

# OASE - A Leader in Global Waterscape Industry

## 欧亚瑟——全球水景行业的领导者

Interview with Ms. Jesicar Shen, the General Manager of OASE Living-Waster (Taicang) Co., Ltd.

—— 访欧亚瑟水艺（太仓）有限公司总经理沈亚女士

□本刊记者：李莉 刘新洁

美轮美奂的城市水景，创意杰出的水艺景观，给处于快节奏的现代人们，在繁忙的城市生活、家庭生活中增添了灵动的情趣与清新的诗情画意。来自德国享有盛誉的欧亚瑟集团通过多媒体水景把城市装扮成更美的世界，为人们创造了一个又一个洁净优美的水世界。

社会的进步，经济的繁荣，取决于生产力和生产关系的高度统一，中国改革开放近 40 年所走过的历程证明了这个真理。那么一个企业的健康成长无疑也是基于优良的技术产品和完善的管理体系以及发展战略的完美结合。德国欧亚瑟集团正是这种优秀企业的典范。自 1949 年成立的那一天起，便以领先的技术，严格的管理，优良的品质，完善的服务称霸市场。如今近 70 年的励精图治，欧亚瑟已经成为当之无愧的全球水景行业的领导者。欧亚瑟的成功正是建立在其世界级的产品、优质的管理体系和全球发展战略的有机统一和协调基础上缔造的水艺王国。为进一步了解欧亚瑟的发展历程，在中国加入世贸 15 周年之际，记者专程赴太仓采访了欧亚瑟水艺（太仓）有限公司总经理沈亚女士。

思维缜密、有着女性的优雅，同时又拥有女性的智慧和海纳百川的胸怀，是沈亚女士给记者留下的深刻印象。沈亚女士是土生土长的太仓人，也是太仓德资企业中的屈指可数的本土老总，是太仓市十三届政协委员，并且成为太仓欧商协会唯一的一位中国籍董事会成员。沈亚女士在欧亚瑟中国的 12 年来，从公司在中国创业开始便与欧亚瑟同呼吸、共命运，从部门负责人、副总直到担任大中国区总经理，12 年来，沈亚女士带领着欧亚瑟中国迈向一个又一个新的高度。

沈总向记者介绍说：“我们总部在德国北威州，最早是家族企业，后来被私募集团收购从此走上全球化大规模扩张之路。从家族企业到



全面布局海外市场，欧亚瑟如今已经成为全球水景行业的领导者。2004 年，欧亚瑟来到中国，在太仓建立了中国唯一子公司——‘欧亚瑟水艺（太仓）有限公司’，当时我们的订单大都来自德国总部，2008 年我们开始在国内开拓销售市场，如今，我们从成立之初的成本中心变成到利润中心，实现了总部对我们寄予的厚望。”沈亚女士娓娓道来的话语中向我们展示了欧亚瑟中国十二年来走过的发展之路。

欧亚瑟 2004 年落户太仓，产品主打国际市场；2008 年，欧亚瑟启动国内销售，把多媒体音乐喷泉产品投放中国市场；2013 年起拓展国内私人水景业务。几个不同的历史发展阶段，让欧亚瑟成为国内同行业中的领跑者。除了管理上的成功以外，按照沈总所分析的那样，产品的品质起到了关键作用。欧亚瑟中国参与了 2008 年北京奥运会建设，承建北京奥林匹克公园主湖喷泉；承担世博会摩洛哥馆水景设计建设；承建北京国贸，北京 CCTV，北京望京 SOHO；成都大慈寺，大连凯丹，

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上海虹桥机场，上海新天地，苏州园区，无锡高新区，南京水游城，内蒙鄂尔多斯，银川大悦城，等等多媒体喷泉水景项目。这些富有创意的水景，以精妙的构思融入了动感的水流，为人们的生活带来了美的享受。作为一家专业从事喷泉水景，庭院水景建设的企业，欧亚瑟水艺（太仓）有限公司发展迅猛，从投产起初的年产值 300-400 万元，到现在年产值近二亿元，凭借的是完善的管理、精良的团队、精湛的技术以及不断推陈出新的产品。

沈总指出：“我们的业务主要有两大块，一是私人池塘园艺产品。二是多媒体音乐喷泉。对于私人池塘园艺产品，我们的产品对于水质的清洁、美化和净化是其他同行无法比拟的。产品系列全，过滤能力强，高效，且保修期长，售后服务完善。只要用了欧亚瑟产品就一定会再用。我们在欧洲高端市场销售占到了 70-80% 的份额，从研发设计、采购、生产、物流、品质控制、销售等，所有的流程我们都会全程掌控。随着人们生活水平的提高，尤其在生活质量，和生活理念方面的变化，追求更健康，更亲近自然，更休闲及更个性化的私人庭园，中国私人园艺业务也增长很快。尤其在我国的南方，由于四季气候温暖，更由于人们对于水的热爱，我们的私人园艺水景业务正蓬勃发展。针对多媒体音乐喷泉，欧亚瑟集团非常重视研发，产品不断推陈出新，除设



