

# TÜV SÜD : Giving Vigor to Chinese Manufacturing Sector



## TÜV 南德：给力中国制造业

——访 TÜV 南德大中华集团高级副总裁兼北区董事总经理朱文才先生

—— An interview with Mr. Zhu Wencai, senior vice-president and north region director-general manager of TÜV SÜD Greater China

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**国**务院总理李克强9月6日主持召开国务院常务会议，确定推进质量认证体系建设的措施，加强事中事后监管提升中国制造品质。会议认为，按照推进供给侧结构性改革的要求，推行和强化质量认证这一市场经济基础性制度，有利于加强质量监管，营造公平竞争市场环境，促进中国制造提质升级、迈向中高端。会议要求，2018年完成全面升级质量管理体系认证，并逐步扩大认证覆盖面。培育发展检验检测认证服务业。深化质量认证国际合作互认，加快建设质量强国。我们从中可以看出，中国政府对认证行业的重视程度提到了一个前所未有的新高度。带着对认证行业的持续关注，本刊记者独家采访了认证检测行业世界领先者TÜV南德意志集团。TÜV南德大中华集团高级副总裁兼北区董事总经理朱文才先生在十分融洽的氛围中高兴地接受了采访，在“跨国公司在中国”的主题下，围绕集团概况、在华成就、竞争优势、发展规划等核心话题展开了愉快的对话。

朱文才先生是一位资深的质量人，从基层的多个岗位一步一个脚印做起，其中在



TÜV 南德大中华集团高级副总裁兼北区董事总经理朱文才先生  
Mr. Zhu Wencai, senior vice-president and north region director-general manager of TÜV SÜD Greater China

TÜV南德大中华集团服务了近20年，推动中国认证行业进步的心愿一直未变，从未离开。他出生于吉林蛟河、毕业于西安交通大学机械工程专业，早年曾就职于中国特种设备检测研究院（原国家锅炉压力容器检测研究中心），和同事们一起从事过球罐探伤，负责现场检验、装船前检验、以及锅炉和压力容器的认证等，拥有丰富的的一线实操技能及专业管理经验。1999年4月，从德国深造归来的朱文才先生加入TÜV南德意

志大中华集团。2001年7月，朱先生被德国政府任命为蒸汽和压力工程官方授权专家，同年被任命为TÜV南德北京办事处负责人。2006年1月被任命为大中华集团北区董事总经理，主要负责为发展北方地区业务而进行的商业策划及实施。2009年7月起，同时负责TÜV南德意志大中华集团工业服务及房地产设施服务的战略规划制定、产品研发、资源调配及团队能力建设，后升任大中华集团高级副总裁，兼任南德商品检测（青岛）有限公司的董事长。

朱文才先生介绍说：“TÜV南德意志集团是一家优质、安全和可靠的专业测试、检验、审核、认证、培训和知识服务解决方案提供商。自1866年起，集团始终致力于保护人类、财产和环境安全，避免新型未知技术带来的风险。TÜV南德意志集团总部位于德国慕尼黑，在全球超过850个城市设立了1000多家分公司或办事处，2016年营业额为23亿欧元。拥有24,000多名活跃在各领域的权威专家。TÜV南德意志集团旨在通过综合完善的一站式服务，助全球客户提高生产和运营效率、降低成本、控制风险。集团有工业服务部、建筑与基础设施部、管理服务部、消费品部和汽车部5





大业务部，业务区域分为西欧、东欧、北美、北亚和北亚以外地区（包含中东、非洲）5大区域，其中有德国、美国、中国、印度四大核心业务区域。TÜV 南德意志集团，简称“TÜV 南德”，在中国有分公司及办事处约 40 个分支机构分布在上海、北京、广州、香港、台北等城市，约 3,000 名专注于各个领域的专家和训练有素的工作人员向超过 55,000 家客户提供支持，致力于新产品的推广，其服务和体系为全球所接受。TÜV 南德还与中国一些重要的行业机构长期保持良好的合作关系，如中国检验认证集团有限公司、中国质量认证中心和中国特种设备检测研究院等。我们的服务宗旨是保护客户品牌，保证整个供货和销售链中产品的质量，从而降低风险。”

