

# Kailun: an Everlasting Company

## 百年凯伦 百年常青

—— Interview with Ms. Hou Jianyu, the President of Beijing Kailun Wine Co., Ltd.

—— 访北京凯伦葡萄酒有限公司董事长侯健妤女士

□记者 刘新洁

与10年前相比，北京凯伦葡萄酒有限公司在中国已取得了长足的发展。先进的管理理念、高品质的产品、严谨的酿酒工艺、完善的客户服务体系、以及不断创新的营销团队，奠定了凯伦葡萄酒在行业中的领先地位。2017年，迎接改革开放40周年之际，作为10年后的回访，美丽、坚韧、睿智、富有远见的北京凯伦葡萄酒有限公司董事长侯健妤女士向记者介绍了公司10年来的发展历程和取得的发展成就。陪同采访的还有北京凯伦葡萄酒有限公司厂长韩东先生和副总经理邵文琴女士。

在凯伦温馨的葡萄酒庄园，侯总与记者畅谈了凯伦在华发展之路。侯总首先介绍说：“今年9月份刚好是美国圣安东尼酒庄落成100周年。北京凯伦葡萄酒是美国红酒落地中国的生产型企业，可以说，对于中国北京房山区政府及美国加州酒庄双方来讲都是一种幸运，在相互信任的基础上我们一同建立起了北京凯伦葡萄酒有限公司。”

据了解，1998年，凯伦葡萄酒落户房山，由美国San Antonio酒庄与中国北京房山农工商总公司共同投资建立中美合资企业，侯总就成为北京凯伦葡萄酒有限公司的董事长。18年磨一剑。杰出的企业领导人是企业成功的保证。侯总是一位具有远见卓识，善于把握全局，勇于拼搏开拓的女才，18年来，带领着凯伦一路前行。谈到这些年来的发展变化和成就时，侯总总结了三点，她说：“最主要我们树立了两个品牌，一个是产品品牌，一个是企业品牌。产品品



北京凯伦葡萄酒有限公司董事长侯健妤女士  
Ms. Hou Jianyu, the President of Beijing Kailun Wine Co., Ltd.

牌在市场上有了很好的口碑，产品链不断丰富，目前有原装、灌装、瓶装、家庭装产品系列。企业品牌也有了一个很高的知名度。2008年奥运会凯伦葡萄酒被确认为奥运金牌俱乐部指定用酒并得到了奥组委全体中外人员的高度赞誉，如果说这10年的最大发展成绩，那就是我们产品营销走过了三个阶段，消费者从陌生，到认知，再到认可。正是由于认可度的提升让销售额增长显著。”

在中国18年的发展中，凯伦也经历了转型和一定的结构性调整，以适应中国新常态下的经济环境。但唯一不变的是侯总心中的凯伦情，红酒情。采访中，侯总深情地说，红酒是事业不是产业，是精雕细琢的事业，是每一个流程的精心打造。正是带着这样的情感，凯伦葡萄酒的产品品质有口皆碑，在国内大大小小的无数次质量抽查中没有一次

出现问题，这对一个企业来说很难做到的。谈起凯伦独树一帜的产品品质时，凯伦葡萄酒有限公司厂长韩东先生话语中透着自信与自豪，他对记者说：“产品品质是保障企业提升的关键点。我们18年来始终抓产品质量，严格按照国家GB 7718-2011（食品安全国家标准预包装食品标签通则）执行，每一个环节、每一个员工都自觉遵守各项规定。产品质量永远是第一位的，没有质量就没有企业的生命。”

产品质量就是企业的生命线，健康发展的企业总是把产品品质摆在第一位。凯伦正是如此，在注重市场的开发和培养的同时极为重视产品的品质，努力引领凯伦进入一个整体实力超越竞争对手的境界。不断创新和面向中国市场的产品营销策略是凯伦又一竞争优势之所在。副总经理邵文琴女士介绍说：“目前，我们在终端市场及商



董事长侯健妤女士与美国圣安东尼酒庄总裁共商发展大计 the President, Ms. Hou Jianyu, Discusses Together with the President of San Antonio Chateau for Future Planning

超除外的有27个主要产品，每年都不断增加，今年会增加到30个产品。产品中有原装酒也有分装酒。我们和京客隆合作，在超市设有展示平台，同时也会向普通消费者介绍我们的产品。我们销售主要针对团购市场，比如集团采购、定制产品、会员制产品、婚庆、企业大型活动等。我们始终跟着国家的步伐，严格执行新的标准，这一点我们很有信心。作为销售，我们始终争取更大的市场占有率。”

企业要在市场中立足靠的是高质量的技术产品，正确的营销策略，而企业要飞跃、要大发展，则要靠高素质的人才。谈到如何培养凯伦人才时，侯总的话语更加深邃，她说：“产品品质有了，销售有了，企业再往前就是人员素质的提升。我常对我的员工说，要知识化、要多学习、多看书，多接触世界，见世面，在把握‘企业魂’的同时要拓展思维。未来这几年，我要做的事就是要强化人员综合知识学习的提升，培养开放式思维，特别是在学习拓展方面，要有所突破，通过有计划的分层面培训、打分、问卷特别是观念的升华行动等形式去提升员工的学习能力，丰富员工的知识扩宽员工的心里胸怀。尤其是对于企业高管，每个人都要有自己的展示平台，不管酸甜苦辣，自己能深切体会到成就和成果，做到不断学习、不断进步、不断提升、不断发展。”

