

# Husqvarna, a Classic Brand with a History of Over 3 Centuries

## 富世华——三个多世纪的品牌传承



富世华亚太区业务拓展经理李芸女士  
Carol Li, Business Development Manager in APAC at Husqvarna

**创**立于 1689 年的瑞典富世华，已成功走过了 300 余年的历程。富世华作为世界领先的户外园林机械生产商，公司自成立至今，始终致力于不断创新，一直遵循着专、精、尖的发展理念。集团是欧洲的花园浇灌系统的领导者，是世界上最大的建筑及石材行业切割设备生产商之一，产品和解决方案以不同品牌向 100 多个国家提供服务，以满足商用和家用客户的不同需求。在中国常州建有园林机械工厂，厦门建有建筑机械工厂，集团 2017 年销售额达到 300 多亿人民币。富世华园林是公司的核心业务，销售额约占集团的 50% 左右。

为进一步了解富世华的发展，记者采访了富世华亚太区业务拓展经理李芸女士。李芸经理富有远见与挑战精神，睿智与细腻相融。集团看重她有着多年在世界 500 强公司和瑞典领事馆的工作经验，诚邀加入富世华担任要职。

富世华的竞争优势主要体现在制定并实施了有预见性在华发展战略。李芸经理首先介绍说：“富世华上海是管理中心，专注于为合作伙伴提供高品质户外动力产品及相关服务。富世华园林机械、嘉丁拿、富世华建筑机械在中国都有销售和研发团队。公司产品线非常丰富，随着中国市场的日益成熟，富世华将会引进更多产品。”

### —— 访富世华亚太区业务拓展经理李芸女士

#### —— Interview with Carol Li, Business Development Manager in APAC at Husqvarna

□记者 李 莉

拥有持续创新能力是企业稳健发展的保证。高速的创新和面向市场的产品开发正是富世华的竞争优势。李芸经理说：“富世华始终坚持不断创新，总部的研发投入力度非常大。富世华为适应中国市场也不断调整战略。现在大家对产品质量要求越来越高，一方面是对效率的要求，另一方面是对环保的要求，还有一个是对劳动者保护的需求。我们在排放标准方面甚至高于政府要求。”

作为引领环保的富世华，从产品研制阶段就注重环保，不断向市场投放一系列高性能、环保型产品，制造出排放少、能源更高效的产品。在快速进化的园林行业中，不断给客户提供更好的产品与服务。园林机械产品的设计从操作者的角度出发，利用现代科技设计出健康、环保、安全、专业、易操作、高效率的产品，不断探索可持续发展的高质量产品。李芸经理强调：“我们在国外一些工厂已经实现自动化，全部都是机器人操作。在国内我们还没有达到那么高的自动化水平，但肯定会逐步转变很多生产线，往自动化制造业转变。”

富世华是提升整个行业的一个标杆，一直引导市场的走向。李芸经理说：“公司在中国业务的发展模式是通过我们的经销商，我们帮助经销商做市场分析，针对他们的特点进行新产品的切换。在中国公司产品也在不断更新换代，有的甚至是跨越式的，所以我们会帮助经销商去根据市场调整、开拓新的渠道和拓展新的业务。我们



正在逐步引进新的产品，甚至是专门为中国开发的适合中国的产品。”

富世华的企业文化营造了良好的企业环境，把员工紧紧地团结起来，形成了强大的向心力和凝聚力。李芸经理说：“我们对员工有各种各样的培训，为每一个员工做职业规划。公司企业文化非常包容和开放，把正确的人放在正确的岗位。富世华的企业文化具有家庭式氛围，大家在轻松的环境中愉快工作。”

谈到未来 5 年的发展，李芸经理充满信心地：“随着经济的快速发展，中国市场地位越来越重要，我们非常看好中国市场以及大的经济环境。经过 2016 年和 2017 年的调整，今年公司发展态势非常好。今后还会更多在员工方面投资，给员工更好的发展机会，同时会继续加大在产品方面的投资，开发出更多适合中国市场的产品。”



**H**usqvarna Group has been dedicated to continuous innovation and adhering to the development concepts "professional, sophisticated and cutting-edge" as a world leading manufacturer for forest and garden care products, since its establishment in 1689 in Sweden. The Group is also the European leader in garden watering products and one of the world's biggest manufacturers of cutting equipment for the construction and stone industries. The Group's products and solutions are sold under different brands to consumers and professionals in more than 100 countries. In China, The



Group has built a garden machinery factory in Changzhou, and a construction machinery factory in Xiamen, with total annual sales over CNY 30 billion in 2017. Garden machinery is the core business of the Group with its sale accounting for about half of the total sales.

In order to learn more about Husqvarna, our journalist did an interview with Carol Li, Business Development Manager, in APAC at Husqvarna. With a long term vision, challenging spirit, wisdom and sensitivity, Li was offered a key position in the Group as a result of her many years career experience in the Fortune 500 companies and Sweden Consulate.

The Group's main competitive advantage lies in their predicative development strategies implemented in the Chinese market. Li introduced to the journalist that: "as one of the management centers, Husqvarna (Shanghai) focuses on providing international management services, which are high quality outdoor power products and relevant services





for its business partners. In China, there are also marketing and R&D teams available for Husqvarna Garden Machinery, Gardena, Husqvarna Construction Machinery. The Group has various products lines and will bring in more products with the maturing process of the Chinese market."

The continuous innovation ability ensures a steady development for a company. The rapid innovation and market-oriented products development are the competitive advantages for Husqvarna. Li said:"with the Group's consistent dedication to continuous innovation, the R&D department has enjoyed great inputs. In order to get more compatible with the Chinese market, the Group has been adjusting its strategies in response to the customers' growing demands for products quality. These



demands present as challenges in efficiency, environment protection and workplace protection. In addition, our emission standard is even higher than what the government has required."

The Group has produced a series of high-performance and environmentally friendly products with low-emission and high energy efficiency. It also aims to provide better services and products with the rapid development of garden industry. As a part of the pursuit for sustainable develop and high quality products, the company have applied modern technology to make products that are healthy, environmentally friendly, safe, professional, easy operated, and highly efficient from the perspective of garden machinery operators. Li emphasized that: "some of our overseas factories have realized automated operation by robots. In China, even though we have not realized this, we are aiming to convert many production lines to robotization."

As a benchmark for industry development, Husqvarna has been a leader in the market trend. Li also said that: "our business development model in China is that we help our dealers to develop market analysis and launch new products based on their own characteristics. In China, our products are



also updated continuously, some even by leaps and bounds. Therefore, we will help dealers to develop new channels and business according to the market trend. We are also introducing new products, some of which even customized for customers in the Chinese market.

Husqvarna's company culture has created a great company environment where all employees unite tightly with great cohesion. Li added that: "various trainings are available for each employee to help them develop career plans. Our company culture is inclusive and open where a person is put in the position right for him. In here, everyone can feel like home and work happily in a relaxed environment."



Talking of the company's plan for the next 5 years, Li said in confidence that: "with the rapid development in economy, China's market position is becoming increasingly important. Therefore, I'm very optimistic about the Chinese market and the general economic environment. After the adjustments in 2016 and 2017, the company is in great development trend this year. In the future, we will keep increasing inputs to provide better development opportunities for employees. In addition, we will also increase inputs for development of products suited to the Chinese market."



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