TÜV 南德给力中国企业的质量管理，尤其是中国的出口制造业。谈到竞争优势时，‘品质、技术、服务’是朱文才先生多次提及的关键词，他说：“TÜV 南德意志集团的最大优势是其卓越的品质、技术、服务以及基于此而形成的百年品牌。首先，TÜV 南德的牌在全球市场具有普遍的竞争优势。‘权威认证，创享价值’是 TÜV 南德提供服务的核心理念。成立 151 年来，TÜV 南德始终致力于提供贯穿整条供应链的服务助力企业可持续发展。其次，随着中国改革开放的不断深入，出口贸易在许多中国企业所占的业务比重越来越大，他们除了需要技术支持外，也希望能够及时了解国外的标准和要求。对众多制造企业来说国际上趋于严格的法规是一个严峻挑战。我们帮助企业从产品的研发、原料筹备到生产制造，直至生产出产品的各个环节，都对国际上对应的最新标准保持关注，致力于搭建中国制造通往世界的桥梁：一方面，依靠其对全球各类法规法令的专业理解，能够帮助国内厂商在研发、生产的过程中及时了解国际安全与质量要求，降低出口风险，从而提升国际竞争力；另一方面，通过我们在海外市场的品牌公信

力，也能够让世界意识到中国制造在变强、变大。总之，TÜV 南德的核心竞争优势体现在优势品牌、良好的市场信誉、遍布全球的网络、合理的实验室布局系统、优质的服务、有战斗力的本地化工程师。”

最后谈到企业今后的发展规划时，朱文才先生透露：“我和我们的员工对所从事的事业有自豪感和归属感，为我们所从事的工作感到骄傲。这些年我对 TÜV 南德大中华集团发展最满意的事情是我们培养了一支非常强的本地化管理团队和本地化的工程师团队。未来最大的挑战是人力资源成本上升和服务价格的激剧下降。我们必须在夹缝中求生存。未来业务的拓展，将从认证向测试、检验倾斜，培养更多的专家型工程师，提供更多的本地化服务。TÜV 南德将持续给力中国制造业。”



In the State Council standing meeting held on September the 6th, chaired by Premier Li Keqiang, measures for further building quality accreditation system were confirmed, which aimed to strengthen in-business and after-business regulation to raise quality of “made in China”. As was agreed upon in the meeting, in compliance with the requirements of pushing for supply front reform, promotion and reinforcement of quality accreditation, a basic system of market economy, is beneficial for strengthening quality regulation and building a market environment of fair competition, and promoting upgrading of Chinese manufacturing sector to middle and upper ends. It was required by the meeting that comprehensive upgrading of quality management system accreditation should be completed in 2018, and accreditation

coverage should be step by step broadened. And inspection and testing accreditation service sector should be fostered and developed, and quality accreditation international cooperation mutual recognition should be deepened to accelerate building of a strong country in quality. As can be seen from the above-mentioned, Chinese government has attached an unprecedented importance to accreditation sector. With sustained attention to the accreditation sector, the print journalist has solely interviewed the accreditation and testing industry world leading enterprise TÜV SÜD, Mr. Zhu Wencai, senior vice-president and north region director-general manager of TÜV SÜD in Greater China, accepted the interview in an amicable air; focusing on the theme "multinational corporation in China", he joyfully talked about such core issues as group overview, achievements in China, competitive advantage, and development planning.

A senior quality service professional, Mr. Zhu Wencai started prudently from more than one elementary posts and has devoted around 20 years of his life to Mr. Zhu Wencai, TÜV SÜD. He has never departed from his determination to push for progress of Chinese accreditation sector. Born in Jiaohe, Jilin and graduating from mechanic engineering department of Xi'an Jiaotong University, he had his early career in China Special Equipment Test and Inspection Institute (the former State Boiler and Pressure Container Test and Research Center), where he engaged in spherical tank probe with his colleagues, being responsible for on-site inspection, pro-shipping inspection, and boiler & pressure container accreditation, accumulating rich frontline practical technique and special management experience. In April, 1999, Mr. Zhu returned to China from his German study and joined TÜV SÜD Greater China Group. In July, 2001, he was awarded with the title of vapor and pressure engineering official authorized expert by German government, and in the same year appointed as TÜV SÜD Beijing office chief. In January, 2006, he was appointed as the Greater China Group North Region director-general manager, and was mainly responsible for commercial planning and implementation in north region business development. Since July, 2009, he has been in charge of TÜV SÜD Greater China Group industrial service and real estate facilities

service strategic plan making, product research and development, resource relocation, and group capability building; then he was promoted to be the Greater China region senior vice-president and TÜV SÜD Products Testing (Qingdao) Co.,Ltd.

