



Exploring in the Chinese Market and Surging to New Highs

深耕中国市场 业绩屡创新高

—— Interview with Mr. Jonathan Yuk, Executive Managing Director, Greater China, IMI Precision Engineering

—— 访英国 IMI 精密流体技术事业部大中华区执行总裁郁京晖先生

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随着中国对外开放的深入和经济全球化的推进，中国作为目前全世界最具竞争力的发展中国家，已成为国际市场的重要组成部分。当国际众多跨国公司纷纷来华投资，寻求发展之际，著名气动品牌英国诺冠公司也积极开拓中国市场。据悉，隶属于 IMI 集团的诺冠公司，于 2015 年 1 月 1 日起，正式更名为 IMI Precision Engineering（中文：IMI 精密流体技术事业部）。但在中国依然沿用埃迈诺冠商贸（上海）有限公司的注册名称。在中国，我们所有的产品被整合成四大子品牌：IMI Norgren、IMI Buschjost、IMI FAS 及 IMI Herion。时光追溯到上世纪 90 年代，诺冠（Norgren）中国于 1996 年在上海正式成立，是母公司英国 IMI 集团在中国大陆投资的公司之一。随着业务的迅速增长，中国很快成为诺冠业务的拓展重心，成为中国客户重要的战略合作伙伴。深耕中国市场

的诺冠，先后在上海、北京、广州、成都、西安、青岛等主要城市开设销售分公司，于 2006 年在上海设立了亚洲技术研发中心。2009 年，又在上海落成了新的制造物流中心。时至今日，上海已成为 IMI Precision Engineering 在大中华区集销售、制造、物流、研发、技术服务于一身的中国总部，也是亚太地区第一家大型生产基地，通过亚洲技术中心卓越的研发能力及本地化的供应链，帮助客户节约成本和能源，缩短交付，简化流程。

时值新中国成立 70 周年暨纪念中国改革开放 40 周年之际，本刊记者采访了英国 IMI 旗下 IMI 精密流体技术事业部大中华区执行总裁郁京晖先生。有着丰富国内、国际市场经验的郁京晖先生曾先后任职知名跨国公司，积累了丰富的业务以及管理经验。2015 年 9 月，郁京晖先生正式加盟英国 IMI 集团，成为 IMI Precision Engineering 大中华区执行总裁。作为 IMI



Precision Engineering 在中国的掌门人，郁京晖先生带领着他的中国团队不断探索，不断变革，业绩屡创新高，销售额以每年高于 35% 的增长得到了 IMI 集团总部的高度认可。

郁京晖先生首先向记者介绍了 IMI 集团全球发展的战略，他说：“母公司 IMI 集团旗下有三个事业部，并且在英国伦敦证券交易所上市。IMI 集团在全球拥有 11,000 多名员工，2018 年，IMI 集团营业额近 20 亿英镑。而 IMI Precision Engineering 以近 10 亿英镑位居第一。IMI Precision Engineering 的销售和服务网络遍布全世界 75 个国家的 6,000 多名员工，在美国、

德国、中国、英国、瑞士、捷克、墨西哥等均有生产基地。伴随着几十年的气动及流体控制技术方面的经验，我们能提供广泛的高质量气动和流体控制产品，例如气缸、电磁阀、空气处理设备、气管及接头等。涵盖了我们在工业自动化、食品饮料、轨道交通、商用车、生命科学、能源等 6 大行业领域的能力。”

品质第一，追求卓越，是 IMI Precision Engineering 的立身之本。自成立以来，始终高度重视产品品质。在谈到 IMI Precision Engineering 的产品有哪些竞争优势和实施怎样的产品策略时，郁京晖先生说：“在过去的 20 年里，IMI Precision

Engineering 一直着眼于高速增长领域，如轨道交通、商用车、生命科学、能源、食品饮料、工业自动化等。我们的产品提供给这些行业的领军企业，为他们专门定制方案，提供关键的元器件以满足最严苛工况的需求。此外，我们不断贴近关键客户，让研发走在客户前面。在过去的 10 年中，我们对市场有了充分的了解。我们不仅服务客户，还和客户一起去深挖他们的客户需求，帮他们共同开发新的产品。通过这种技术合作的方式，来加强产品在本地竞争力。如果说我们和其他同行有什么不同的话，那就是我们走的是专业路线，透过对客户需求的深入了解，为行业领军企业提供专门的定制解决方案。”

正因为产品品质的卓尔不群以及优秀团队的





IMI Norgren 标准气缸

精益求精, IMI Precision Engineering 这个品牌一直是高质量、高技术含量和高可靠性的代名词。作为行业典范, IMI Precision Engineering 自在上海建立制造基地以来, 不断拓展市场知名度, 成功地为国内外市场提供产品和服务, 特别是郁京晖先生担任 IMI Precision Engineering 大中华区执行总裁三年多来, 销量成倍增长, 业绩屡创新高。公司坚持以创新和品质作为发展方向, 而不是急功近利, 这是 IMI Precision Engineering 可以稳健发展的重要战略, 也是 IMI Precision Engineering 中国市场可以持续发展的秘籍。在谈到研发和创新能力时, 郁京晖先生说: “创造就是创新的过程。过去三年, 我们新产品创造的销售额每年占到总销售额的约 20%。在 2018 年, 我们又加强了 SPCN (Special Product of China) 部门, 主要是为客户定制非标气缸、带阀气缸、控制柜等产品, 专为客户带来高性能且独一无二的解决方案。我们的宗旨是发挥研发团队的优势, 把总部的技术结合中国客户的需求来实现研发及定制。提高本地化生产率, 也将是我们未来 3-5 年内的重中之重。

