

# 凭借领先技术扎根中国市场

—— 访德国西德克全球总裁 Hubert Schmidt 先生、  
西德克精密拉深技术（上海）有限公司总经理 Wolfgang Grewe 先生

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在人类发展史上，家族式企业作为一支重要力量，对经济的进步与发展起到了不可替代的作用。这其中，代表着创新、经验和品质的德国西德克公司就颇具代表性。拥有 80 多年悠久历史的西德克发展至今，已成为金属拉深零件领域的全球领跑者，全球拥有员工 1700 多人，中国员工 100 人。西德克的拉深零件和冲裁零件看似默默无闻，却又无处不在，产品线涵盖了 2000 多种不同的品种，几乎每一个行业、



德国西德克全球总裁 Hubert Schmidt 先生  
Mr. Dr. Hubert Schmidt, CEO of STÜKEN Internationa

每一种技术产品都与西德克元件紧密相连。在家用电器、阀组、电脑、移动无线设备乃至汽车等各个应用领域都可以寻觅到西德克产品的踪影。据统计，如今世界上每一辆汽车都至少装配有 40 个西德克生产的零件。作为行业专家，西德克的拉深零件、冲裁零件和冲裁折弯零件对许多行业来讲都是不可或缺的生产元件，这些零件所具备的独特品质可以令客户的最终产品更加安全和耐用。

为进一步了解西德克在全球和中国的发展状况，7 年后记者专程回访了德国西德克全球总裁 Hubert Schmidt 先生和西德克精密拉深技术（上海）有限公司总经理 Wolfgang Grewe 先生。

7 年的光阴仿佛弹指一挥间。与 7 年前相比，西德克已取得了辉煌的发展成就。先进的管理理念、领先的技术、完善的客户服务体系、

不断成长的技术团队，奠定了西德克在行业中的领先地位。谈到这些年的发展变化，Hubert Schmidt 总裁深有感触地说：“在过去的 7、8 年间公司发生很大变化，一是全球化战略实施的比较成功。西德克上海有一个很大的转变，从最初的比较粗放型的电子产品，进入到一个比较精密的汽车产品领域，而且已经为很多优质的汽车一级零部件供应商提供服务，整个中国业务发展非常快。全球方面业务扩展

很快，中国、美国、德国、捷克都设有工厂，德国和美国都有新建新工厂和新车间，捷克一个关键的车间做了扩建。全球所有的子公司合作非常紧密，服务同样的客户群，全球化服务。2017 年全球销售额达到 2 亿欧元，西德克在中国的销售额占到 14% 的份额。”

毋庸置疑，制造业是一个国家国民经济的基础，是社会发展的驱动力，从根本上推动了各行各业的进步与创新。在德国工业 4.0 理念以及中国制造 2025 战略的背景下，西德克不仅是积极的响应者，也是重要的推动者。深耕于智能领域、秉承智能新时代的思路，不断探索和创新，创造和研发更多适用于市场的产品。Hubert Schmidt 总裁说：“德国很早以前就开始启动智能制造，比中国要早要快。中国其实是继承了德国的技术再进一步发扬光大。西德克的生



# Take Root in China with Leading Technologies

—— Interview with Mr. Dr. Hubert Schmidt, CEO of STÜKEN International and  
Mr. Wolfgang Grewe, CEO of Stueken Precision Deep Draw Technology (Shanghai) Co., Ltd.

产工艺和设备与中国很多企业不一样，基本是实行全自动化，机器操作自动化、机器监控自动化、数字化管理，包括加工都是机械手，二次工序都实现自动化，即使变化程序也是自动化的操作。我们在德国已经基本进入 4.0，中国正在向同一水平看齐。”

西德克的所有生产都采用了高精度的测量工具、测量用显微镜以及先进的分析技术。Hubert Schmidt 总裁强调说：“第一精密，第二稳定，第三高质量，这是西德克的行业竞争优势所在。随着中国市场和行业的发展，越来越多客户的生产线采用自动化，原材料和元部件需要非常稳定的质量，只有这样才能确保生产效率、高品质、稳定性。这也是为什么越来越多的公司选择西德克的原因。西德克业务覆盖范围很广，

