

fischer Provides Safety Guarantee for China's Infrastructure 慧鱼为中国基础设施建设提供安全保障

—— Interview with Mr. Sven Haag, Managing Director Asia/Middle East/Africa of Fischerwerke GmbH & Co, KG

—— 访慧鱼集团亚太、中东及非洲区域总裁斯文·哈格先生

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北京新机场（大兴）、北京城市副中心（通州），都活跃着慧鱼服务工程师的身影。其实中国众多的知名公共建筑、桥梁、铁路、地铁、高速公路等大型基础建设都使用了慧鱼锚栓及其关联产品和服务。20多年来慧鱼这一幕后英雄时刻在为中国基础设施建设提供安全保障。小小的锚栓，关系大安全。慧鱼在锚固领域是世界上数一数二的知名企业，全球锚固产品领域的市场领导者之一，是锚固领域的世界隐形冠军。普通人对慧鱼了解得则较少，今天把这幕后英雄推向前台，让更多的普通人了解慧鱼、关注慧鱼、爱上慧鱼。

慧鱼这家企业是我们经济日报中国经济信息杂志社的老朋友，我社先后报道了慧鱼（太仓）建筑锚栓有限公司的开业、慧鱼中国10周年纪念，见证了慧鱼集团董事会主席克劳斯·费舍尔先生被同济大学授予荣誉教授，参观了慧鱼德国总部锚固工厂、化学工厂、汽车系统工厂等，刊发了多篇文章报道慧鱼企业的成就。适逢建国70周年，围绕“跨国公司在中国”的主题，在上海慧鱼锚固中国销售总部所在地，记者专程独家回访了慧鱼集团亚太、中东及非洲区域总裁斯文·哈格先生，一同出席采



斯文·哈格先生 Mr. Sven Haag

访的还有市场部经理夏肖玲女士。斯文·哈格先生工作经历丰富，服务于建筑及关联行业25年，在美国、日本等多个国家工作过，全球化在他身上得到了很好的体现，在多种工作岗位中，勇于挑战的他尤其热爱销售工作，希望成为客户的翻译者，挑战更多新鲜事物。

首先，斯文·哈格先生简要介绍道：“德国慧鱼集团成立于1948年，总部坐落于德国南部黑森林的图木岭，2018年营业额达到8.64亿欧元，全球范围内拥有5200名员工。慧鱼集团在全球35个国家拥有47个全资子公司，产品出口至100多个国家。慧鱼集团旗下

拥有五大业务部门：慧鱼建筑锚固系统、慧鱼汽车储物系统、慧鱼创意组合模型、慧鱼咨询业务及LNT自动化。1958年慧鱼发明了尼龙锚栓，刚开始是面对欧洲市场，接着开始国际化业务拓展。克劳斯·费舍尔教授是推动慧鱼集团从欧洲走向国际化的引领人和积极支持者。为了培养下一任的接班人，慧鱼集团CEO职位由马克·斯文·曼迪斯先生担任。慧鱼将持续保持家族企业文化，保持在锚固行业



的先进地位。目前，我们已制定慧鱼集团2025战略。”

接着，斯文·哈格先生回顾了慧鱼在亚洲、在中国的发展情况，他说：“慧鱼中国在慧鱼亚太区的贡献最大，位列第一，也是慧鱼在亚太区投资最多的国家。慧鱼中国在慧鱼集团里位列全球前五位。克劳斯·费舍尔教授非常注重亚洲地区的业务发展，1996年慧鱼正式进入中国市场，当时规模不大的一家小企业。1997年在江苏太仓工厂建立了生产线。今天，慧鱼中国建筑锚固系统的销售总部在上海，生产基地在太仓，在中国的13个城市设有分支机构。2018年6月同济大学克劳斯·费舍尔锚固实验室正式成立，并在同济大学颁发了克劳斯·费舍尔奖学金、奖教金。每年都有新产品集中上市，近年来新上市的慧鱼尼龙锚栓DUOPOWER将成为行业的新标准。慧鱼汽车系统方面，2008年成立慧鱼汽车系统（太仓）有限公司，主要产品有：出风口、烟灰缸、CD盒、杯架、多功能储物系统、储物箱、太阳镜架、充电器插口罩等。2018年追加了大额投资，年产值上亿元。目前，慧鱼已在中国发展20多年了，慧鱼集团旗下五大业务部门中的三大部门——建筑锚固系统、汽车储物系统、咨询业务已全面落地中国。”

