

Scientific Innovation for Centennial KONE 科技创新成就百年通力

—— Interview with Mr. Tang Xiaobing,
the Senior Vice President in New Equipment Business Operations of KONE China

—— 访通力中国前线新设备业务营运高级副总裁唐晓兵先生

□本刊记者 李 莉 刘新洁

拥有一个多世纪历史的芬兰通力电梯一直享有业界翘楚的美誉，在这里，创新正以前所未有的态势引领着行业向前发展。作为全球电梯产业的领导者——芬兰通力电梯，从1910年成立的那一天起，就为世界电梯领域树立起了一个创新、领先、精益求精的企业形象。100多年来，本着不断创新、不断提高产品的高技术含量、更快捷、



展。我们的产品刚好契合了当时产业的需求。我们的产品节能、环保，和传统电梯相比，至少能节能30%以上。通力自己发明的永磁同步碟式马达、无机房电梯，都是第一次在中国使用，其后很多公司也纷纷效仿，提高了整个行业的技术水准。我们很感谢中国的城市化进程，让通力在中国取得了成功。”

据了解，通力中国已经成为通力集团在海

外发展最快、最迅猛的公司。改革开放40年来，随着中国城市化进程的加快，中国对电梯的需求越来越大，通力有效地把握了中国发展的契机，和中国经济同步繁荣壮大。自从1996年通力电梯有限公司在中国成立以来，业务不断发展壮大。1998年，通力第一个工厂在昆山开业。2016年，通力集团从巨人控股手中收购其中国合资企业巨人通力剩余的20%股份。从此之后，通力集团全资持股巨人通力电梯，并在中国以两大独立品牌——通力电梯和巨人通力电梯开展业务。过去10年间，通力增长速度始终很快，并成为中国电梯行业的领先者。对通力来说，中国始终是一个重要市场，包含巨人通力在内，通力在中国拥有超过90家分公司，15,000多名员工。通力在中国大陆新梯业务位于榜首位置。

仿佛是先天创新基因一般，来到中国市场发展的通力电梯依然流动着创新的血液。谈到在中国成功的因素和竞争优势时，唐晓兵先生分析道：“通力有一个传统，每年我们会拿出销售收入的约1.6%用来研发。这个投入是非常巨大的。全球最大的研发中心在中国的



通力 EcoDisc 碟式马达



通力 UltraRope

昆山。在这里，我们有300多位工程师，同时，通力积极顺应市场变化需求，和客户一起合作创新，开发电梯的新功能。大的房地产开发商也有创新需求。我们和客户一起研发，量身定制，电梯的特殊功能、外型、舒适度、安全性、故障率都在我们考量之内。”

创新是通力立企之本，发展之根，腾飞之魂。正是源于创新，才使得通力百年老店，永葆青春，如通力施工用跃层电梯、智能客流解决方案、维护保养解决方案、永磁同步碟式马达、碳纤维带等世界最先进的电梯技术。通力已连续六年被著名商业杂志《福布斯》评选为全球最具创新力百强企业。长期以来，通力始终把创新作为业务的核心摆在首位。

在谈到企业对社会的贡献时，唐晓兵先生说：“业务指标固然重要，我们都会尽力做好，但更重要的是企业能给社会带来什么？我觉得通力给中国带来了新的技术，这一点尤为重要。此外，通力在中国有1万5千多名员工，把他们培养成为有技能的员工这是我们最大的工作。培养本地化人才，让他们学习好的管理经验，接受好的培训，我觉得这是一个企业应该承担的责任。”

中国唐代大诗人白居易在《与元九书》一文中说过：“感人心者，莫先乎情，莫始乎言，莫切乎声，莫深乎义。”意思是说：能够感化人心的事物，没有比情先的，没有比言早的，没有比声近的，没有比义深的。正是通力有情有义的管理成为了员工迸发活力的

源动力。通力实施的本地化战略、本土化人才培养，让通力更接地气，这也是通力中国成立以来最重要的一个共赢的发展战略。

近年来，通力电梯不断取得了骄人业绩，在中国制造2025国家战略指引下，不断促进从“制造”向“智造”的变革。2013年，通力新工业园和研发中心在昆山开业。这是通力全球最大的生产及研发基地，包括三个电梯工厂和一个扶梯工厂。通力全球的八大研发中心之一也设于昆山通力工业园中，以创新推动“中国制造”。2015年，通力昆山测试塔投入使用，进一步加强了中国高层建筑