计建造传统的淡水喷泉外，我们还是目前世界上唯一的一家企业研发并建造海水喷泉。

欧亚瑟本土化扎根 12 年来，很多产品 8-10 年都还在用，并且维护成本很低。什么叫好，什么叫物有所值，什么叫定价合理，欧亚瑟良好的口碑就是最好的说明。”12 年来，欧亚瑟中国就这样踏实稳健地走出了一条“欧亚瑟中国发展之路。”凭借着雄厚实力、技术研发能力和多年来的良好市场口碑，特别是过硬的产品质量，欧亚瑟已经成为全球知名的水景品牌。正如欧亚瑟集团总裁保罗先生对沈总说的：“你这边就像是我的枕头，到中国我可以休息了。如果其他国家都像你这样就好了，我就可以高枕无忧了。”幽默形象的话语是对沈总最好的褒奖。

欧亚瑟中国正在沈总的带领下以一个行业领导者的姿态服务于中国的经济建设，美化着人们的生活环境。正如沈总在采访最后为记者总结的管理哲学那样，真，是对环境负责，对客户及其它利益相关



者负责；善，是对员工负责，对投资方负责；美，是奉献美的产品给社会。

欧亚瑟中国不仅将美带给社会，更将爱心带给社会，由欧亚瑟倡导及参与成立的中国第一家智障人员公益性工厂——太仓中德善美实业有限公司，是由德国人参与建立的，并把德国完善的智障残疾人培训体系完整复制和在中国有效运用的首家残疾人福利工厂。目前为太仓本地残疾人提供就业扶持项目，目前，公司共吸收了 14 名残障员工，其中大部分是就业困难的智力和精神残疾人。经过德国专家为期数月的培训，他们基本掌握了手工加工类、包装类、分解类等劳动技能。随着公司影响力的不断扩大，今后还将不断开发出适合的岗位，帮助更多残障人士找到工作。中德善美公司的发展模式，后续希望能够成功复制到全国，为更多的残疾人提供服务，改善他们的生活质量，这是一个利民，利政府，利社会的有益事业。

欧亚瑟不断通过创意杰出水景，缔造一个又一个水的传奇，我们衷心祝愿，在沈总的带领下，欧亚瑟中国业绩能够每年登上一个新台阶，继续为中国经济建设做出新的更大的贡献！

What magical fun and freshly poetic beauty the fabulous city waterscape, the excellently creative living waterscape has presented to the busy urban life, family life for the fast-paced modern people! Germany-funded OASE Group with a high reputation has created clean and beautiful water worlds one after another for people by virtue of dressing up the cities into more beautiful worlds via its multi-media waterscape.

Social progress and economic prosperity depend on the high unification between productivity and productive relations, which truth has been proved by the process of China's reform and opening up over the past 4 decades. Then the healthy growth of an enterprise is undoubtedly based on the perfect combination of excellent technical products and sound management system and development strategy. Germany-funded OASE Group is just a model of such excellent enterprises. Since its establishment in 1949, it has been dominating the market by virtue of its leading technologies, strict management, excellent quality and perfect service. Over nearly 70 years of great efforts, OASE has fully deserved its leadership in the global waterscape industry. The success of OASE is just a living-water kingdom created based on the organic unification and coordination of its world-class products, quality management system and global development strategy. To further learn about the development process of OASE, at the 15th anniversary of China's entry into WTO, Multinationals in China made a special trip to Taicang for an interview with Ms. Jesica Shen, the General Manager of OASE Living-Water (Taicang) Co., Ltd.

Thoughtful thinking, female elegance and wisdom, wide horizon and open mind are the deep impressions Shen has left on Multinationals in China. As a native Taicanger, Shen is among only a few general managers to count of Germany-funded enterprises in Taicang, a CCPC member of Taicang and the only Chinese member of Board of Directors in Taicang European Enterprise Society. Shen has shared the common fate with OASE since the company's startup in China, and over 12 years of working in OASE, from department principal, Deputy General Manager up to the GM of Greater China Area led OASE China towards new horizons one after another.

Shen introduces to Multinationals in China, "Based in Nordrhein-Westfalen, Germany, OASE, a family enterprise



originally, was later acquired by PE group, and led to globalized massive expansion thereafter. From a family enterprise to the overall overseas layout, OASE has already become a leader in the global waterscape industry. In 2004, OASE established its only Chinese subsidiary - OASE Living-Water (Taicang) Co., Ltd. At that time, most of our orders came from the German Headquarters; in 2008, we started to exploit the sales market in China; so far, OASE China has changed from the cost center at the beginning to the profit center now, which has fulfilled the high expectation that the Headquarters had raised on us." Shen's story telling displays us the development road of OASE China over the past dozen of years.