中国经济的快速发展和产品升级换代的加快, 为 IMI Precision Engineering 这样的优秀品牌提供了更大的市场空间。一流的效益来自一流的管理。谈到公司的管理理念时, 郁京晖先生有着更为深刻的体会, 他说: “在加入 IMI Precision Engineering 公司之前, 我更主要的是关注在市场和销售这两个领域, 来到 IMI Precision Engineering 之后, 我需要对公司所有职能部门如: 制造、生产、研发、市场、财务等进行综合一体化管理, 这对我来说是一个极具挑战性的机会。三年来, 我

协同大中华区管理团队先后对公司进行了多方面的改革, 比如说企业人才培养及管理、研发团队的不断提升、生产制造方面的精益改造、员工奖励机制的考核、企业文化的推广等。经过一段时间的磨合, 我已经看到了我们的团队在工作上能够做到步调一致、积极参与及信守承诺。接下去, 我更希望他们能够敢于尝试、善于学习及乐于分享。我相信, 只有相互协作、配合、促进的团队才能不断增加契合度。三年来, 我们的业务量实现了翻一番, 未来三年, 我们的目标仍然将以每年 20-30% 的高速增长, 进一步扩大我们的产品在大中华区的市场占有率。”

作为 IMI Precision Engineering 中国的掌门人, 郁京晖先生已经为 IMI Precision Engineering 在中国市场的发展绘制好了蓝图。他说: “未来, 我们有很多事情要做, 要继续加快本地化进程。要不断贴近市场、了解客户、培养本土研发能力,

实现自主开发、自主创新、按照中国客户的需求来定制产品。此外, 我们也要抓住‘一带一路’的机会, 让轨道交通行业领域的产品销售到国外。目前, 电子商务也是发展的大趋势, 我希望能建立 IMI Precision Engineering 的移动商务平台。我们也正在积极布局这个市场。总部给予我们高度的关注、赞赏和信任, 集团有一句口号是‘我们是最好的, 最棒的’。我还想加一句, 我们还要成为客户最好的合作伙伴。”

“林秀则凤栖, 花香则蝶舞”。我们相信, 在郁京晖先生的带领下, IMI Precision Engineering 在大中华区

市场一定会写下浓墨重彩的新篇章!



IMI Buschjost 电磁阀



IMI Fas 电磁阀

With the deepening of reform and opening-up and the propelling of the economic globalization, China, as the most competitive developing country, has become an important part of the international market. Quite number of multinational companies come to China for investment and development. The world leader in motion and fluid control technologies



英国 IMI 精密流体技术事业部大中华区执行总裁郁京晖先生 Mr. Jonathan Yuk, Executive Managing Director, Greater China, IMI Precision Engineering

and technical services have become the headquarters in Greater China, and also become the first large-scale production base in the Asia-Pacific region, including cost and energy savings, a simplified supply chain and a reduction in machine complexity.

When the 70th

anniversary of the founding of New China and the 40th anniversary of China's reform and opening, the journalist interviewed Mr. Jonathan Yuk, Executive Managing Director, Greater China, IMI Precision Engineering. Mr. Jonathan Yuk, experienced in domestic and international marketing, has worked for several well-known multinational companies and has thus accumulated rich experience in business and management. He joined IMI Group in September 2015, as the Executive Managing Director of Greater China, IMI Precision Engineering. As the head of IMI Precision Engineering in China, Mr. Jonathan Yuk lead his Chinese team to continuously explore and innovate, hitting record highs in performance with the sales volume increased by over 35% on a yearly basis, for which he was highly recognized by the headquarters of IMI Group.



IMI Herion 电磁阀

from Britain, Norgren Co., Ltd., also explored the Chinese market actively. It is reported that the Norgren Co., Ltd. affiliated with IMI Group officially changed its name to IMI Precision Engineering (simplified Chinese: IMI 精密流体技术事业部) as of January 1, 2015. However, the registered name (Chinese: 埃迈诺冠商贸(上海)有限公司) will continue to be used in China. In China, our products are integrated into four new brands which are IMI Norgren, IMI Buschjost, IMI FAS, and IMI Herion. Norgren formally established in 1996 which was one of the companies in mainland China invested by headquarters IMI PLC. With the business booming in China, Norgren focused its business onto China, and became an important strategic partner of its Chinese customers. It has established sales branches in major cities such as Shanghai, Beijing, Guangzhou, Chengdu, Xi'an and Qingdao, and set up the Asian Technology R&D Center in Shanghai in 2006. In 2009, its new manufacturing and logistics center in Shanghai was completed. For IMI Precision Engineering, Shanghai integrating sales, manufacturing, logistics, R&D,