谈及企业文化，斯文·哈格先生说：“欧洲家族企业文化浓郁，慧鱼集团有自己的家族企业文化。我们有三大核心价值观——开拓创新、积极负责、诚实严谨。慧鱼流程体系是持续改进的体系，以诚信、创新、品质、务实、执行、双赢为公司经营理念，以高效益、创新、优质的产品满足客户需求为品质政策服务社会。竞争，不仅在中国，在全球都非常激烈。竞争让我们变得与众不同，为客户带来价值。目前，我们专注数字化，把德国工业4.0计划、中国制造2025计划等结合起来让客户感受到更多有价值的解决方案，这也是过去我们成功的原因。竞争无处不在，让我们和客户联系紧密，了解客户的需求，让客户成功，使慧鱼成为客户长期的战略合作伙伴。我们注册的专利平均

到每位员工，是德国经济水平的20倍。创新是我们前进的动力，环保是我们DNA中的一部分。”



“雄关漫道真如铁，而今迈步从头越。”过去的20年，慧鱼中国非常成功，下一个20年，慧鱼中国将进入一个新的发展阶段。谈到今后的发展规划，斯文·哈格先生表示：“我们制定的慧鱼集团2025战略是对今后慧鱼集团获取成功的指导性文件。面对未来，我们已做好了准备。从战略角度来看慧鱼集团的未来，中国是有巨大潜力的不容忽视的市场。中国目前是全球沟通交流最快的国家，中国也是全球基础建设最大的市场，包含新机场项目、轨交项目、高铁项目、高速公路项目等。未来我们将持续加大对中国的投资，积极参与由中国政府提出的‘一带一路’倡议。目前我们正在考察在中国建锚固新工厂、物流中心、化学品工厂及收购等投资活动，来确保我们持续成功。建筑物的加固、桥梁的加固等新市场在中国有较大的需求，我们将积极跟进。中国正日益成为世界经济的发动机。慧鱼将锚固中国，持续不断的为中国基础设施建设提供安全保障，与中国共成长，并期待收获更多的惊喜。”



慧鱼总部



锚固中国



We can see dynamic service engineers of fischer in the new airport (Daxing) and the sub-center (Tongzhou) of Beijing. In fact, fixings and related products and services of fischer have been used in many famous and large infrastructure projects such as public buildings, bridges, railways, subways and highways. fischer, a backroom boy, has provided safety guarantee for China's infrastructure for over 20 years. A small fixing is closely related to safety. fischer, as one of the famous enterprises in fixings, is the market leader and hidden champion in global fixings field. As ordinary people know little about fischer, today we push the backroom boy to the front stage, and more people will know it, pay attention to it, and fall in love with it.

fischer is the old friend of China Economic Information, Economic Daily. We have successively reported the opening ceremony of Fischer (Taicang) Fixings Co., Ltd. and the 10th anniversary of fischer China. We have witnessed Klaus Fischer, chairman of the board of fischer, be awarded honorary professor by Tongji University. We have visited its Germany headquarter, fixing plant, chemical plant and automotive system plant, and published many articles to report the achievements of fischer. 2019 is the 70th anniversary of China. At this time, based on the theme of "multinational companies in China", our journalist paid an exclusive return visit to Mr. Sven Haag, Managing Director Asia/Middle East/Africa of Fischerwerke GmbH & Co, KG in Shanghai, which is the sales headquarter of fischer China accompanied by Ms. Mandy Xia, Marketing Manager of fischer China. Mr. Sven Haag has rich experience in construction and related industries for 25 years. He has worked in many countries such as the United States and Japan. Globalization has been well reflected in him. He is fond of challenges in various jobs, and he is especially interested in

sales. He hopes to be a translator for customers and challenge more novelties.