领域的创新能力，从而有条件对创新产品进行测试，向市场发布新款电梯、扶梯产品的速度也将比以往更快。2017年，通力扶梯工厂扩建开业，提升了中国市场的扶梯产能。目前，中国昆山交付的电、扶梯产品已出口到100多个国家和地区。伴随着中国实施走出去战略，通力已经在“一带一路”建设中做出自己的贡献。此外，通力在中国还积极投身慈善事业，开办“流动图书馆”、资助希望小学、组织员工子女参加全球通力夏令营……这些善举成就了一个有着社会责任感的百年通力。

在采访中，唐晓兵先生的话语始终温暖而深情，对于未来的畅想，唐晓兵先生的回答仍旧充满着大爱情怀，他对本刊记者说：“前年总部在中国又追加了3000万美金的投资。我们今后会更加重视技术创新，加大对新技术、新产品、新工具的研发，为中国电梯产业做出我们的贡献。”相信通力电梯会与中国市场一道成长，和中国的合作伙伴一道成长。我们衷心祝愿通力中国继续迎风远航，犁波耕澜！



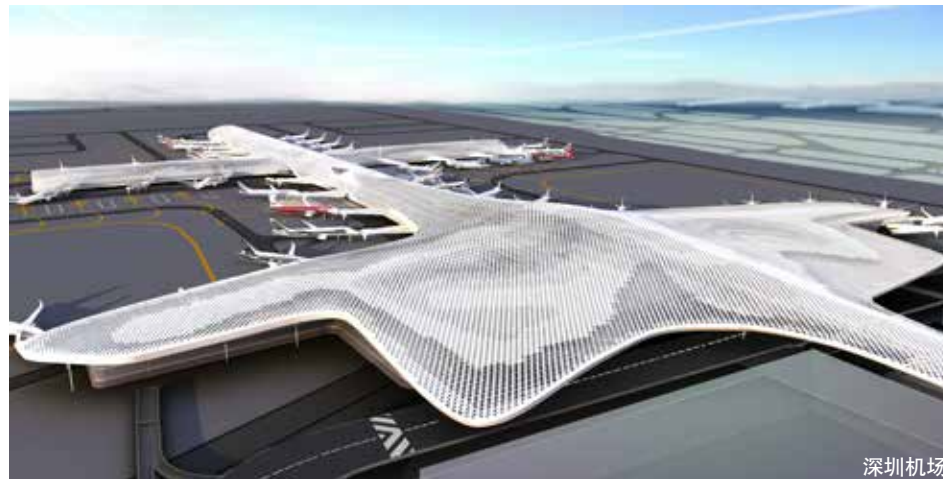
通力集团芬兰总部



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鸟巢



深圳机场



梅赛德斯奔驰文化中心

With a history of more than 100 years, Finnish enterprise KONE Corporation has always acted as an industry pioneer, and is remaining a leader in the future years under the support of innovation. KONE was established in 1910, and since that time it had kept an innovative, leading and excelsior image in the worldwide elevator and escalator (E&E) industry. In its whole development history, the company adheres to its business philosophy "continual innovation, high-tech products, and efficient service". The company's business covers elevator design, development, manufacturing, sales and after-sales service, and specializes in developing leading elevators and escalators and providing innovative solutions for maintenance and modernization. While sticking to its original philosophy, KONE insists on advancing up-to-date technical revolution and providing efficient service, takes intensive and meticulous operation in the E&E industry, and always keeps the top market share in the world.

By taking continual innovation and providing qualified product and service, KONE is expanding the market share worldwide.

Multinationals in China interviewed Mr. Tang Xiaobing, the senior vice president in New Equipment Business Operations of KONE China. Mr. Tang, a learned and amiable man, shared KONE's development strategy in China.

"In China, our success originates from KONE's historical accumulation. We were the latest comer among China-based foreign elevator producers, but the vigorous development of the country's real estate industry attracted KONE. Our products exactly met the market demands at that time. These products,

being energy-saving and environment-friendly, save at least 30% energy than traditional ones. The permanent magnet synchronous motor KONE EcoDisc® and machine-room-less elevator KONE MonoSpace® Elevator we invented were firstly introduced to China, and later followed by many peer companies, raising the technical level in the whole industry. So the urbanization process in China facilitates our success in China," Tang says, talking of KONE's achievements in China.