定制气控柜



VM10 阀岛

He first introduced IMI Group's global development strategy, "The headquarter, IMI Group, owns three business divisions with 11,000 employees worldwide and has been listed on the London Stock Exchange. In 2018, its turnover was nearly GBP 2 billion, with IMI Precision Engineering ranked first with a turnover of nearly GBP 1 billion. The sales and service network of IMI Precision Engineering involves 6,000 employees in 75 countries, as well as production bases in US, Germany, China, UK, Switzerland, Czech Republic, and Mexico. With decades of experience in pneumatic and fluid control technology, we offer a wide range of high-quality motion and fluid control products such as cylinders, solenoid valves, air preparation products and fittings, which may be used for industrial automation, food and beverage, rail, commercial vehicles, life sciences, and energy."

The unceasing pursuit of quality is the fundamental principle of IMI Precision Engineering, and we have been valuing highly the product quality since the establishment of this division. As to the competitive advantages of the products from IMI Precision Engineering, and the product strategies, Mr. Jonathan Yuk said, "In the past 20 years, IMI Precision Engineering has been focusing on areas with high-speed growth such as rail, commercial vehicles, life science, energy, food and beverage, industrial automation, etc. We supply products to the lead companies in these industries, special solutions, and provide key components to meet the most demanding conditions. In addition, we keep close contact with our key customers and do forward-

looking R&D to meet their needs. In the past 10 years, we have got a full understanding of the market. We not only supply the service, but also work with them to find out what their clients may need and help them develop new products. Such technical cooperation strengthens the competitiveness of our products locally, what distinguishes us from our peers is that we are taking a professional route to provide specialized solutions for leading companies of an industry through in-depth understanding of their needs."

It is the superior product quality and the perfection-seeking team that have enabled IMI Precision Engineering a synonymous with superior quality, high-tech, and reliability. As a model of the industry, IMI Precision Engineering has continuously gained market reputation since the establishment of the manufacturing base in Shanghai, having successfully provided products and services for domestic and international markets. Moreover, during the three years since Mr. Jonathan Yuk worked as Executive



Herion 不锈钢电磁阀

Managing Director of Greater China, IMI Precision Engineering, the sales volume was doubled and redoubled, with the performance hitting new highs. The company adheres to innovation and quality for development, rather than quick success. It is an important strategy for its steady growth and the secret for its sustainable development in China. Speaking of R&D and innovation capabilities, Mr. Jonathan Yuk said, "Creation is the process of innovation. In the past three years, the sales volume contributed by our new products accounted for approximately 20% of the total each year. In 2018, we enhanced the department for SPCN (Special Product of China), which is mainly to customize non-standard cylinders, cylinders combine with valves, control cabinets and other products to provide our customers with

unique high-performance solutions. We are aimed to give play to our R&D team and customization by integrating the headquarters' technology with the demand of our Chinese customers. Improving localized productivity is also our top priority in the next three to five years.

The rapid development of Chinese economy and the accelerated products upgrading provide IMI Precision Engineering a greater market space. High efficiency originates in effective management. When it comes to the company's management philosophy, Mr. Jonathan Yuk has a deeper understanding. He said, "Before joining

IMI Precision Engineering, I focused more on marketing and sales. But after I came to IMI Precision Engineering, I need to integrate all the functional departments of the company such as manufacturing, producing, R&D, marketing, financing, etc., which is a challenging opportunity for me. In the past three years, I have cooperated with the management team of Greater China to carry out reform in various aspects, such as training and management of enterprise talents, continuous improvement of the R&D team, lean



空气处理设备

As the head of IMI Precision Engineering in China, Mr. Jonathan Yuk has drawn a blueprint for the development of the company in the Chinese market. He said, "There is a lot to do in the future, and we must continue to accelerate localization. We must keep close to the market, learn about customers' needs, cultivate local R&D capabilities to achieve independent development and innovation, and customize products according to the demands of Chinese customers. In addition, we must also seize the opportunity of the "Belt and Road

transformation in manufacturing, evaluation in the employee reward mechanism, promotion of corporate culture and so on. After a period of running-in, I have found that our team is able to alignment, engagement, commitment. Next, I hope they are willing to try, learn and share. I believe that only a synergic, cooperative and motivated team can give full play to teamwork. In the past three years, our business volume has been doubled. In the next three years, our goal is a growth at a high rate of 20-30% per year to expand our market share in Greater China."

Initiative" to sell products for rail transit industry to other countries. At present, e-commerce is also a major development trend, therefore I'm planning a mobile commerce platform for IMI Precision Engineering. We are now actively deploying for this market. The headquarters gives us a high degree of attention, appreciation and trust. As the slogan of our company goes, "We are the best." Besides, we will be a best partner to our customers".

"Excellent enterprises and working conditions will attract more talents." We believe that, under the leadership of Mr. Jonathan Yuk, IMI Precision Engineering will enjoy a gorgeous prospect in the market of Greater China.



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