

# Creating a Perfect Brand with Five-year Efforts and Expanding the Market with Outstanding Technologies

## 五年树品牌 技术赢市场

—— Interview with Mr. Thomas Wang, Chairman of Deratech Machine Tool (Suzhou) Corp., Ltd.

—— 访瑞铁机床（苏州）股份有限公司董事长汪立新先生

□记者 李莉 刘新洁



瑞铁机床（苏州）股份有限公司董事长汪立新先生  
Mr. Thomas Wang, Chairman of Deratech Machine Tool (Suzhou) Corp., Ltd.

学系，先后 20 余年在国企和外企专攻机床数控领域，可谓行业造诣颇深。2014 年，汪立新先生和他多年的事业伙伴们——比利时 DERATECH 公司合作，成立了瑞铁机床（苏州）股份有限公司。从成立的那一天起，瑞铁机床便秉承欧洲先进设计理念，沿袭比利时研发中心技术，结合中国实际需求和经验，研发出结构合理、品质优良的钣金加工设备。目前已成功在中国市场推出数控闸式剪板机、电液同步数控折弯机、数控伺服转塔冲床等多个系列产品。汪立新先生带领着他的中国团队不断拓宽中国市场，为五年前成立时的梦想交出了一份满意的答卷。

睿智沉稳、行业经验丰富的汪立新先生首先向记者介绍了瑞铁的发展概况，他说：“瑞铁 2014 年成立、2015 年购地建厂、2017 年底建成、2018 年运营。我们和比利时合作，一部分引进他们的技术，一部分贴近中国市场自主研发。成立 5 年来，每年实现 50% 增长，所获利润再用来投资发展。目前，我们有很多国内没有的专利产品，这对企业来说，可以给未来打下坚实的基础。”

任何品牌的核心竞争力都体现在技术领先上，而不断创新则是企业赖以持续发展的原动力。成立五年来，瑞铁一直坚定不移地走创新和技术研发的路线，不仅将欧洲最先进的技术带到中国，同时



**改** 革开放 40 来，中国的经济建设以迅猛的速度向前发展，特别是工业制造领域成绩斐然。“中国制造 2025”国策的制定，更是为中国工业制造领域提供了一个难得的发展机遇。来自比利时的 DERATECH 公司是专业致力于钣金设备研发、生产和销售的综合性公司，在长达 30 年的国际运营中积累了丰富的经验。2013 年，DERATECH 公司和瑞铁机床（苏州）股份有限公司合作，共同开发中国和海外市场。如今，成立只有五年的瑞铁机床已经在业内拥有较高的市场知名度和美誉度，并以其敏锐的市场洞察力和具有长远的战略眼光，成为中国未来钣金设备研发和制造的领军企业。

为进一步了解瑞铁机床在中国的发展，在改革开放 40 周年之际，本刊记者采访了瑞铁机床（苏州）股份有限公司董事长汪立新先生。有着丰富管理经验的汪立新先生 1982 年毕业于复旦大学数



也根据中国本土市场的需求，不断创新、研发出领先于国内竞争对手的产品。

“中国制造 2025”是我国由制造大国向制造强国转型的基本国策，是以加快新一代信息技术与制造业深度融合为主线，以智能制造为主攻方向的。瑞铁成立五年来，其发展方向和国家政策高度吻合，在智能制造领域不断引领行业发展，在刚刚结束的上海进博会中，瑞铁展出的数控机床赢得了市场的高度关注。汪立新先生结合进博会向记者介绍道：“开发自动化产品，提升自动化程度是未来发展趋势。我们之前已经买了十多台智能设备用来做电动汽车的托盘，效率高，产量大，在国内处于领先地位。在进博会上，我们展出了自动化生产线，它是通过连线让自动化单元组合成为自动化生产线，这样车间就变成了自动化、智能化车间。现在，我们已经把概念化的东西变成了真正可以创造价值和实际使用的产品，这样的例子越来越多。在进博会上，我们展出的都是动态的，很多现场客户来咨询，之后我们会根据客户需求来定制化产品，这是未来中国自动化发展的方向。”

产品是企业生命线。瑞铁成立伊始，便定下了凭领先的技术站



稳市场的立企宗旨。成立五年来，正是凭借过硬的技术让瑞铁实现了短短五年就盈利的目标。汪立新先生回顾这五年时欣慰地说：“现在我们已经实现了成立时的初衷，从 2014 年销售 100 台数控机床到今年的 800 台，从去年实现销售额 1.5 亿元到今年的 2.3 亿元。我们全体股东对这个成绩是满意的。我们起步前的基础就很好，经过 20 多年的行业历练，我们也知道企业未来发展方向，2014 年从零做起，逐步建立口碑，如今已经达到国内前 3-4 名的水平。未来五年，我们要做到国内最大。”

