

Innovation, the Key to Lenze's Ever-growing Prosperity

创新是伦茨的常盛之本

—— Interview with Mr. Frank Lorch, Vice President Sales and Marketing Asia of Lenze Drive Systems (Shanghai) Co., Ltd.

—— 访伦茨（上海）传动系统有限公司亚洲销售及市场副总裁罗文昊先生

□记者 李莉 刘新洁

在驱动与自动化系统领域，德国伦茨集团的产品意味着创新、意味着完美和卓越。作为领先的全球运动控制自动化专家，伦茨高瞻远瞩，早在 20 年前，就将目光聚焦于中国巨大的市场，为提高中国自动化传动领域的专业化、智能化生产水平做出了积极的贡献。

为深入探究伦茨在中国市场的成功之道，记者日前采访了伦茨（上海）传动系统有限公司亚洲销售及市场副总裁罗文昊先生，市场战略部门总监王雪婧女士、市场传播部魏鑫如女士陪同采访。

据了解，德国伦茨公司成立于 1947 年，凭借其在制造和产品创新方面的不懈努力，目前已成为业内无可争议的领军者。70 年光阴的淬炼，伦茨集团已成长为世界知名的驱动与自动化解决方案的供应商，能够在设备开发的各个阶段为客户提供产品、驱动系统解决方案、完整的自动化系统、工程设计服务及工具等。伦茨（上海）传动系统有限公司亚洲销售及市场副总裁罗文昊先生 1999 年加入伦茨集团，5 年前来到中国，在伦茨集团，他从自动化工程师开始做起，从研发产品到管理市场，罗文昊先生担起了开拓亚洲以及中国市场的重任，在采访的一个多小时里，罗文昊先生阐述了他的经营之道。

谈到伦茨近些年的发展，罗文昊先生首先介绍说：“伦茨是全球



伦茨（上海）传动系统有限公司亚洲销售及市场副总裁罗文昊先生
Mr. Frank Lorch, Vice President Sales and Marketing Asia of
Lenze Drive Systems (Shanghai) Co., Ltd.

排在前五位的自动驱动化供应商，有着悠久的历史，是第三代家族企业，目前全球有 3300 多名员工，近几年业务发展相当不错，这也得益于自动化企业的蓬勃发展。2017 年，我们在全球创造了 60 亿人民币的产值，业务范围覆盖 65 个国家，从设备研发到样机生产再到调试、批量生产、售后服务等，我们为 global 客户提供完整的解决方案。目前，中国是机械生产制造最大的市场，中国的纺织机械、物流、包装、机械制造等领域都是伦茨重点开发的行业，我们和这些行业的龙头企业都是很好的合作伙伴。中国是发展很快的国家，也是伦茨全球发展最快的市场，我们非常看重。2017 年，中国市场比上一年又增长的 20%。”

在市场战略部门总监王雪婧女士洗练的翻译下，罗文昊先生概要介绍了伦茨在全球以及中国市场的出色表现。

说起伦茨与中国市场的结缘，还要追溯到 1997 年，那时伦茨在中国北京设立了办事处，标志着伦茨正式进入中国市场。随后的 10 年，伦茨不断扩大在中国的业务，并稳步开拓中国市场。2007 年，伦茨在中国上海设立了全资子公司——伦茨（上海）传动系统有限公司。目前公司在上海临港新城重装备区建成了生产基地和物流中心，并在全中国 14 个地方设立销售办事处，更快捷有效地为中国市场提供从研发、生产、制造、物流、售后、技术支持等完整产业链服务。经过 20 年的发展，伦茨随着中国自动化市场的发展壮大而壮大。伦茨

Lenze

在中国的市场美誉度非常高，保持着良好的发展态势，并在激烈竞争的市场中保持着极高的竞争优势。

在世界的印象中，德国企业先天就具有创新和专注的基因，不急功近利，不盲目扩张，而是依靠其独到的产品开发、优秀的产品质量、现代化的生产技术和高效的经营管理手段不断稳扎稳打，在一个领域做到最好。而不断与时俱进的创新，正是伦茨的常盛之本。谈到伦茨的竞争优势时，罗文昊先生给出了答案，他说：“我们一直致力于产品的研发，在这方面投入了巨大的精力和财力。我们所有的理念和概念都围绕着创新，虽然竞争对手会复制我们的产品，但我们创新的速度总是会跑在竞争对手前面。此外，我们的产品都具备了智能的特点。伦茨的产品质量享有盛誉，产品的寿命和生命周期都很长。对于智能制造、工业 4.0、中国制造 2025 等，伦茨的产品正好契合这些概念。伦茨的产品都以智能化为主，这在我们产品开发时就已经具备了智能的功能，高效、高质量的产品是伦茨最大的竞争优势。”

