

Expanding Chinese Market with High-tech 凭借高新技术 拓展中国市场

—— Interview with Guido Molteni, Chairman and General Manager of Tenova Industrial Technologies (Beijing) Co., Ltd.
—— 访特诺恩工业技术（北京）有限公司董事长、总经理蒙坦尼先生

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2018年，是中国改革开放40周年。40年来，中国经济取得了长足的发展。跨国公司在中国的发展折射了中国改革开放的历史变迁，也见证了中国融入世界、成为全球第二大经济体的进程。在众多跨国企业中，特诺恩作为意大利得兴集团的子公司，在自身发展的同时，也为促进中国经济的发展和行业的进步做出了重要贡献。特诺恩为金属和采矿业提供创新的综合解决方案以及先进的技术、产品和工程服务，为进一步了解特诺恩在中国的发展成就，相隔10年，记者再次回访了特诺恩工业技术（北京）有限公司董事长、总经理蒙坦尼先生。

蒙坦尼董事长首先介绍了特诺恩的历程：“特诺恩作为一家国际性集团公司，自成立以来一直专注于设计和制造采矿设备（塔克拉夫特诺恩采矿技术（北京）有限公司），而且针对金属工业，特诺恩为金属冶炼、热成型、冷轧和处理线领域提供种类齐全的高质量的产品、技术和服务，特诺恩还是直接还原（DR）技术领域的先驱，同时能够提供顶尖的电弧炉和二次冶金精炼技术，包括相关的烟气处理和能量回收等环保解决方案。

特诺恩提供冷轧领域的设备制造、改造和服务，是热轧领域（轧辊磨床、工业炉；管材、板材及锻件热处理；碳钢、不锈钢和硅钢处理线；线材、棒材、管件和钢筋热处理；热浸镀锌设备、以及全自动轧辊间）解决方案的全球供应商。此外，我集团还针对各种铝制品需求为客户提供顶尖的解决方案。

目前全球拥有3000多名员工。过去10年，对于中国市场我们专注于在中国生产设备，出口国外用于我们的项目，并根据中国市场的情况，融合中国和欧洲的技术和设备来设计和生产产品。发展至今，我们已有能力和中国的众多顶尖企业合作，可以通过本地人员和技术合作更好地为客



特诺恩工业技术（北京）有限公司董事长、总经理蒙坦尼先生 Guido Molteni, Chairman and General Manager of Tenova Industrial Technologies (Beijing) Co., Ltd.

户服务，满足客户的需求。特别是近年来，客户需求逐渐发生了巨大的改变。根据不同的情况，以前的需求是提高产量，现在是更关注于节能、环保、降低污染、提高产品的质量。今后我们的产品也必须向这个可持续发展方向，在设备的设计、流程、功能上不断满足客户新需求。特诺恩的首要竞争优势正是体现于技术水平上，只有通过不断创新才能在市场竞争中长久生存和发展。”

中国制造2025，是中国政府实施制造强国战略第一个十年的行动纲领。中国正在从制造大国向制造强国转型。对此，蒙坦尼董事长深有感触，他说：“‘中国制造2025’是一个雄心勃勃的计划，特别是在重工业领域，如工业改造方面，毫无疑问是政府的一个重大举措，能够极大的提升行业的发展。我们作为一家专业工业技术公司，会紧密跟踪重要的客户，帮助他们做产品升级。特诺恩不仅提供设备，还为客户提供大量的数据分析，帮助客户提高效率。近年来，我们在数字化程序化的项目中一直都在提升，目标是带给下一代工厂的高数据化、高智能化。我们正在欧洲的钢厂做的一个工程就是建立数字化工厂，这是一个引领行业的数字化工厂，是行业典范，例如，与ABB公司合作，我们为客户提供一个完整的技术解决方案，运用新材料、新技术帮助客户降低电炉运行成本、降低能源消耗。”

谈到未来的发展，蒙坦尼董事长充满信心地说：“特诺恩凭借先进的技术和优良的产品已赢得了市场和客户的一致认可。当市场发生了改变，客户对工厂需要升级改造，他们首先想到的是我们的设备、技术、资源、经验正是他们所需的，认为我们的设备是可靠、环保的。同时我们也做好了时刻为客户提供解决方案的准备，并将持续为客户适应新的发展趋势和改善提供各种最佳的解决方案。”

