

NEC Pursues Win-win Development in China

NEC 立足中国共赢发展

Interview with Naoki Yoshida, President and Chief Representative of NEC (China) Co., Ltd.

访日电（中国）有限公司中国总代表兼总裁吉田直树先生

□记者 陈海燕

改革开放 40 年来，中国发生了翻天覆地的变化，已成为世界第二经济大国。中日邦交正常化 45 年来，各领域交流与合作取得了丰硕的成果。享誉全球的世界 500 强企业日本电气株式会社（NEC）与中国有着深厚的历史渊源，在中国的业务始于 1972 年向中国提供卫星地面站，并先后涉足交换机、半导体、光通信、计算机、移动通信、IT 解决方案等领域。进入 2010 年，为了更好地满足市场需求，NEC 在中国实行统一的战略和业务运营体制，以日电（中国）有限公司作为 NEC 大中华地区总部，统领集团在华各项业务。业务主要涵盖运营商网络、IT 解决方案、IT 网络平台、显示产品群、软件开发销售等。NEC 依托百年创新历史，秉承长期积累的先进技术和行业经验，始终致力于为中国政府、企业及个人用户提供“更好的产品、更好的服务”。为进一步了解 NEC 的发展，记者专程回访了日电（中国）有限公司中国总代表兼总裁吉田直树先生。

谦和、睿智、平易近人的吉田直树先生对管理有着敏锐和独到的见解，拥有 6 年在欧洲积累的与不同国家和不同文化的人进行沟通交流的丰富经验。在中国上任已近两年的时间，现正在努力做统一目标和方向性的工作。他首先总结说：“5 年前是 NEC 刚刚开始进入 IoT 领域的时候，如何把自己的力量投入到 IoT 当中，如何开展



日电（中国）有限公司中国总代表兼总裁吉田直树先生
Naoki Yoshida, President and Chief Representative of NEC (China) Co., Ltd

IoT 相关的业务是当时考虑的问题。在这 5 年中，NEC 在全球推广的重要业务之一就是物体识别和 LCM 业务。在物体识别领域，最容易理解的可能就是人脸识别，我们既有在工厂和办公室出入门禁方面的系统应用，也有在警察、机场、地铁等公共领域的系统应用。物体识别不局限于人脸识别，也有其它方面的识别技术，我们可以通过很多种方式来确定是否是其本人，比如，耳朵里的耳廓形状、眼睛的虹膜认证等都是物体识别认证的重要方面。NEC 的物体识别认证在公共区域安全方面也得到了广泛应用，例如在之前南美的里约奥运会上，我们介绍了 NEC 人脸识别技术；面向下一届东京奥运会，NEC 正在准备提供和介绍各种与安全相关的解决方案，譬如在机场人群聚集的区域，如何避免恐袭事件发生等；我们也向很多国家提供了各种安全解决方案和系

统。在 LCM 业务方面，日本和中国的便利店都在积极推进 IoT 化，NEC 可以提供包括便利店后台的各种经营系统、物流系统等在内的整体解决方案。比如为了避免便利店食品腐烂的现象发生，避免造成不必要的浪费和损耗，我们在积极推进这方面的应用，即通过 IoT 的技术帮助店铺经营方了解在必要的时候陈列必要的数量在货架上。物体识别和 LCM 业务是 NEC 中国事业的中心之一。为了支持这些业务的发展就需要研发方面的投入，在过去的 5 年当中，我们投入

了很多力量积极研发 AI 技术。这些技术使我们的业务得到了较快的发展。”

企业文化是企业的灵魂，也是推动企业实现持续发展的原动力。以人为本是企业制胜之道。NEC 始终贯彻以人为本的经营理念，为员工营造充满公平、愉快、具有成就感的企业文化氛围，充分调动员工的工作积极性与创造性。吉田直树先生强调，NEC 之所以能够拥有近 120 年的悠久历史，企业文化对公司的发展发挥了重要作用，培养员工的爱社精神很重要。譬如，在公司成立纪念日全球各公司都会开展一些纪念活动；还有不分职位的对话会，可以让大家坐在一起自由对话。此外，研发也是非常重要的，在日本研发的产品不一定在其它国家和地区都适用，所以现在 NEC 在全球拥有包括日本、美国、德国、新加坡、中国在内的 5 个研发基地，共同推进包括 AI 在内的技术研发。除了每年至少举办一次的公司纪念日活动外，通过在全球开展各种各样的活动来提高员工的凝聚力。