伦茨在 70 年的发展历程中始终非常重视产品创新。研发和技术力量就是伦茨的优势所在。依托强大的研发队伍来实现产品的智能化、高效化、更长的生命周期，这些独到的优势使得伦茨真正成为自动化驱动设备完整解决方案的提供者，成为业界的引领者。据了解，伦茨生产的主要产品和服务包括：控制器、驱动器、伺服电机、减速机等，同时提供工程设计工具等软件模块。这些产品的优异性能和技术领先性使其广泛应用于医疗机械、纺织机械、印刷机械、包装机械、机器人和搬运系统等。伦茨产品的技术水平始终处于同行业世界领先地位。同时，精湛的制造工艺和现代化大规模生产手段使其产品以低回差、低噪音、高功效等突出特点，得到市场和客户的一致认可。

伦茨在保障产品高效运行的同时，也在产品设计与生产工艺中



充分考虑了环保这一因素。“我们秉承可持续性原则，并十分重视能效问题，这二者已经作为伦茨企业理念在产品开发与系统设计中成为不可分割的组成部分。正是这种企业理念的定位，激励着我们不断致力于从内部措施和产品体系入手，提高产品效率，尽可能减少污染物排放量。”罗文昊先生说道，“节能减排是中国乃至全世界都在讨论的话题，也是当下很多厂商面临的巨大挑战之一，也是我们乐于面对的挑战。伦茨早在 10 年前就提出了 Lenze BlueGreen 的理念。现在几乎有一半以上的电能用在工业领域，其中很大一部分消耗在电气驱动系统。因此，我们从电气驱动系统入手来提高能源效率。坚持可持续性发展理念，不仅可以提高利用率，降低环境污染，还能在减轻能源负担减少能源消耗的同时，保持稳定的生产力。”

伦茨集团从成立的那一天起，就以创新为使命，不断追求卓越。罗文昊先生继续解读道：“我们是世界经济体成员之一。伦茨是国际化企业，具备全球化思想，不管在哪个国家，都致力于全球化发展。我们在中国进行本土化设计和开发，现在，很多中国企业也走出国门，



向世界销售中国制造的产品。伦茨在中国 20 年，始终致力于成为中国本土企业的最佳合作伙伴，借助我们在自动化与驱动领域丰富的经验帮助中国企业优化产品，成为世界顶级设备制造商，以提升他们在全球的品牌效应。”

伦茨助力中国制造 2025，帮助了很多的中国企业走向世界，这也刚好吻合了中国对外开放国策。未来，中国将通过“三步走”实现制造强国的战略目标：第一步，到 2025 年迈入制造强国行列；第二步，到 2035 年中国制造业整体达到世界制造强国阵营中等水平；第三步，到新中国成立一百年时，综合实力进入世界制造强国



前列。在中国百年发展大计中，伦茨无疑扮演了重要的角色，那就是提高中国自动化水平，帮助中国企业走向世界。

以人为本，加强人才建设始终是伦茨发展的重点。谈到这一点，罗文昊先生阐述说：“我很自豪的是，伦茨在中国有很好的员工，我很荣幸成为中国团队成员之一，我们有共同的愿景和理想，有热情有共同的目标。在伦茨，我们有一个内部准则，要想成为伦茨顶级经理人，一定要有居住在德国以外国家的经历，这样会减小不同文化的差异，会更好地了解不同文化背景下如何思考，如何工作。具有国际化视野的领导是伦茨非常看重的。我也认为这一点很关键。”

谈到未来发展，罗文昊先生表示：“中国市场是伦茨非常看重的市场，对于我们的三大支柱业务之一的自动化驱动业务，我们会继续提高产品智能和自动化系统集成能力，服务于智能化制造工厂。第二大业务机电产品领域，我们也会加入更多的智能制造元素，加大大地化业务进展，提高研发能力。第三大业务领域就是数字化。对于中国的数字化，我们也会和总部深入讨论，如何能把数字化支柱产品带到中国来。总之，未来，我们会持续实施中国自动化驱动战略。中国市场潜力很大，我们非常看好中国市场的发展。”

我们衷心祝愿，伦茨中国能继续领跑中国自动化驱动领域，为中德两国经济合作，为提高中国智能制造水平做出新的贡献。

In drive and automation system field, Lenze Group's products imply innovation, perfectness and excellency. As a leading global specialist in Motion Centric Automation, Lenze has, since 20 years ago, proactively focused on the huge Chinese market and made active contribution to the specialized and intelligent manufacturing level in the field of Chinese automation drive.