The year of 2018 marks the 40th anniversary of China's reform and opening up. During the past 40 years, China has made great strides in economic development. The development of multinationals in China not only reflects the historic revolution of China's reform and opening up, but also witnessed how China integrated its development with the world's and became the second largest economy globally. Among all the multinationals in China, Tenova, a Techint Group company headquartered in Italy, has made great contribution to the development of the industry and China's economy while seeking for self-growth. Tenova is committed to providing innovative and comprehensive solutions as well as advanced technologies, products and engineering services for metals and mining industry. Now, it has been ten years since we last met. In order to know what achievements Tenova has made in China, our journalist had another interview with Guido Molteni, Chairman and General Manager of Tenova Industrial Technologies (Beijing) Co., Ltd.

At the beginning of the interview, Mr. Molteni offered a brief introduction about the Tenova development: "As an international corporation, Tenova has been focusing on designing and producing mining equipment (through TAKRAF Tenova Mining Technology (Beijing) Co., Ltd), and within the metals division, Tenova offers a fully integrated range of high quality products, technologies and services in the field of metal making, hot formed, cold rolling and processing. Tenova is a pioneer in the field of Direct Reduction (DR) technologies, and offers also a full range of cutting-edge technologies for Electric Arc Furnace and Secondary Steelmaking, including environmental solutions for fume treatment and energy recovery.

Tenova offers a wide range of services including manufacturing, revamping and servicing for the cold rolling mill sector and is a leading global supplier of hot rolling solutions (roll grinder, industrial furnaces, heat treatment for pipes, plates and forgings, processing lines for carbon, stainless and silicon steel strips, heat treatment for wire, rods, tubes and bars, hot-dip galvanizing of components and fully automated roll shops.



The group supplies also its clients with cutting-edge solutions for a range of aluminum needs.

Currently, we have 3.000 employees around the world. During the past decade, we have been focusing on manufacturing equipment in China, exporting them for our projects abroad as well as designing and producing products for China by integrating technologies and devices in China with imported technology from Europe, according to the specific characteristics of the Chinese market. Now, with all of our experiences, we have the capability to cooperate with the most outstanding businesses in China and to better serve customers and meet their demands with our local employees and through technological

cooperation. In the recent years, market demands have changed substantially. According to the different scenario, we changed our focus from increasing output to saving energy, protecting the environment, reducing pollution and improving the quality of products, which is also what we are planning to improve in the future to ensure a sustainable development to the company and meet new demands in terms of design, processing and functions of our products. Our biggest advantage lies in our technology. Only through continuous innovation we can survive in the fierce competition and realize durable growth."

Made in China 2025 is China's first 10-year action plan that aims to transform itself into a manufacturing giant, and China is actually under such transformation. About this, Mr. Molteni shared a lot of his feelings with us. "Made in China 2025 is an ambitious plan. It is a major step the government takes and could greatly promote the development of relevant industries, especially in heavy industry, for instance, in the aspect of industrial transformation. As a professional industrial technology company, Tenova will follow the demands of important customers to help them upgrade products. Besides equipment, we also provide data analysis service for customers to help them improve efficiency. In recent years, we have been improving our digital programming projects, in the purpose of making plants of next generation highly digitalized and intelligent. We are now building a digitalized steel plant in the Europe, which would lead the industry and become a model for others to follow. For instance, in our cooperation with ABB, we provide a comprehensive technological solution for our Customer, using new materials and technologies to help customers to reduce the operating cost of electric furnaces and energy consumption," he said.

When talking about the future of Tenova, Molteni said with confidence, "with advanced technologies and high-quality products, Tenova has won the recognition of the market and customers. As the market changes, for customers having upgrading or improvement demands, our equipment, technologies, resources and experiences would be what they need. They will find our equipment reliable and environment-friendly. Meanwhile, we are well prepared to provide solutions for customers whenever they need, and we will continue to provide optimized solutions to help them to adapt to new trends and to improve."

