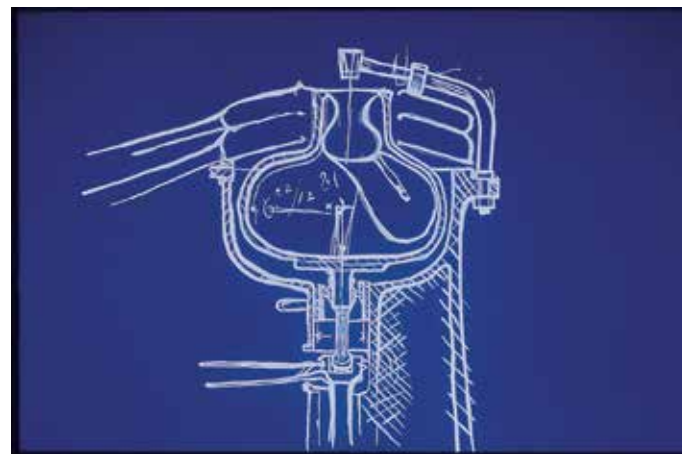


Innovative Service for Creating a Sustainable Future 创新服务——助力可持续发展未来

—— An Interview with Mr. Jan Debruyne, President, Alfa Laval China

—— 访阿法拉伐中国总裁邓步恩先生

□本刊记者 彭彦钧



1883年古斯塔夫·德·拉伐发明的全球首台离心分离机设计草图

拥有悠久历史的阿法拉伐集团是全球领先的专业产品及工程解决方案提供者。1883年，被誉为“高速离心机之父”的古斯塔夫·德·拉伐发明了全球首台离心分离机并创立了阿法拉伐公司。经历百年变迁，阿法拉伐已成为专业技术、精湛工艺、可靠产品与高效服务的代名词，在业界享有极高声誉。

中国市场是阿法拉伐全球业务中至关重要的市场。阿法拉伐秉承着持续创新理念，在食品和饮料、化学品和石化、能源及海运行业的各类应用领域提供加热、冷却、分离及输送解决方案，产品被广泛应用于国内发电厂、船舶、机械工业、采矿业、污水处理以及暖通空调和制冷。

1957年，阿法拉伐为中国首家食用植物油精炼生产加工厂提供了一台离心分离机，自此便展开了与中国密不可分的联系。1984年，阿法拉伐在北京设立了在中国的第一个销售办事处，之后相继设立了上海、广州、成都、大连、青岛、沈阳、武汉、西安、深圳、香港等11个销售及服务中心，在昆山、江阴和青岛布局核心产品的研发、生产基地、服务中心以及培训中心，不断拓

展业务分布、优化售后服务、培养本土人才。

2019年正逢中华人民共和国成立70周年，从曾经的风雨飘摇到如今的熠熠生辉，中国迈向现代化的高速进程离不开众人的努力与贡献。

在进入中国的半个多世纪里，阿法拉伐紧随中国经济现代化的发展步伐，开创了多个示范性项目：首台核电领域板式换热器，首批区域供暖板式换热器，首台污水处理领域卧式离心分离机，首条现

代化酱油浓缩生产线中板式蒸发器和高速碟片离心机的应用，首台离心机应用于口蹄疫疫苗生产线，首个中国海水反冲洗过滤，首个碳捕捉系统中紧凑全能热交换器的应用，首台不含化学药剂的舱底水处理系统……阿法拉伐节能、减排、增效的工业解决方案应用于中国经济和民众生活的各个方面。

阿法拉伐中国总裁邓步恩先生多年来生活、工作在中国，思维敏捷而健谈的他就阿法拉伐中国市场的战略制订与实施、售后服务与支持，以及未来发展愿景等方面有着热情而生动的诠释。

邓步恩先生介绍说：“中国是阿法拉伐业务发展战略中不可分割的重要一环。步入21世纪的中国已成为世界最大的造船、食品生产和出口国，世界第二大的能源消费国。在城市化进程、产品质量、食品安全、节能减排、环境保护等领域都有了更高的要求与标准，而这些正是阿法拉伐所专注并有丰富经验的领域。作为全球领先的工业专业技术与服务专家，我们一直紧紧跟随中国的发展步伐，在制药、环保、食品、海运、暖通空调等领域为中国提供全球领先的技术，助力中国经济腾飞，帮助人们打造更高质量的生活。”