“一带一路”战略体现的是通过增强国际合作来促进地区乃至全球经济发展的顶层思路。这一战略为跨国企业提供了发挥自身优势，实现自身可持续发展的绝佳机遇。吉田直树先生坦言：“中国实施的‘一带一路’是非常明确、清晰的战略。NEC 非常支持和赞许，希望能够和中国企业一起参与到周边国家的建设中去。NEC 在世界超过 50 多个国家和地区开展业务，我们也希望能够很好地利用 NEC 全球机构的优势，与当地中国企业一起参与到相关的发展建设中。NEC 积极投入 AI 技术研发，希望通过提供 AI 等技术和中国企业一起合作，共同为‘一带一路’战略做出贡献。比如在通信领域，我们和中国企业建立了良好的合作伙伴关系，它们在海外开展业务时 NEC 也参与到其中，提供我们的技术与产品，达到合作共赢。”

谈到今后的发展计划，吉田直树先生表示：“现在中国 IT 市场

规模应该是世界第一。和 5 年前一样，NEC 依然认为中国市场是非常重要的市场。在卫星搭载通信系统和零件方面，NEC 在全球都拥有诸多业绩。在中国，我们也提供了这方面的技术和产品。我们的技术涵盖从宇宙到海底，宇宙方面包括卫星相关的零部件，海底方面提供通信用的海底光缆，主要以上海和香港为中心构建国际通信网络。现在，我们在中国使用互联网或手机 4G，看电视和视频，需要进行国际通信的时候，很有可能就是通过 NEC 的海底光缆系统实



NEC Town Meeting 吉田总裁谈企业文化
President Yoshida Talks about Corporate Culture at NEC Town Meeting

现的。我们现在正在积极考虑的一个关键问题，是如何让中国人的生活变得更加丰富多彩。譬如，在环境方面，目前中国电动车、节能车的发展正在积极推进中，NEC 有充电相关的先进技术，希望能和中国企业进行合作。另外，在老龄化方面，日本相对于中国是更早进入老龄化社会的国家，日本拥有更先进的医疗技术和经验。NEC 也希望把这些技术和经验推广到中国。同时，我们也希望能把中国的先进技术引入到日本去，希望能与中国企业合作，共同参与到周边国家和地区的发展建设中去。”

尽管每家跨国公司在中国成功的方式各有不同，但成功的基础必定是相同的，那就是兼容并蓄和合作共赢的姿态，因地制宜制定全球化战略，在深深扎根本土的同时，充分发挥全球资源优势。NEC 在中国的成功无疑更充分地诠释了这一共同法则。NEC（中国）力求通过卓越的 ICT 技术和整合力，助力解决全球范围的社会课题，创造安全、安心、高效、公平的丰富社会，努力实现更光明、更智慧的世界“Orchestrating a brighter world”。我们相信，NEC（中国）在吉田直树先生的带领下，一定会为中国的经济发展做出更大的贡献！



In the past 40 years from the reform and opening-up, China has experienced dramatic changes and developed to the world's second economy. Since the normalization of China-Japan diplomatic relations 45 years ago, China and Japan have gotten fruitful achievements of exchanges and cooperation in all fields. Early in 1972, Fortune Global 500 Company NEC had the satellite earth station business in China, from that on, involved in more fields like switch, semiconductor, optical communication, computer, mobile communication and IT solution. In 2010, to satisfy the market demands better, NEC established the unified strategy and business operation system and upgraded NEC (China) Co., Ltd. to its Greater China headquarters for leading its business in China. NEC has extended the business to telecom network, IT solution, IT equipment, display product, software development, etc. With vanguard technologies and rich experiences, innovative firm NEC devotes itself to delivering "better products and better services" to governments, enterprises and individuals users in China. To learn more about the development of NEC, Multinationals in China interviews with Naoki Yoshida, President and Chief Representative of NEC (China) Co., Ltd.

Yoshida holds a keen and unique insight on company

including airport and subway. Not limited to face recognition, object recognition includes other recognition technologies. We identify person in various ways like ear and iris identification which are important aspects to realize object recognition. NEC's identification and authentication technologies are widely used in public security, for instance, our face recognition technology was demonstrated in Rio Olympic Games; for next Tokyo