一流的效益来自一流的管理。汪立新先生的管理哲学并没有多复杂，在采访中，记者能够感受到汪立新先生自身的行业素养就是他的管理哲学，就是他的凝聚力，正如采访中汪

立新先生告诉记者的那样，公司 30 多个股东都非常珍惜企业发展，有着很强的凝聚力和向心力。5 年来，没有一个重要人员离职，大家对瑞铁的未来非常看好，充满信心。



先进的技术和稳定的质量是瑞铁得以持续发展和成功的根本，也是最大的竞争优势。谈到未来发展，汪立新先生踌躇满志，他向记者展望了瑞铁的宏伟蓝图。“未来五年，我们会把销售网点在全国全面展开。目前我们厂房二期在建，明年 7 月竣工，届时上海和苏州两地的工厂就可以在一起生产管理，这样会更高效。到 2020 年，我们会考虑在华南建厂，目前华南的销售良好，在那里建厂会降低运输成本。未来，中国数控市场的需求还很大，这块蛋糕会很大。我们始终会持续研发，让产品的技术含量至少领先市场 3—5 年，这样我们就可以一直超越对手。对未来，我们充满信心！”

拥有过硬的产品技术始终是瑞铁能够站在市场前沿的制胜法宝。我们衷心祝愿，汪立新先生和他的事业伙伴以及他所带领的中国团队在未来发展中更上一层楼！

Since the reform and opening up, China's economy has sprung up, especially creating great achievements in the industrial manufacturing. Now "Made in China 2025" initiative fuels further development of the Chinese manufacturing. Belgian company DERATECH is a comprehensive company specializing in the development, production and sales of plate working equipment and has accumulated rich experience in 30 years of international operations. In 2013, DERATECH, jointly with Deratech Machine Tool (Suzhou) Corp., Ltd., jointly extended the markets in China and overseas. Today, Deratech Machine Tool (Suzhou) has won a high market reputation in the industry. With its keen market insight and long-term strategic vision, it will become the leading company in the development and manufacture of plate working equipment in China.

To know more about the development of Deratech Machine in China, the journalist had an interview with Mr. Thomas Wang, Chairman of Deratech Machine Tool (Suzhou) Corp., Ltd. at the 40th anniversary of the reform and opening up. Mr. Thomas Wang, graduated from Department of Mathematics, Fudan University in 1982, is richly experienced in management and has specialized in the field of machine tool CNC in state-owned enterprise and foreign enterprise for more than 20 years. It may be said he was of high attainment in the industry. In 2014, Mr. Thomas Wang, jointly with his business partner of many years - Belgian company DERATECH, established Deratech Machine Tool (Suzhou) Corp., Ltd. Since the very beginning, Deratech Machine has been adhering to the advanced European design concept and following the technology of Belgian R&D Center. By combining with the China's actual demand and experience, it has developed reasonably-structured and high-quality plate working equipment. Now, Deratech Machine has successfully launched multiple series of products in Chinese market, including CNC gate-type shear, electro-hydraulic synchro CNC bending machine and CNC servo turret punch press, etc. Mr. Thomas Wang, leading his Chinese team, has been uninterruptedly expanding Chinese market and delivered a satisfactory answer to the goal set when the company was founded five years ago.

Mr. Thomas Wang, sagacious, composed and experienced in the industry, first introduced the development overview



of Deratech Machine. He said, "Deratech Machine was established in 2014; we bought land to build factory in 2015; the factory was finished at the end of 2017 and operated in 2018. By cooperating with Belgium, we have introduced their technology partially and carried out independent research and development at the same time according to Chinese market. Over the past five years, our company has achieved 50% annual growth and the profits obtained are used for investment. At present, we have many patented products that are not available in China, which can lay a solid foundation for the future of the company."



Any brand keeps its core competence by technology outdistancing, and continuous innovation is the motive power for an enterprise to keep on development. Over the past five years, Deratech has been unwaveringly committed to the path of innovation and technology research. It not only brings the most advanced European technology to China, but also continuously innovates and develops products ahead of domestic competitors according to the needs of China's domestic market.