作为最早进入中国市场的外资企业之一，阿法拉伐不仅是中国改革开放的见证者，同时也是改革开放的受益者。

“阿法拉伐在中国始终保持着健康迅速的发展势头，2018年销售额为40多亿人民币，占集团全球销售额的13%，仅次于美国，是阿法拉伐全球第二



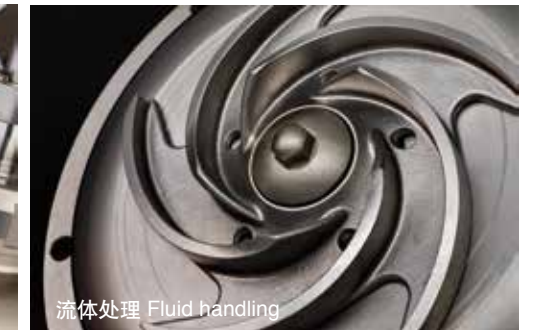
阿法拉伐中国总裁邓步恩先生
Mr. Jan Debruyne, President, Alfa Laval China



换热 Heat Transfer



分离 Separation



流体处理 Fluid handling

大市场。就员工人数来说，中国公司则是集团中最多的。”邓步恩先生的每一句话都掷地有声。

正如邓步恩先生所言，阿法拉伐在华多年，积累了丰富的经验，并始终保持着创新的步伐。阿法拉伐不仅提供专业产品，更致力于为客户提供持续创新的解决方案与服务，时刻考虑着未来的需求。阿法拉伐将亚洲区产品中心设立在中国，与欧洲总部的产品管理和研发中心在核心产品项目上密切合作，紧贴市场，充分理解本土客户需求，提供更具竞争力的本地化产品与服务。阿法拉伐目前在中国拥有的三百余项专利足可印证其对中国本土市场的重视与投入。

凭着对本土市场的深层次理解和敏锐判断，阿法拉伐得以捕捉滚滚时代车轮带来的新商机。邓步恩先生阐述道：“我们在多年前就关注到中国提出的可持续发展战略以及市场对提升能源效率、改善生态环境与提高民众生活品质的巨大需求与潜能，这一战略需求与阿法拉伐的业务重点和技术优势不谋而合。我们通过换热、分离和流体控制领域的科技创新来提升能源使用效率，力求将生产设备对环境的影响降至最低，帮助我们的客户应对现今严峻的环境挑战，并能游刃有余地达到可持续发展的需求。”

“比如说”，邓步恩先生举例道：“在海运业，为帮助客户面对2020年即将全球推行的限硫令，我们推出了系列控制船舶燃油污染与排放的新产品；在能源业，新一代

阿法拉伐换热器产品应用在各类火电及新能源发电厂，节能减排效用显著；在食品业，我们通过改进卫生流体处理工艺来降低不必要的消耗并提升产能效率，保证品质与安全；在市政环保领域，阿法拉伐离心机应用于污泥脱水，为打造‘青山绿水’贡献力量。”

除了产品与技术，阿法拉伐在环境多变的中国市场始终保持竞争力的关键之一专业及时的售后服务。目前阿法拉伐在中国有七个服务中心，均位于国内客户所在的主要区域，在地理位置和服务产能上有明显优势，有近二百名工程师负责为客户提供维修和保养服务，涵盖了从启动、支持、维护到完善和监控的整个产品使用周期。此外，阿法拉伐从2018年开始使用“移动服务中心”的概念，配备专业服务能力的服务车可直达客户现场为客户提供便捷服务，极大方便了特别是中西部及偏远地区的客户。生产需求和市场环境瞬息万变，但只要选择了阿法拉伐，我们的产品与服务专家们都将竭力确保设备在其整个生命周期始终保持正常运行并能得以优化。

近几年，阿法拉伐不断加大在人力、生产、研发等方面的投入，以抓住中国市场不断变化的发展机遇。2019年上半年，阿法拉伐位于中国昆山的又一座生产工厂

顺利竣工，主要生产工业、市政废水处理用卧式离心机、船用高速离心机及离心机组、油气分离器、罐用设备及其配件等，应用于食品、药品、水及海运行业，不仅供应中国市场，也面向亚洲和全球市场，且100%利用太阳能发电来供给工厂日常运营，树立了阿法拉伐全球可持续运营的典范；2020年，阿法拉伐将在青岛建成一座新工厂用以支持中国区甚至整个亚太区船舶业的发展与升级转型。

