

Win in China by Virtue of Leading Technologies

凭领先技术赢得中国市场

— Interview with Mr. Vincent Chong, the Managing Director of Hallite Shanghai Co., Ltd.

— 访赫莱特密封科技(上海)有限公司董事总经理 Vincent Chong 先生

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改 革开放以来,中国的经济建设以迅猛的速度向前发展,这为工业制造领域提供了一个难得的发展机遇。作为世界五大主流密封件品牌之一的英国赫莱特公司以其敏锐的市场洞察力和长远的战略眼光进入中国市场,成为密封件行业知名的跨国企业。

自1903年创立以来,赫莱特始终致力于密封件的研发和设计,其产品凭领先的技术进入全球市场,并成为密封件技术和制造的领头羊。为进一步了解赫莱特在中国的发展,在改革开放40周年之际,本刊记者采访了赫莱特密封科技(上海)有限公司董事总经理 Vincent Chong 先生。

赫莱特上海是芬纳集团在中国的全资子公司,专业从事液压密封件的制造和销售。在赫莱特百年发展历史上,凭借自主研发的先进材料和独特设计,以产品品质优良、性能可靠和适应苛刻要求而闻名全球市场。自1903年以来,赫莱特一直为世界流体动力工业提供高性能的液压密封解决方案。赫莱特在移动液压系统、采矿、非公路车辆、建筑、农业、机械装卸以及自动控制等市场,享有很高的市场声誉。

有着丰富业内经验和和管理经验的



赫莱特密封科技(上海)有限公司董事总经理 Vincent Chong 先生
Mr. Vincent Chong, the Managing Director of Hallite Shanghai Co., Ltd.

Vincent Chong 先生自2016年加入赫莱特上海公司后,带领着他的中国团队不断拓宽中国市场,为总部交出了一份满意的答卷。

Vincent Chong 先生首先介绍说:“我们已经有100多年历史了。我们的产品不仅仅注重技术和品质的提高,更始终重视工厂的环境、安全、健康、节能。这些都是赫莱特最具竞争力优势的地方,我们的产品得到市场的极高认可。春节前,煤矿液压支架的密封件订单激增迅速,在建筑、工业设备等领域也有很好的表现。”

特别是今年神东煤炭集团的世界首套

8.8米超大采高成套综采智能设备的亮相,惊艳到了全球煤矿市场。“我们的密封件在煤矿耐水解应用上表现优异,很多煤矿设备上的大部分密封件都是用我们的产品。环境、安全、健康、节能,是我们公司的最大特色。目前赫莱特集团在全球共有三个工厂——英国、美国和中国。2016年,赫莱特中国获得了总部零事故100万小时的奖励,2018年我们也刚刚得到连续四年无事故的领航员奖励。” Vincent Chong 先生在谈话中表现出非常自信和自豪。

在采访中, Vincent Chong 先生多次提到了世界首套8.8米超大采高成套综采智能设备,这套设备布置在中国神东煤炭集团内蒙古上湾煤矿



四盘区。正式投产后,会使神东煤炭上湾煤矿工作效率提高85%以上。上湾煤矿也将成为世界采高最大、工效最高、单井单面年产量超1600万吨的特级安全高效矿井。此次郑州煤矿机械集团的工作面配套的8.8米液压支架,支架支护高度、工作阻力、支护中心距均创世界之最。神东上湾煤矿首个8.8米大采高工作面共布置这样的液压支架128台,相较于以往全球最大矿用液压支架8.2米高来说,制造难度更大,技术要求更高,对密封件的性能和质量,也提出了更高的标准。Hallite 的技术团队结合以往经验,与郑煤机进行多次的技术沟通后,一如既往为其提供了高标准的专业密封解决方案,全面助力世界第一支架。

任何品牌的核心竞争力都体现在技术领先上,而基础创新则是企业赖以持续发展的原动力。在过去的百年历程中,赫莱



特一直坚定不移地走创新和技术研发的路线。集团在中国的发展目标与在其他国家保持一致,那就是保持产品的市场领先地位。这就意味着,赫莱特不仅要将在世界上最好的产品和技术带到中国,同时根据中国本土市场的需求,不断创新,研发出领先于竞争对手的产品。

Vincent Chong 先生在谈到市场竞争时,他说:“我觉得有竞争对手是正常的,没有竞争对手是不正常的,对手能够促使我们不断改进产品、服务、价格。在竞争激烈的市场,我们能够得到更多的订单证明了我们实力,而且有些订单还是从竞争对手那里转移过来的。同5年前相比,我们产品品种种类增加了很多。我们也会根据客户的需求来量身定做。我在研发部门增加了人员,为的是

要提升研发能力,做到持续创新。我让我的研发人员去拜访客户,了解他们的需求,为客户设计他们所需要的产品。”

一流的效益来自一流的管理。Vincent Chong 先生有着独到的管理哲学,他说:“做生意要有亲切感,对员工要给他们信任,激发员工的潜能。在我18年工作中,我理解到的企业文化就是要让员工有亲近感。我们现在员工流失率很低,我喜欢和他们沟通,他们也愿意和我交流。”

在谈到总部是否满意赫莱特中国所取得的成绩以及未来有哪些新的发展计划时, Vincent Chong 先生信心满满地说:“我总是给自己设定一个很高的目标,会制定一个具有挑战性的发展战略。现在中国市场发展迅速,2017年我们的销售额增长

迅猛,希望未来还有更好的表现。”

中国有句成语:“逆水行舟,不进则退。”只有不断创新,才能水立潮头。从进入中国市场的那一天起,技术创新和稳定的质量是赫莱特得以持续发展和成功的根本,也是其最大的竞争优势,并成为赫莱特始终能够站在市场前沿的制胜法宝。我们衷心祝愿, Vincent Chong 先生和他的中国团队在未来发展中更上一层楼!