汽车行业是我们的主要市场，是我们最强项的业务领域。西德克的高质量首先体现在产品本身。我们可以给客户id提供非常稳定的技术产品，同时还具有优秀的后处理工序。现在很多汽车用户对产品有非常高的洁净度要求，比如发动机上的喷油嘴，西德克二次工序处理的品质和质量非常高。除了产品本身以外，在环境保护等方面我们也是做得非常好。”

优秀的人才西是西德克公司成功的关键。公司十分注重培养人才并充分发挥人才的作用，为员工提供一个开放的、能够充分发挥个人潜能的舞台，营造一个平等、和谐的工作氛围。公司给员工培训和实



西德克精密拉深技术（上海）有限公司总经理 Wolfgang Grewe 先生  
Mr. Wolfgang Grewe, CEO of Stueken Precision Deep Draw Technology (Shanghai) Co., Ltd.

践的机会，将西方管理模式和中国传统文化相结合，创造出和谐的企业文化。Wolfgang Grewe 总经理谈到：“我在西德克工作了 20 年。公司是一家非常好的典型的家族企业，所有员工和同事工作在一起就像一个大家庭。我喜欢挑战。西德克勇于挑战的传统让我的生活充满激情和活力。我于 2015 年来到中国，希望员工能够在公司长期开心快乐地工作。”

在众多跨国公司的全球布局中，亚太区和中国是全球增长的驱动力。中国市场是西德克全球增长最快、也是最重要的市场之一。面对未来的发展，Hubert Schmidt 总裁有着清晰的规划和稳健的实施步骤，他表示：“过去几年，我们在中国市场的业务发展碰到一些问题，后来我们想办法把问题解决了。现在，所有的业务发展

都已经走上了正轨，达到了总部对中国的期望。正因如此，总部非常看好中国的发展，会继续加大投资，持续扩展规模。根据目前的数据预计，未来的 3、4 年应该每年至少是 25% 的业务增长率。计划 3、4 年内将建立第二厂房，并且扩充生产设备，生产能力至少会扩大一倍以上，所以我对中国的发展充满信心。”

今天，西德克已经夯实了在中国的发展之路。我们相信，在中德两国政府的支持和帮助下，在 Hubert Schmidt 总裁和 Wolfgang Grewe 总经理的带领下，西德克公司在中国一定会迎来更加辉煌灿烂的明天！





Throughout the human history, family firms, as a noticeable force, play an irreplaceable role in the economic progress and development. Featured with innovation, quality and rich experiences, STÜKEN is a typical one among them. With a history of over 80 years, it has developed into a globally leading firm in the metal deep-draw parts industry and owns over 1300 staffs globally, including over 100 ones in China. STÜKEN's deep-draw and stamping parts are unknown to public, but actually used anywhere: over 2000 product lines are almost serving every product, technology and industry. These products can be found in countless applications from domestic appliances and valve



successfully implements its globalization strategy. STÜKEN Shanghai also makes a great transformation, from early extensive electronic products into more precision automobile parts, and has been providing services for many tier-one suppliers in the automobile parts industry. Its business develops quite fast in the Chinese market. STÜKEN has set up the manufacturing sites in China, USA, Germany and Czech, and has extended

their sites in Germany, USA and Czech recently. All of its global subsidiary companies cooperate closely and provides the same client base with globalized service. In 2017, STÜKEN has a global sales volume of over Euro 0.2 billion, and its sales volume in China contributes 14%," says Schmidt.

Definitely, manufacturing as a foundation for a national economy and a social motivating force, can support and sustain the advance and innovation of all industries. As for initiatives Germany Industry 4.0 and Made in China 2025, STÜKEN acts as both an active advocator and a major promotor. Holding a "smart manufacturing" thinking, it will persist in innovation and exploration and develop more products adaptive to markets. "Germany initiated smart manufacturing far earlier than China. China learned German technologies and promoted them to a higher level. Unlike the Chinese firms, STÜKEN has realized digitized management and full automatization in machine operation and control, even in processing (with mechanical arms) and secondary working procedure. Our manufacturing sites in Germany have basically entered a Germany Industry 4.0 level and the ones in China are heading to such level," expresses Schmidt.