做企业犹如逆水行舟，不进则退。侯总始终以居安思危的企业家思维带领着凯伦迈向一个又一个的发展平台。凯伦和京客隆朝批组建的新公司——北京朝批环盛国际贸易有限公司，产品将辐射中国更大的市场，这将是凯伦又一个崭新的起点。改革开放40年来，凯伦不断攀登新的高峰。在采访快要结束的时候，侯总表示说：“我感激这个时代，感激国家的改革开放，也感谢美国企业，让我能够回归到我出生的地方，我的很多理想都得到了实施，使我有一种成就感和尊严感。这18年的发展，我最满意的成绩是实现了方方面面的融合，中外双方的融合、企业和市场的融合、产品和消费者的融合，这些双赢会让我们继续稳健成长。”

国务院总理李克强在《政府工作报告》中强调：推进新一轮高水平对外开放，着力实现合作共赢。共享共赢，是当代经济发展的一个规律，也是当代经济发展一种潮流。我们衷心祝愿在侯总的带领下，百年凯伦，百年基业常青！

Beijing Kailun Wine Co., Ltd. has been undergoing evolution since its establishment and now comes to a leading position in the wine industry. Staffed with an innovative team and operating in an advanced management mode, Kailun is dedicated to supply quality products and perfect services. Ms. Hou Jianyu, the president of Beijing Kailun Wine Co., Ltd. accepts an interview from Multinationals in China again and shares the company's development and achievements in the past ten years. Simultaneously, the brewery director Mr. Han Dong and the deputy general manager Ms. Shao Wenqin join the interview.

"California-based San Antonio Chateau witnesses her 100th Anniversary this September. Beijing Kailun, a winery supplying American wine, is the output of the cooperation between Beijing Fangshan Government and San Antonio Chateau," Hou says at Kailun's Wine Chateau."

Beijing Kailun was established through joint venture investment between San Antonio Chateau and Beijing Fangshan Agriculture, Industry and Commerce Corporation in 1998, from when on Hou has been the president of the joint venture. The endeavor of 18 years contributes to Kailun an excellent enterprise. And the outstanding management leads to its success. "We value the brands created both in product and enterprise. The outstanding product brand wins better public reputation in the market, and we have supplied products ranging from originally packed ones to canned, bottled and family-packed ones. Additionally, the enterprise brand also rises with higher popularity. In the 2008 Olympic Games, Kailun wines were supplied to serve the members of the Olympic Games gold medal club and highly praised by the officials and members of the Organizing Committee of Olympic Games. Our products are unfamiliar by consumers early, but later accepted by people widely. It is the best achievement we get in the past ten years. Such high consumer recognition also raises our wine sale greatly," Hou says.



锐意进取的团队 The Energetic and Enterprising Group

To adapt to the new economic environment in China, Kailun has evolved by transformation and restructuring in the past development. However, its persistence on red wine remains. Hou expresses in the interview that red wine brewing is a pursuit more than an undertaking, each process of which is completed by her enterprise meticulously. With such pursuit, Kailun's red wine always receive high praise from people and never shows defect in random inspections conducted by the relevant authorities. It is so difficult to accomplish this. "Product quality is the key point of



boost its leaping development. "Besides quality assurance and sale markets, the enterprise also desire talents with high quality. I advise my staffs to get more knowledge by learning and reading, obtain more external dynamic information, and enrich personal thinking while understanding the enterprise's spirit. We recently set out strengthening the staffs' knowledge learning, cultivating their open thinking and making some breakthrough in the extending the way of learning. We are improving

an enterprise's development. We always adhere to the strict quality control in accordance with the national standard GB 7718-2011 National Food Safety Standard - General Standard for the Labeling of Prepackaged Foods. Our staffs also comply with the regulations in all links. We always regard product quality as the top priority and basis in the enterprise," Han says.

staffs' learning abilities by means of training, scoring, questionnaire and concept education. Particularly each senior executive has his/her development space and is keeping progressive development and improvement by continual learning. No pain, no gain; no learning, no development," Hou says, talking of talent cultivation.

Absolutely, any enterprise under normalized operation values the product quality first. Accordingly, Kailun never falls behind in quality control while it lays stress on market exploitation. By dint of its overall strength and perfect quality, Kailun is outperforming competitors. Beside these, Kailun holds another competitive advantage i.e. continual innovation and localized marketing policy. "In addition to the products distributed in terminal markets and supermarkets, we release 27 types of principal product and may increase such figure to 30 this year. These wine products are supplied as ones with original packing or sub-packing. Our partner supermarket Jingkelong will display and promote our products to consumers. We also provide group services, like group purchasing, product tailor-making, membership product supply, wedding celebration wine customization and special offer for enterprise activity. We consist on tracing and fulfilling exactly the latest standards and strive to maintain perfect product quality and get higher market share," Shao says with confidence.

An enterprise, like a boat sailing against the current, move forward or fall behind. Thinking of adversity in prosperity, Hou is leading Kailun to make development by leaps. Kailun and Jingkelong Chaopi Company establish a new joint venture, Beijing Chaopi Huansheng International Trading Co., Ltd., through which Kailun's products will be distributed to wider markets. It is a new start of Kailun. "The new age, the feasible national policy and the stable working platform enable me to open up the dream in my homeland, and support me developing and promoting. The achievement that I'm most satisfied about in the 18-year development of the enterprise is the realization of harmonizations between Chinese and foreign partners, between enterprise and markets, and between products and consumers. In a series of win-win cooperation, we keep a steady and continual development," Hou says, at the end of the interview.

High quality product and feasible marketing policy maintains an enterprise's existence while talents of quality

are young and dynamic everlastingly. It is highlighted by the Premier Li Keqiang in the "Government Work Report" that "boost a new round of high level opening-up, and focus on realizing win-win cooperation". So we believe that sharing & win-win are the discipline and trend of the current economy. Wish Kailun and her enterprise



凯伦精品系列

# 历史悠久 韵味飘香

美国·加州--圣安东尼酒庄



京客隆超市 朝批有售

北京凯伦葡萄酒有限公司荣誉出品