The China economy has been advancing in a fast pace since the reform which brings a great opportunity for the manufacturing industry. As one of the five major Hydraulic Seal manufacturing in the world, Hallite presents its discerning market insight and forward looking strategic vision by coming to the China market. It further anchors its position as a notable multinational sealing provider.

Since its establishment in 1903, Hallite has been engaged in designing and development of



high performance hydraulic sealing solution for equipment in mining, construction, agriculture, mechanical and industrial automation. Hallite with its leading technologies and innovation has continues to deliver a high quality and reliable hydraulic sealing solution globally. To learn



about the development of Hallite in China, Multinationals in China holds an interview with Mr. Vincent Chong, the Managing Director of Hallite Shanghai Co., Ltd.

Hallite Shanghai, a China-based wholly-owned subsidiary of Fenner Group, specializing in manufacturing and supplying of high performance hydraulic sealing solution. With over one hundred years history, Hallite has an outstanding reputation globally for its state-of-the-art proprietary materials, unique design, top quality, reliable performance and strict products compliance. The development of ultra-heavy duty sealing systems for longwall coal mining and polyester woven bearing material kept Hallite staying on top of industry and material trend. Hallite special polyester and polyurethane seal with hydrolysis resistance were the leading edge technology in longwall mining equipment application

With abundant management experiences, Chong joined Hallite Shanghai in 2016; since then, he and his committed Chinese team continuously increased Hallite's share in the China market with well focus strategic direction.

With a history of over 100 years, Hallite is dedicated to improving the levels of products and technologies and good business practice. Our company is also committed in ensuring a safety and healthy working environment, where Hallite Shanghai was awarded Millionaire award and Navigator award from our headquarter for continuously achieving one million work hour



without lost time injury. Presently Hallite had three manufacturing facilities location in United Kingdom, USA and China.

Beginning of our fiscal year 2107/18, we see a strong intake in sale order for both mining and non-mining application mostly because of economy upturn and new projects.

Shandong Coal Group 8.8m super-



high intelligent mining equipment was completed in January this year 2018, where Hallite Shanghai was the main seal supplier. Hallite's seal



was chosen because of its hydrolysis resistance, high quality and high performance compliance standard.

Chong mentions this world's first 8.8m super-high intelligent mining equipment will be layout at Shandong coal group, Inner Mongolia Shangwan coal mine. After formal launch, Shangwan coal mining efficiency will improve over 85%. With this equipment, Shangwan Coal Mine will become the world's largest mining, most efficient, single well single sided annual output of more than 16 million Tons.

The above 128 sets of equipment for Zhengzhou Coal Mining Machinery Group raises the acceptance criteria for seal performance and quality compliance. Hallite once again proven that we have capable team in fulfilling the complicated design and technical requirements

The core competitiveness of any



brand is embodied in the technological leadership, and basic innovation is the driving force for the sustainable development of enterprises. In the course of the past hundred years, Hallite has been unswervingly taking the route of innovation and technology development. The group's development goals in



China are consistent with those in other countries, and that is to keep the market leading position of the product. This means that Hallite will not only bring the best products and technologies in the



world to China, but also innovate and develop products that are ahead of competitors according to the needs of the local market in China.

Speaking of market competition, Vincent Chong said: "I think it is normal to have competitors, competition is healthy and is driver to perfection. In this very competitive market, our competency and strength will determine by the rate of order intake and customers migration. Over this one year, we have allocated more resources in our technical and development department and will continue our goals in skill retention in this demanding market. Comparing 5 years ago, we have added a number of new products and extension, to

tailor to the needs of our esteem customers' requirement and will continue to improve our development capabilities."

"High efficiency originates from top management. We should give cordial feeling to staffs, trust them and excite their potentials. In the past working life of 18 years, one of the corporate cultures I understand is to give staffs cordial feeling," says Chong, talking about his management philosophy.

"I often set myself a personal objective to prepare myself for future challenge. Now that China are



developing fast, we hope Hallite will continue to make an impact in China as well as global" says Chong with full confidence.

As the Chinese idiom goes, a boat sailing against the current moves forward or falls behind. Only continual innovation consolidates its leading position. From its entrance into the Chinese market, technology innovation and stable quality are Hallite's foundation. To sustain development and success; as greatest competitive advantages, this will enable Hallite to maintain lead in the market. Wish Chong and his team make a greater success in future.