Established in Taicang in 2004, OASE China has positioned its products mainly to the international market; in 2008, it initiated its domestic sales and launched its multi-media music fountain products into the Chinese market; in 2013, it developed its domestic private waterscape business. Several varied historical development stages enabled OASE to be the top runner in the domestic industry. Apart from the management success, as Shen analyzed, the product quality has played a key role. OASE China has been involved in such multimedia fountain waterscape projects: participated in the construction of 2008 Beijing Olympics, constructed the master-lake fountain of Beijing Olympics Park; undertaken the waterscape design and construction for Morocco Pavilion of World Expo; constructed Beijing World Trade Center, Beijing CCTV, Beijing Wangjing SOHO; Chengdu Daci Temple, Dalian Kardan, Shanghai Hongqiao Airport, Shanghai Xintiandi, Suzhou Industrial Park, Wuxi Science & Technology Park, Nanjing Aqua City, Inner Mongolia Erdos, Yinchuan Joy City, etc. These amazingly creative waterscapes integrate dynamic water flow with ingenious thinking, and brings aesthetic experience to people's lives. Specialized in the construction of fountain and courtyard waterscapes, OASE Living-Water (Taicang) Co., Ltd. has developed rapidly from the annual output of RMB 3-4million at the beginning of its operation to that of nearly RMB200million now by virtue of perfect management, excellent team, exquisite technologies and continuously innovative products.



As Shen points out, "Our business mainly covers two sections: one is the private pond gardening product; and the other is multimedia music fountain. As for the first one, our products are unparalleled in cleaning, beautification and purification of water as well as boast complete series, strong filtration capacity, high efficiency, long warranty period and sound after-sales service. First use of any OASE product will definitely initiate a second one. We account for almost 70-80% of the European high-end market and control all the way and all the procedures involving R&D, design, procurement, production, logistics, quality control and sales herein. With the improvement of the people's living standard, esp. the transformation of life quality and conception, people tend to pursue for more healthier, nature-friendly, relaxed and personal private courtyards, so quite rapid growth has taken place in the Chinese private gardening business. Particularly in the southern China, our private gardening



brand by virtue of its profound strength, technical R&D capacity and multi-year favorable public market praise, esp. sound product quality. Just as what Paul- the President of OASE Group expressed to Shen, "Your Area is just like my pillow so that I can take a good rest as long as I come to China. How nice if the situation in other countries is like that in China! Then I can rest easily." The humorous and vivid words are the best praise and honor to Shen.

Under the leadership of Shen, OASE China is serving the Chinese economic construction and beautifying people's living environment as an industrial leader. Just as the management philosophy Shen has summarized for Multinationals in China at the end of the interview, "true" is to be responsible for the environment and other stakeholders; "good" is to be responsible for the employees and the investors; "beautiful" is to contribute beautiful products to the society.

OASE China brings not only beauty, but also love to the society. OASE advocated and participated in the establishment of the first Chinese public welfare factory for the intellectually disabled - Taicang Sino-German Handicapped Technology Co., Ltd., which is the first handicapped welfare factory established under the participation of Germans, totally copying and effectively applying the perfect German training system for the intellectually disabled in China. Currently, it provides employment support projects for the local handicapped in Taicang, and has so far employed 14 handicapped employees most of whom are intellectually and spiritually disabled and thus hard to be employed.

After several-month training by the German experts, they have basically mastered such labor skills as handiwork, packing and decomposition. With the sustained expansion of the corporate influence, the company will develop increasing suitable posts in the future to help more handicapped people find jobs. The development mode of Sino-German Handicapped is subsequently expected to be successfully copied all over China to provide services for increasing disabled persons to improve their life quality, which is a beneficial cause for the people, the government and the society.

Via excellent creative waterscapes, OASE has created water legends one after another. And we sincerely wish that, under the leadership of Shen, the performance of OASE China will enter new stages every year and continue to make greater new contributions to the Chinese economic construction!



waterscape business is booming due to warm climate all the year round and more to the people's enthusiasm for water. As for the multimedia music fountain, OASE Group attaches great emphasis on R&D and creates constantly innovative products. In addition to designing and constructing traditional fresh water fountains, we are also the only enterprise that develops and constructs the sea water fountain in the world so far. "

Over the 12 years since OASE took root in localization, many of its products have kept in use for 8-10 years at very low maintenance cost. The favorable public praise for OASE presents the best answers to the questions: "what are best products? What products are really worthwhile? What does reasonable pricing mean?" Over 12 years, OASE China has worked out a "Development Road of OASE China" pragmatically and steadily in this way. OASE has already become a world-noted waterscape