KONE China has become the fastest-developing one among KONEs overseas companies. In the over 40 years since China's reform and opening-up, the Chinese urbanization has been accelerating and the elevator demands increased; in such background, KONE seized the opportunity and achieved a substantial development in the soaring Chinese economy. KONE Elevators Co., Ltd. was established in 1996 and later extended the business increasingly. In 1998, KONE China's first factory was built in Kunshan. In 2016, KONE Corporation purchased the remaining 20% shares of its Chinese joint venture from Zhejiang Giant Holding Co., Ltd. From then on, KONE Corporation wholly owned GiantKONE Elevator Co., Ltd. and carried on business with the two key brands, KONE

Elevators and GiantKONE Elevator. In the past ten years, KONE with fast development has always kept leading in the Chinese elevator and escalator industry and in return stressed the Chinese region as a key market. KONE and GiantKONE have over 90 branches in China, employing over 15,000 staff. KONE ranks the top in new elevator business in the Chinese Mainland.

Inheriting congenital innovation genes, KONE Elevators is circulating innovation blood in its operation body. "KONE has a tradition of applying about 1.6% of the sales revenue into the research and development annually, so big a development

input. The group sets up the biggest R&D center in Kunshan, China, and equips it with over 300 engineers. KONE actively responds to the market demands and cooperates with clients in elevator function innovation. Some property developers also raise innovation demands. So we research and develop jointly with them, and customize products for them in consideration of specific function, shape, comfort, safety and fault rate," Tang says, talking of KONE's competitive advantages and factors for success in China.

For an enterprise, innovation is the base of its subsistence, the drive of its development and the wings of its rising. It is innovation that makes KONE, a centennial enterprise, preserve the vigor of development, and contributes to a series of world-leading elevator technologies like KONE Jumplift™, People Flow Intelligence, KONE Care™, KONE EcoDisc® and KONE UltraRope™. KONE has ranked as one of the global top 100 enterprises of innovation by "Forbes" for six consecutive years. KONE always gives priority to innovation among all businesses.

"Of course, the business indicator is important, we will meet it with our best work, but we also consider what the enterprise pays back the society. For this, KONE brings new technologies to China. Furthermore, KONE employs over 15000 staff in China, whose training and employment is also our great work. To cultivate localization talents, to give them better managerial experiences and to carry out training on them, I think, are all the responsibilities we assume," Tang, taking of the enterprise's social contribution.

A heart is humanized by love and care deeply and effectively. Our management with love and care makes staff spurt great vitality. And KONE China raises another win-win

development strategy of "stressing localization and cultivating localization talents to make KONE more popular in China".

Guided by Made in China 2025, KONE Elevators makes a revolution from "manufacturing" to "smart manufacturing". In 2013, KONE opened the new industrial park and R&D Center in Kunshan, which as KONE's biggest production and development base includes 3 elevator factories and one escalator factory. One

of KONE's globally biggest R&D centers is also set up in the Kunshan KONE Industrial Park, aiming at driving "Made in China" with innovation. In 2015, KONE Kunshan Testing Tower was put into operation, which raised the innovation ability in the Chinese high-rise building industry. The tower provided the conditions for the tests of new products and fast advances the release of new elevator and escalator. In 2017, KONE escalator factory extends for improving the escalator productive capacity in the Chinese market. At present, KONE's factories in Kunshan are exporting elevators and escalators to over 100 countries and regions. While Chinese enterprises follow the "walk out" strategy, KONE is making contributions in "One Belt and One Road". Additionally, KONE takes an active part in philanthropy, for instance, setting up mobile library, building up Hope Schools, organizing staff children for global summer camps. These actions reflect KONE's

social responsibilities.

"In the year before last, the headquarters added 30 million USD investment to KONE China. With such great support, we will attach greater importance to technology innovation and beef up research and development of new technologies, products and tools, making more contributions in the Chinese elevator industry," Tang says, showing fully confident in the outlook. Wish KONE Elevators rise with Chinese copartners in booming Chinese market.



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