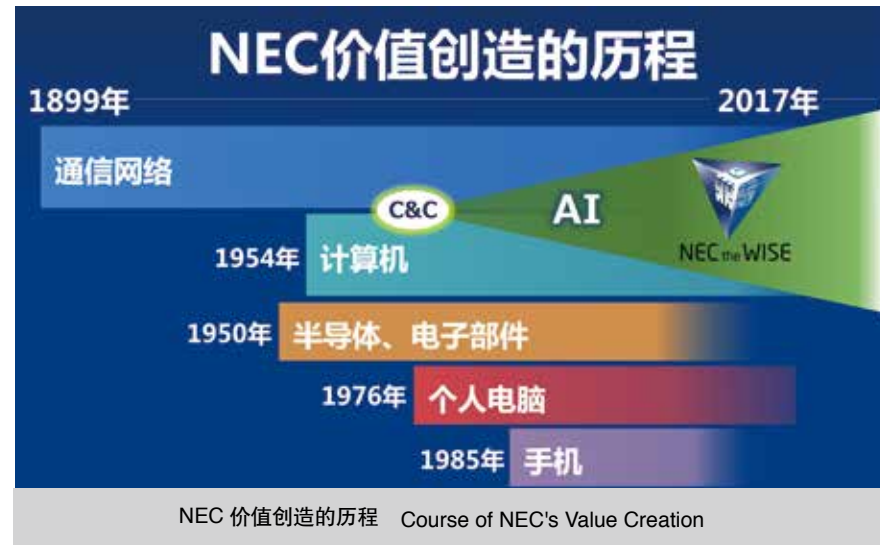


NEC 价值链创新 NEC's Value Chain Innovation

Olympic Games, NEC are preparing a variety of safety solutions, e.g. how to prevent terrorist attack at congregated places like airport; we also deliver safety solutions and systems to many countries. In LCM business field, NEC can provide integral solutions like operation system and logistics system for the retail market like convenience stores in both Japan and China which are positively advocating IoT application. For example, To keep foods fresh and to reduce preventable wasting and loss, we are actively pushing forward the application in this field, i.e. monitoring the quantity of foods on shelf through IoT technology at stores. Object recognition and LCM are also the key business of NEC China. To support the development in these businesses, we have put in much effort and resources to the research and development of relevant AI technologies, which drive our business to extend faster," said Yoshida.

Corporate culture is the soul of an enterprise as well as the motivation for its sustainable development. The human-oriented thinking is the key factor for an enterprise to succeed in the severe market competition. NEC always follows the human-

oriented operation philosophy and creates a fair and joyful enterprise atmosphere for staffs that greatly mobilizes their motivation and creativity. Yoshida highlights that excellent corporate culture and employees loyalty is the enterprise contribute to NEC, an enterprise with a long history of about 120 years. The enterprise organizes commemorative activities across all global branch companies on NEC's establishment day; staffs can make free dialogs each other no matter what position they hold. Such activities strengthen the enterprise's internal



NEC 价值创造的历程 Course of NEC's Value Creation

management and is good at the communication with people from different countries and cultures. He has worked in China for nearly two year and always been working hard for a unified objective and direction. "We were facing the challenges: how to initiate and keep the business in the IoT field. In the following years, NEC promotes object recognition and LCM (one of the important businesses) globally. In the object recognition field, typically face recognition, we launch systematic applications for plants and office (like access control) as well as public security,

cohesion. Besides, research and development are most-important. Because the products developed in Japan may not be applicable to other countries and regions, NEC establishes five research and development bases in Japan, U.S.A., Germany, Singapore and China respectively, jointly advancing the research and development of the technologies including AI.

"The Belt and Road Initiative" reflects China's top design thinking of stimulating regional and global development by enhancing international co-operation. Such initiative gives multinational firms a good opportunity to bring their advantages into and realize sustainable development. "The Belt and Road Initiative" is very clear and definite. NEC highly values and vigorously advocates it. We hope to participate in the construction of 'the Belt and Road' surrounding countries jointly with Chinese enterprises. NEC carries on business in over 50 countries and regions across the world, so we hope to make good use of our global advantages to join in relevant development and construction. NEC has advanced of AI research and development and hopes to apply AI and other technologies to take part in the contribution in 'the Belt and Road Initiative'. In the communication filed, we develop a good cooperation with chinese companies and also participates in their overseas business in which we provide technologies and products. We

社会价值创造流程



NEC 社会价值创造流程 Process of NEC's Social Value Creation

vigorously contributing the development of electric vehicles and green vehicles; with vanguard charging technologies, NEC hopes to cooperate with Chinese enterprises in such technology field. Japan came to an aging society earlier than China so it has more advanced medical technologies and experiences. NEC hopes to popularize such technologies and experiences in China. Meanwhile, we hope introduce Chinese vanguard technologies to Japan and also cooperate with Chinese

enterprises to participate in the construction and development of surrounding countries and regions.

Multinational firms may succeed in different ways in China, but they must be based on same cornerstone of success: win-win cooperation, proper localization and positive globalization. NEC's success in China fully demonstrates such rule. With excellent ICT technologies and integration capacity, NEC China is dedicated to solving global problems, creating safe, efficient, and fair societies, which we call "orchestrating a brighter world". Led by Yoshida, NEC China will make greater contribution to the China's economic development!



※ 美国国家标准与技术研究院 (NIST : National Institute of Standards and Technology) 国际开源竞赛获奖组

NEC the WISE 技术群 NEC the WISE Technology Cluster