To deeply explore the secret for Lenze's success in



the Chinese market, Multinationals in China talks with Mr. Frank Lorch, Vice President Sales and Marketing Asia of Lenze Drive Systems (Shanghai) Co., Ltd., accompanied by Ms. Wang Xuejing, Head of Strategic Marketing and PR Specialist, Ms. Wei Xinru.

It is learnt that, established in 1947, Lenze has currently become an incontrovertible leader by virtue of its unremitting efforts in manufacture and product innovation. Over 70 years of tempering, Lenze Group has grown into a world-noted provider of drive and automation solutions, being able to offer their

customers products, drive solutions, complete automation systems, engineering services and tools from one single source during the entire development process of machines. Frank joined Lenze Group in 1999 and came to China 5 years ago. At Lenze, starting from automation engineer and involving from product R&D to market management, he assumed an important mission to pioneer Asian and Chinese market. During the over-one-hour talk, he states his way of management.

Speaking of Lenze's development in recent years, Frank first introduces, "Lenze is a Global Top 5 of automation drive supplier. With long history as the third generation family business, Lenze currently possesses over 3300 employees and enjoys pretty good business development, which also benefits from the boom of automation enterprise. In 2017, we have created the output value of 6 billion RMB in the world, with services covering 65 countries. Ranging from the initial idea, all the way through to the aftersales service, from the control to the drive shaft, we provide complete solutions for the global customers. At present, China is the largest market of machinery manufacture, and textile machines, intra-logistics, converting and printing machines, automotive production

machinery, automated warehouse applications and consumer goods machinery like packaging machines and other fields in China are all key industries of Lenze, and we are very good partners with the leading enterprises in these industries. China is a fast-developing country and the globally fastest-developed market of Lenze, so we think well of it. In 2017,



the Chinese market rose 20% over the last year."

Under the translation of Ms. Wang Xuejing, Head of Strategic Marketing, Frank offers a brief introduction of Lenze's excellent performance all over the world and in the Chinese market. Speaking of Lenze's connection with the Chinese market, it will trace back to 1997: at that time, Lenze established office in Beijing, China, which marks the formal launch of Lenze into the Chinese market. Over the subsequent 10 years, Lenze continuously expands its business in China and steadily pioneers the Chinese market. In 2007, Lenze established a wholly owned subsidiary, Lenze Drive Systems (Shanghai) Co., Ltd in Shanghai. At present, the company has set up production base and logistics center in heavy industrial zone of Shanghai Lingang, and established sales offices in 14 places in China with profound industry and application knowledge. Lenze see itself as the best partner for complete solutions and support customers throughout all 5 phases of engineering process on the way to the perfect solution for their machine tasks from developing ideas, drafting concepts, implementing solutions, manufacturing machines and ensuring productivity. After 20 years of development, Lenze has been growing with the



have always been devoted to product R&D and invested huge energy and financial resources therein. All concepts center around innovation: although the competitors may copy our products, our innovation speed is always faster than theirs. In addition, our products are characterized by intelligence. Lenze's product quality enjoys high reputation, with long product service life and life cycle. As for Intelligent Manufacturing, Industry 4.0 and "Made in China 2025", etc., products of Lenze exactly correspond to these concepts. The products of Lenze are intelligence-oriented: they are equipped with intelligent function at our production development; the energy-efficient and high-quality products are the largest competitive advantages of Lenze.

Lenze has made much account of product innovation during its 70-year development history. R&D and technical strength are just Lenze's core advantages as always. Relying on powerful R&D team to fulfill product intelligentization, high efficiency, longer life cycle, these original advantages enable Lenze to truly become the solution provider of complete drive and automation systems. It is learnt that the main products and services Lenze provide include: controllers, drivers, servo motors, inverters and gearboxes, etc. as well as such software modules as engineering tools. The excellent performance and technology-leading properties of these products enable them to be extensively applied in medical machinery, textile machinery, printing machinery, packing machine, robotics and handling system, etc. The technical level of Lenze products has always been at the global leading position of the same industry. Meanwhile, exquisite manufacturing process and modernized large scale production measures enable its products to be recognized by the market and customers by virtue of such prominent features as high hysteresis error, low noise and high efficiency.

Guaranteeing high-efficiency operation of products, Lenze takes full consideration of environmental protection in product design and production process. "We adhere to sustainability



expanding Chinese automation market. Lenze enjoys very high market reputation, holds favorable development momentum and retains super-high competitive advantages in the market of intense competition.