"Made in China 2025" is the basic state policy for transformation from a manufacturing country to a manufacturing power. It takes acceleration of the deep integration of a new generation of information technology with manufacturing industry as main line and intelligent manufacturing as main direction. Over the past five years, Deratech has kept its development direction highly consistent with state policy and has been leading the industry in the field of intelligent manufacturing. In the just-concluded China International Import Expo in Shanghai, the CNC machine tool exhibited by Deratech Machine has won a high degree



of attention from the market. Taking the chance of China International Import Expo, Mr. Thomas Wang introduced to the reporter, "Developing automation products and improving degree of automation will be the future trend. We have bought more than 10 intelligent equipment to manufacture the tray of electric car, creating high efficiency and large output, as a result we are in a leading position in China. At the China International Import Expo, we exhibited automatic production line which is formed by connecting automated units and makes the workshop become an automated and intelligent workshop. Now, we have made conceptualized thing into the product that can actually create value and be used. We will see more and more such examples. Our exhibitions at the China International Import Expo are dynamic and many customers on site came to consult us. We will customize products according to customer's demands later, which is the future development direction of China automation."

Product is the lifeline of an enterprise. From the very beginning, Deratech has set the goal of gaining a firm foothold in the market by virtue of leading technology. Over the past



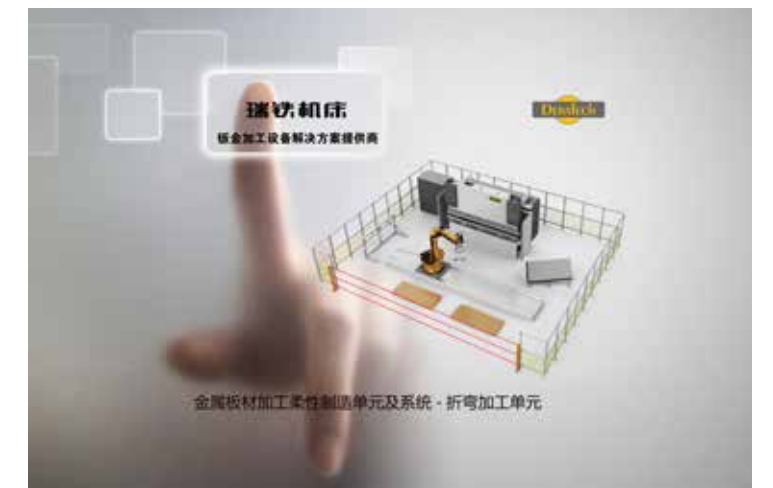
five years, Deratech has realized the goal of getting profit in just five years under the help of excellent technology. Looking back over the past five years, Mr. Thomas Wang said thankfully "Now, we have realized the original intention established at the very beginning. In 2014, we sold 100 CNC machine tools and this year the number has increased to 800. Last year our sales amount was 150 million CNY and this year our sales amount reached to 230 million CNY. All our shareholders are satisfied with this result. The foundation before we get started is good. With more than 20 years' industry experience, we know the future development direction of our company. We started from the scratch in 2014 and have established a good reputation gradually. Now we have ranked the top 3 or 4 in China. In the next five years, we want to be No.1 in China."

High efficiency originates in top management. Mr. Thomas Wang's management philosophy is not too complicated. In the interview, the reporter is aware that the professionalism of Mr. Thomas Wang is just his management philosophy, i.e. his cohesion. As Mr. Thomas Wang has said in the interview, all the over 30 shareholders of the company treasure enterprise development very much and the company has strong cohesion



and centripetal force. Over the past five years, no key personnel leaves the company and all people are very optimistic and confident about the future of Deratech.

Advanced technology and consistent quality are the foundation for the continuous development and success of Deratech and also its greatest competitive advantage. When talking about the future development, Mr. Thomas Wang was very hopeful and described the grand blueprint of Deratech. "In the next five years, we will expand our sales network throughout the country. Our Phase II plants are being built at present and will be completed by next July. By then, the plants in Shanghai and Suzhou can be put into production and managed simultaneously, so as to become more efficient. By 2020, we will consider building a plant in South China. Currently, products are sold well in South China and the transportation costs will be reduced if factory is built there. In the future, the CNC market in China is still very large and this cake will be very big. We will adhere to research and development continuously and



try to make the technical content of our product ahead of the market by at least 3 to 5 years, thus we can always surpass our competitors. We are full of confidence about the future!"

The magic weapon for Deratech to stand at the forefront of the market is always the excellent product technology. We sincerely wish that Mr. Thomas Wang and his business partners as well as the Chinese team led by him can attain a yet higher goal in the future!