First, Mr. Sven Haag briefly introduced: "fischer was founded in 1948 and is headquartered in Tumuling, which lies in the Black Forest of southern Germany. It generated revenues of 864 million euros in 2018 with around 5,200 employees worldwide. The family company is represented by 47 enterprises in 35 countries and its products are exported to more than 100 countries. fischer has five business units: fischer fixings, fischer automotive systems, fischertechnik, fischer consulting and



LNT Automation. In 1958, Fischer invented nylon anchors. It initially focused on the European market, and later it began to expand international business. Professor Klaus Fischer is the leader and active supporter to promote fischer from Europe to the international stage. In order to train the next successor, the CEO position of fischer is held by Mr. Marc-Sven Mengis. fischer will continue to maintain the family business culture and the advanced position in the fixing industry. Now we are developing the fischer 2025 Strategy."

Then, Mr. Sven Haag reviewed the development of fischer in Asia and China. He said: "fischer China has made the largest contribution in fischer Asia Pacific, ranking first. In Asia Pacific, fischer puts its largest amount of investment in China. fischer

China ranks in the top five in fischer group of companies. Professor Klaus Fischer pays great attention to the business development in Asian. In 1996, fischer officially entered Chinese market as a small company. In 1997, its production line was established in Taicang, Jiangsu. Today, the sales base of fischer China fixing systems is in Shanghai, and the production base is in Taicang. There are branches in 13 cities of China. In June 2018, the Klaus Fischer Laboratory was formally set up in Tongji University, and Klaus Fisher Scholarship and Fellowship were awarded at the same time. Every year, new products intensively come into the market. the newly-launched fischer DuoPower anchor will become benchmark for this industry. In the fischer automotive systems, Fischer Automotive Systems (Taicang) Co., Ltd. was founded in 2008. The main products include: air vents, ashtrays, CD boxes, cup holders, multi-functional storage systems, storage boxes, sunglasses racks, charger socket covers, and so on. In 2018, a large investment was added, and the annual output value reached over 100 million yuan. fischer has been in China for more than 20 years. The three major divisions of the five major business units of fischer - fischer fixing systems, fischer automotive systems and fischer consulting have reached most parts of China.

When it comes to corporate culture, Mr. Sven Haag said: "The family business culture is rich in Europe, and fischer has its own family business culture. We have three core values - innovation, accountability and reliability. The fischer process system of is continuously improving system. With



our customers. The average registered patent of our employees is 20 times the level of Germany's economy. Innovation is the driving force for our advancement. Environmental protection is a part of our DNA."

"There is still a long way to go, and now we start from the beginning." In the past 20 years, fischer China has been very successful. In the next 20 years, fischer China will step into a new stage of development. As for the future development plan, Mr. Sven Haag said: "We designed the fischer 2025 strategy which is a guiding document for the future success of fischer. We are ready for the future. From a strategic perspective, China is a market with great potential that cannot be ignored. Now China is the fastest communicating country in the world, and it is also the world's largest market for infrastructure, including new

airport projects, railways, high-speed rails and highways. In the future, we will continue to increase investment in China and actively participate in the "Belt and Road Initiative" proposed by the Chinese government. To ensure our continuous success, now we are investigating the construction of new fixing factories, logistics centers, chemical plants and acquisitions in China. In China, there is great demand in new markets such as building reinforcement and bridge reinforcement, and we will actively follow up. China is increasingly becoming the engine of the world economy. fischer will focus on China and continue to provide safety guarantee for China's infrastructure. We grow with China, and we are looking forward to more surprises."



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