In the eyes of the world, German enterprises are always innovative and dedicated. They don't get quick profit or expand blindly, instead, they continuously achieve their goals by relying on their unique product development, excellent product quality, modern production technology and efficient management methods, striving to be the best in the area they are engaged in. Constant innovation in pace with the times is just the key to Lenze's ever-growing prosperity. Speaking of Lenze's competitive advantages, Frank offers the answer, "We

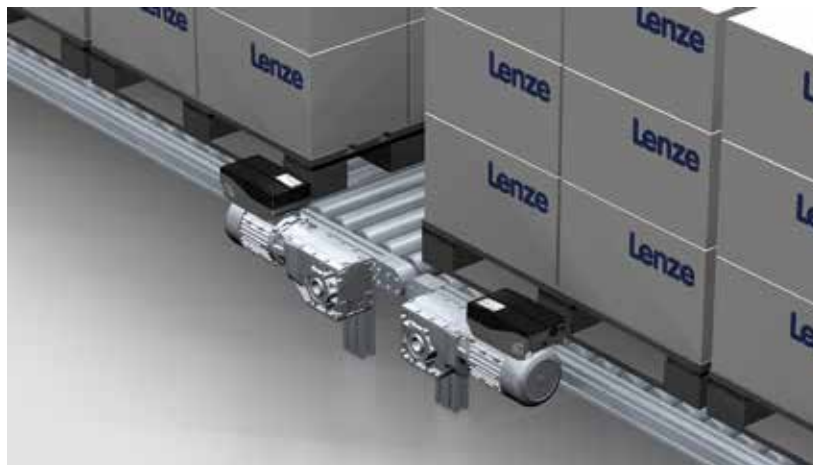


principle and attach importance to energy efficiency issues: their combination has become an integral part of Lenze's enterprise philosophy in product development and system design. It is just the positioning of this enterprise philosophy that stimulates us to continuously devote itself to starting from interior measures and product system to improve product efficiency and reduce the

pollutant emission amount as much as possible. "As Frank expresses," Energy-saving is one of the biggest challenges that many manufacturers face today, but it's also a challenge that we are willing to face. Lenze has come up with the ideas of "Lenze BlueGreen" since 10 years ago. Nowadays, almost half of the electrical energy is consumed by industrial applications. Responsible for a large portion of the total amount of consumed energy are electrical drive systems. And exactly for this reason, the highest potential for an increase in energy efficiency can be found here. With sustainable effects: a better utilization includes at the same time less pollution of the environment, a relief for the resources and a reduction of energy costs - with a steady and consistent productivity."

Since the first day of its establishment, Lenze group has kept pursuing for excellency with innovation as the mission. Frank continues to explain: "We are a part of world economy. As an international enterprise, Lenze has a globalization idea: no matter which country it is in, it devotes itself to globalization development. We are now conducting localization design and development in China. For now, many Chinese enterprises are trying to sell Made-in-China products aboard and compete in global market. Over 20 years in China, Lenze has always been committed to become the best partner of Chinese local enterprises: through our profound industrial know-how in drive automation field, we help Chinese enterprises to become global top-level equipment manufacturers by optimizing their products, and thereby, to improve their global brand reputation."

Lenze provides strong support for "Made in China 2025" and helps numerous Chinese enterprises go globally, which is exactly consistent with Chinese national policy of opening up to the outside world. In future, we will realize strategic objective of manufacturing power in three steps: Step I, become a manufacturing power in 2025; Step II: the overall Chinese manufacturing industry reaches the intermediate level of powerful manufacturing countries in the world in 2035; Step III: At the 100 anniversary of the Foundation of the People's Republic of China, Chinese comprehensive strength tops powerful manufacturing countries in the world.



In Chinese century development plan, Lenze has undoubtedly played an important role in improving Chinese automation level and helping Chinese enterprises go global.

People-orientation and enhancement of talent construction is always a core of Lenze's development. Speaking of this, Frank states, "What I take great pride in is that Lenze has good employees

in China and we are honored to become a member of its Chinese team: we boast common vision and ideal as well as enthusiasm and common goal. At Lenze, we hold an internal criteria, i.e., to become a top-level manager of Lenze, she/he must have the experience of living outside Germany, which can reduce the differences between cultures and enable him/her to better learn how to think and work under different cultural backgrounds. Lenze treasures the leadership with international vision and I also consider this is crucial."

Speaking of future development, Frank expresses, "Chinese market is a market that Lenze thinks a lot. As for the drive and automation business, one of our three pillar businesses, we will continue to improve the capacity of product intelligence and automation system, and serve for intelligent manufacturing plant. As for the second business, field of mechatronics, we will also add into more intelligent manufacturing elements, enhance localized business progress and improve R&D capacity. The third business field is digitalization. In conclusion, in future, we will continue to implement Chinese drive and automation strategy. Chinese market is of great potential and we think highly of its development."

We sincerely wish that, Lenze China can remain a leader in Chinese automation drive field and make new contribution to Sino-German economic cooperation and improvement of Chinese intelligent manufacturing level.