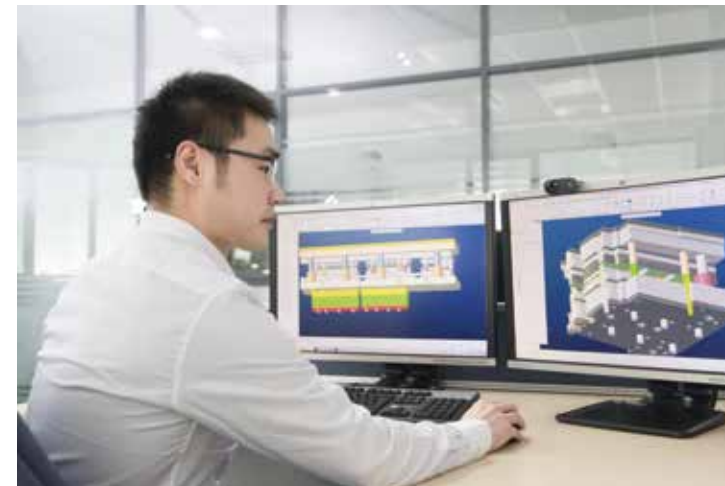
STÜKEN applies high-precision measuring tools,



sets to computers, mobile phones, and automobiles. Statistically every car sold worldwide contains 40 STÜKEN components at least. STÜKEN's deep-draw and stamping parts are indispensable for many fields and their unique quality guarantees finished products of the highest durability and safety for our customers.

To learn more about the development of STÜKEN in the world and China, Multinationals in China interviews with Mr. Hubert Schmidt, CEO of STÜKEN International and Mr. Wolfgang Grewe, CEO of Stueken Precision Deep Draw Technology (Shanghai) Co., Ltd.

Compared with 7 years ago, STÜKEN makes much greater achievements now. It has been the leader in the industry by virtue of advanced management, leading technology, sound service system and growing technical team. "STÜKEN has experienced a great change in past 7 or 8 years. Firstly it



measuring microscope and advanced analysis techniques in its manufacturing processes. "We highly values precision, stability and quality, which are our competitive advantages. With the development of the industry and the Chinese market, more and more clients adopt automated production lines and attach great importance to stable quality of raw materials and components to guarantee production efficiency, superior quality and high stability. This is the reason

why an increasing number of clients choose STÜKEN. STÜKEN develops business in a wide range, but regards the auto industry as its main market, because the auto industry is its most preferred business field. STÜKEN's high quality is firstly embodied in products. We provide clients with stable products as well as excellent post-processing procedure. Now automobile users have high cleanness requirements on products, for example, injection systems in engine, accordingly, STÜKEN use secondary processing with high quality. Besides products, STÜKEN does more and better in environmental protection," says Schmidt.

Qualified personnel are a very important factor in maintaining STÜKEN's success. STÜKEN emphasizes training and development of qualified personnel, so that it provides a stage on which all staffs can maximize their individual potentials as well as an atmosphere in which they work and live in a fair and harmonious way. STÜKEN offers more training and practice opportunities to the staffs, executes the management with a combined Western and Chinese traditional mode, and form a harmonious corporate culture. "I have worked in STÜKEN for 20 years. As a typical family firm, STÜKEN is like a big family in



which all fellows work harmoniously. I enjoy challenges, which gives me more passion and vitality. In 2015, I came to China. I hope our staffs work here happily and long," comments Grewe.

As for the global arrangement, many multinationals regard the Asia-Pacific region and China are the biggest driving power for their global development. The Chinese market is one of the fastest-growing and all-important global markets for STÜKEN.

"Over the past few years, we have met some problems in the trade development, but we managed to settle them. Now we are on a stable development way and live up to the headquarters' expectation, so the headquarters sees STÜKEN's development in China and will continue investment and extension. It is

predicated on the basis of the current data that STÜKEN would have an annual growth rate of at least 25% in the Chinese market in next three or four years. STÜKEN will build new plant buildings, expand production equipment and double the production capacity, so we are confident of our development in China," expresses Schmidt, talking of the future planning and layout.

Now STÜKEN has been developing steadily in China. Supported by both the Chinese and German governments, led by Schmidt and Grewe, STÜKEN will definitely make greater achievements in China.

