与全国众多的职业院校开展紧密合作。目前为止我们在这方面取得非常卓越的成效，我们会扎扎实实和相关学校把智能制造教材开发、课程开发、师资培训、考核标准等工作切实落地。

中国的职业教育，任重道远。GF 加工方案不仅在战略上高效布局中国，同时更以长远的眼光，将瑞士文化中的不断追求精密的工匠精神融入中国的职业教育，携手全国的职业院校培养更多新一代的技能人才，推

动中国制造业的不断前行。

谈到未来的发展目标时，陈以祥总裁充满信心地表示：“未来，我希望销售不断增长，业绩不断提升，未来 3—5 年，我们的战略目标是达到每年 8% 的业绩增长，总部也会对国内工厂继续投资，扩大相应的产能。我们希望产量的一半可以在国内消化掉，争取有更大的发展。”

未来，GF 加工方案将关注三个重点战略动力，一是将 GF 定位于具有瑞士品质的行业创新引领者；二是在目标细分市场中为客户提供在生命周期内所有阶段的完整解决方案；三是通过 GF 高效和具有竞争力的组织取得客户信赖。不论是 2025 计划，还是德国工业 4.0，对于 GF 来说都是难得的发展机遇，显然，GF 早已有备而来。回顾过去，成绩斐然，展望未来，前程似锦。衷心祝愿 GF 加工方案继续在中国市场稳步前行！



World-leading machine tool and mold making solution provider, Swiss firm GF Machining Solutions, entered into the Chinese market in 1993. From then on, the company took its root in China to expand the market. 24 years later, GF Machining Solutions has been the industry innovation leader, and mixing into China's economic growth history. Today, under the strategic environment of "Made in China 2025", GF Machining Solutions pay increasingly more attention on the changes from the industrial segment and the market, continually adapt to the changing demands from the Chinese customers, being dedicated to jointly create success with vast customers in China.

GF Machining Solutions is one of three core businesses of GF Group, being the world-leading machining solutions provider. GF Group, founded in 1802, is headquartered in Schaffhausen, Switzerland. Its core businesses include automotive products, pipeline system and GF machining solutions. It has set up 126 branches, 47 production plants in 31 countries and regions worldwide, employing about 15,000 staff. For more than two centuries, GF Group has insisted on innovation and sustainable development, laying a good basis for the success of GF Group today.

The GF Machining Solutions' first

China-based entity investment can be traced back to the 1990s. In 1993, GF Machining Solutions established the first China-based joint venture, Beijing Agie Charmilles Industrial Electronics Co., Ltd. In August 2000, GF Machining Solutions established its wholly-owned subsidiary Agie Charmilles Electromechanical (Shanghai) Ltd., which is now named as GF Machining Solutions Ltd. In January 2014, in order to better display its expert position in the industry and its ability as a total solution supplier, GF Agie Charmilles was renamed as GF Machining Solutions, together with GF Automotive and GF Piping Systems, becomes more powerfully and clearly, it can better play its solution provider role in the vast market by virtue of its expertise and know-how. All these make GF Machining Solutions be able better integrate the new technologies possible now or in the future. From GF Agie Charmilles to GF Machining Solutions, it's not simply the change of name. As the exclusive one named with "machining solutions" in the industry, this industry-leading brand changes its name to infer its perfect upgrade from product supplier to solution provider.

Having been in the Chinese market for more than 20 years, GF Machining

Solutions gradually grows and develops in China, being a reputable brand in the manufacturing industry. By virtue of its world-class EDM, laser and additive manufacturing technologies, together with state-of-the-art milling technology, spindle, system 3R fixture, automation system and software, GF Machining Solutions has established a good reputation in the machine tool industry and has become one of the most important suppliers for imported precision machine tools in China.

As a world-class company for precision machine tool processing solutions, how can GF Machining Solutions survive and develop in such a cut-throat competition? Mr. Johnson Chen, the President China of GF Machining Solutions Ltd shares his insights at this issue of Multinationals in China.

Chen joint GF in 1996 and left in 2002. In 2010, he re-join the company as the general manager - East China. From 2010 to 2015, the company doubled its turnover in East China, and subsequently Chen was appointed to be in charge of the Chinese market. What is the key to the success of GF? Chen emphasizes three points as follows:

Get Closer to Customers for Meeting their Differentiated Demands

Chen introduces: "GF is the first company in the EDM field, therefore, we have kept integrity and continuity in the electromachining and power supply technology. We prioritize our research and development to combine power



新，只有提供新产品及适合产业升级的解决方案，才能保持行业内的领先地位。200 年来，在技术上积累的经验已经让 GF 加工方案将市场需求转换为产品并先于竞争对手将新技术推向市场。

陈总说：“GF 加工方案自成立的那一天起一直都以创新引人注目。中国改革开放以来，在数控机床发展方面一直处于劣势，大量核心技术被国外企业掌控，而 GF 加工方案正是凭借着不断创新的能力成为精密数控机床领域的引领者。新技术的不断推出使得中国客户能够使用高效率的精密机床，从而高效地生产出高精度的产品。GF 也正契合了中国的发展需要，对中国的制造业提供了有力的支持。”正是对未来趋势的持续创



years. To raise our position in such areas is the most important direction, which is closely related to our survival in the next one or two decades."