Says Mr. Zhu Wencai, "TÜV SÜD is a professional testing, inspection, audit, accreditation, training and



knowledge service solution provider of quality, security, and reliability. Since 1866, the group has devoted itself in human, property and environment security protection and evasion of risks brought by new and unknown technology. With its headquarters in Munich, Germany, TÜV SÜD has set up over 1000 branch companies or offices in more than 850 cities, its turnover reaching 2.3 billion euro in 2016. And it boasted over 24,000 authoritative experts who exert influence in various sectors. TÜV SÜD aims to assist its global clients to raise production and operation efficiency, reduce cost and control risks through its comprehensive and sound one-station service. The group is composed of industrial service department, architecture and basic infrastructure department, management service department, consumer goods department, and auto department, its business coverage divided into the five regions of West Europe, East Europe, North America, North Asia, and beyond-North Asia region(including Middle East and Africa), with Germany, United States, China, and India being fore core business areas. Referred to as TÜV SÜD for short, the group has around 40 branch companies and offices in China, which cover such cities as Shanghai, Beijing, Guangzhou, Hongkong, and Taipei, with around 3,000 experts and

well-trained professionals focused on various fields providing support for over 55,000 client units; they are devoted to promotion of new products, and their service and systems have been universally accepted. TÜV SÜD also keeps long-term and sound cooperation relationships with some important sector bodies in China, such as China Testing and Accreditation Group Co. Ltd., China Quality Accreditation Center, and China Special Equipment Testing and Research Institute. Our purpose of service is to protect client brand and ensure product quality in the whole goods supply and sale chains in order to reduce risks."

TÜV SÜD gives vigor to quality management of Chinese enterprises, Chinese export manufacturing sector in particular. When talking about competitiveness, Mr. Zhu Wencai more

than once mentioned such key words as quality, technique and service. He says, "the biggest advantage of TÜV SÜD is its excellent quality, technique, and service, and its century-old brand name based upon this. Firstly, TÜV SÜD brand has universal competitive advantage. 'authoritative accreditation and value creating and sharing' is the core service ideal of TÜV SÜD. Since its founding 151 years ago, TÜV has persistently engaged in providing service that goes through the whole supply chain in order to give vigor to sustainable development of the enterprise. Secondly, as Chinese reform and opening up endeavor deepens, export trade is taking up an ever greater proportion in Chinese enterprises; besides technical support, they hope to timely learn foreign standards and requirements. For many manufacturing enterprises the ever tightening law and regulations in international community present a grave challenge. We help enterprises to pay sustained attention to the latest internationally corresponding standards, as ranges from product research and development, material preparation and manufacturing to product outputting. We endeavor to

build a bridge for "made in China" to go global. On one hand, relying upon our professional understanding of all kinds of regulations and decrees in the international community, we are able to help domestic manufacturers to timely learn international security and quality requirements in research, development, and production, reduce exporting risks, and thus raise international competitiveness. On the other hand, by means of our brand credibility in overseas market, we are capable of drawing the world attention to expanding and strengthening process of Chinese manufacturing sector. All in all, the core competitive advantage of TÜV SÜD lies in advantageous brand, sound market credibility, worldwide network, reasonable lab layout system, good-quality service, and competitive localization engineer team."

When finally talking about the future development planning of the group, Mr. Zhu Wencai revealed, "we and our staff



share a sense of pride and belonging regarding the business we are engaged in, and we feel proud for the work we are doing. During recent years the most satisfactory thing that we witness in TÜV SÜD is that we have nurtured a very strong localization management team and localization engineer team. The greatest challenge in the future is rise of human resources cost and drastic decline of service price. Mu must seek survival in crevice. Extension of the future business will incline from accreditation to testing and inspection, aiming to nurture more expert engineers and provide more localization service. TÜV SÜD will persistently instill vigor into Chinese manufacturing sector."