Now GF Machining Solutions has six brands. Agie Charmilles provides EDM, 3D additive manufacturing and laser texturing manufacturing;

Mikron provides high speed, high performance and high efficiency milling technology; Liechti provides solutions for high dynamic performance for high precision blade and five-axis turbine milling; Microlution provides professional five-axis milling and femtosecond laser technology for a wide range of industries; System 3R is

supply and digital control system into a platform, integrating all technologies, so that to meet customers' various demands. This way makes us get closer to our customers to meet their demands as soon as possible. In our current business scale, we have 70% in the mold market and 30% in the high added-value product market, perfectly matching China's development strategies. With the progressive development of the Chinese market, in 2014 we changed the way of selling from single machines into complete solutions. This change illustrates the direction of our future development, that is, we will not only research and develop single products, but also provide our customers with complete solutions."

As the world-leading solutions supplier for mould manufacturing and high precision parts manufacturing, GF Machining Solutions obtains a leading position in such core business fields as EDM, milling and spindle, laser texture, 3D printing additive manufacturing, system 3R fixture and automation. Our products are widely applied in aerospace, automobile, information and communication technology, electronic, scientific research and education fields, enjoying a high reputation and becoming a benchmark in the high precision processing area.

Chen emphasizes: "the fragmental sectors such as aerospace, network communication technology, electronic, medical and education are our development direction in the next 5-10



an automation, fixture and software; Step-Tec is for high-end electrical spindle and components. Now GF has an EDM manufacturing plant in Beijing and a milling manufacturing plant in Changzhou, has sales companies in Beijing, Shanghai and Shenzhen, and has technical centers in Beijing, Dongguan, Shanghai and Chengdu. We provide our customers with professional application engineer teams, training service, demo parts, and special solutions and technical solution analyses for five key segment. Our sales and service network and two professional plants show the commitment of GF to the Chinese

and Asian market. GF Machining Solutions realizes continuous and stable development by the most close way with customers.

Innovation Powers Enterprise

The innovation ability of GF enjoys a good reputation in the industry. Technical innovation is advocated in the corporate culture of GF Machining Solutions. GF's ability to continuously introduce new products and solutions makes it always lead the industry. This main line of the technical innovation-based enterprise has been always inherited since its establishment 200 years ago.

Speaking of the importance of innovation, Chen says: "Our position is special in the industry. In 1993, we established a joint venture in Beijing, being the earliest imported brand on Beijing's machine processing sector, initiating a new stage in China among world-class premium manufacturing industry and being a milestone in China's manufacturing development history. We brought the state-of-the-art manufacturing technologies from Europe to China, empowering the Chinese manufacturing industry. Through more than two decades' development, the requirement of machining equipment by Chinese customers is increasingly higher and higher, turning to the trend of intelligentization. Therefore, we must maintain our continuous innovation and R&D capacities. Only with these abilities, can we keep a certain growth. In China manufacturing environment, GF Machining Solutions always lead the industry."

The best way to keep our competitive advantage is to develop our products. Only to provide new products and solutions that adapt industrial upgrading can we maintain the leading position in the industry. In the last two decades, the accumulated experience on technology makes GF Machining Solutions bring the market demand into products, and introduce those new technologies into the market before their competitors.

Chen says: "Since its establishment,

GF Machining Solutions has been attracted because of its innovation. Since China's reform and opening-up, the development of numerical control machine has been in the dry tree. Most of the core technologies are captured by foreign enterprises, while GF Machining Solutions becomes the leader of the numerical control machine area be virtue of the capacity of

continuous innovation. The continuous introduction of new technologies enables Chinese customers to use high efficiency precision machine tool, so that to produce high precision products. GF Machining Solutions is also in line with China's development needs, providing a strong support to China's manufacturing industry." It is exactly because of the continuous innovation ability to future trend that GF can always lead the industry, providing the market with better and more competitive products, leading the company to go forwards, so that to reach a win-win situation together with customers.

Extend Solutions to Education

The competition in machining tool industry is fierce; and one of the market competitions is the servic. GF Machining Solutions is a representative of serving customers targeted, meanwhile it



extend the service to education. Chen says: "Now there are thousands of polytechnic in China. Theoretically, the graduates of vocational schools can meet the demand of enterprises, and they have the basic skills of manufacturing industry. However, it is still some distance behind the demands from the manufacturing industry. From the perspective of mould intelligentized manufacturing, it is totally different from the automobile automation line; the former is far more complicated. Therefore, we contact a lot with some industry associations and some top vocational schools and discuss issues with them. We are willing to spend times and energy on helping the schools to form closer relations, allowing them to be mixed into the development trend manufacturing industry, and get closer to the demand of manufacturing industry. This is the machining solution in our factory. This will allow the students to know the advanced manufacturing technologies during the 4-5 years' study in the vocational schools. We plan to carry out close cooperation with more vocational schools in the next few years. Now we have already achieved some remarkable results in this area, and we will help the schools in textbook development, course development, teacher training and examination criteria.

The vocational education is still a long way to go in China. GF not only layouts their business on strategy in China, but also cultivates a lot of high-



end technical manpower on intelligent manufacturing in its long-term development.

Speaking of the development in future, Chen says with confidence: "In the future, I hope our sales can continuously increase and achieve more. In the next 3-5 years, our strategic objective to reach a growth of 8% annually. The headquarters will also invest more to the domestic factories, extending their productive capacity. We

hope that have of our products can be sold in domestic and strive for greater development."

In the future, GF Machining Solutions will focus on three important strategic powers: first is to position GF as Swiss-quality industry leader; Second is to provide complete solutions covering the entire life cycle for clients



in the target segment markets; third is to win clients' trust by virtue of GF's high-efficient and competitive organizations. No matter Made in China 2025 or German Industry 4.0, are the great development opportunities for GF. Obviously, GF get ready well. Reviewing the past, the achievement is striking; looking forward to the future, the future will be better and better. We sincerely hope that GF can continue to develop steadily in the Chinese market!