除了产能与设备的投资，阿法拉伐也从未缺席过中国现代化的前沿技术和产业。阿法拉伐的船用设备入选了中国首艘国产邮轮，助力提升船只运营能效、减少排放；全新升级换代的换热器产品应用于全球较大垃圾现代化焚烧发电厂上海老港二期以及亚洲最大金融行业数据中心上证所数据中心等等，都在以事实述说阿法拉伐紧紧跟随中国发展的脚步。

对于未来在中国市场的发展，邓步恩先生充满了信心：“阿法拉伐十分荣幸能参与到众多代表中国未来发展趋势的关键项目中去，我们希望用前沿的解决方案和专业知识以及快速响应的本地服务为中国未来的可持续发展提供有力支持，三千名阿法拉伐中国员工将为中国的可持续发展不断贡献重要的推动力。”



The Alfa Laval Group is a world-leading provider of professional products and engineering solution. In 1883, Gustaf de Laval, renowned as the father of centrifuge, established Alfa Laval AB to sell his invented centrifuges. Over a century, Alfa Laval has been famous for professional know-how, sophisticated process, reliable products and high-efficiency services, and highly recognized by customers worldwide.

China market has always been a key market for Alfa Laval's global business expansion. By adhering to the philosophy of continuous innovation, Alfa Laval provides top-quality products and services, with a complete range of solutions to the China market, including heating, cooling, separating and



controlling fluids in various applications in the food & beverages, chemical & petrochemical, energy and marine industries. Its products are widely used in domestic power plants, ship building, mechanical engineering, mining, sewage treatment, and HVAC, etc.

In 1957, Alfa Laval provided one centrifuge separator for China's first edible vegetable oil refining processing plant. This was the beginning of its connection to customers in China. Back in 1984, Alfa Laval set up its first sales office in Beijing, and has continuously expanded its sales and aftermarket footprints to Shanghai, Guangzhou, Chengdu, Dalian, Qingdao, Shenyang, Wuhan, Xi'an, Shenzhen and Hong

Kong, and enhanced its manufacturing capability in Kunshan, Jiangyin and Qingdao, so as to deliver core products and related services to local customers with its continuously expanded network.

2019 marks the 70th anniversary of the founding of the People's Republic of China. From the calamitous past to the glorious present, the rapid progress of China's modernization is indispensable to the efforts and contributions of all.

With more than a half century into China, Alfa Laval has been closely following China's economic and modernization progress and has always committed to investing in China, by launching a number of first applications and key pilot projects, such as the first plate heat exchanger applied in the nuclear power field, the

first batch of plate heat exchangers that support regional heating, the first horizontal centrifugal separator in sewage treatment project, the first plate evaporators and high-speed separators for modern soy sauce production line, the first centrifuge separator for foot-and-mouth disease vaccine production line, the first Chinese seawater backflushing filter, the first compact all-round heat exchanger application in the carbon capture system, the first chemical-free bilge water treatment system, among many others. Alfa Laval's energy-saving, emission-reduced and efficiency-improving industrial solutions are widely applied in many aspects of China's economic

development and people's lives, witnessing the tremendous development and achievements of modern China.

Mr. Jan Debruyne, president of Alfa Laval China, who has lived and worked in China for more than 15 years, shared his deep insights into Alfa Laval's China market strategy including after-sales service and support, as well as vision of future development.

Debruyne said: "China is now an important and integral component of Alfa Laval's business development strategy. Entering the 21st century, China has become the world's largest shipbuilding market, food production and exporting country and the world's second largest energy consumer. Now it raises higher requirements on urbanization, product quality, food safety, energy efficiency, emission reduction and environmental protection fields, which are specialization of Alfa Laval. As the world's leading supplier of expertise in marine, energy, environment and food industries, we have been keeping up pace with China's economy and provided world-leading technologies in such fields as pharmaceutical, environment, food, marine transport and HVAC, which supports China's economy to grow and improve people's life quality."

As one of the earliest foreign-owned enterprises in China, Alfa Laval is not only a witness to China's reform and opening up, but also a beneficiary of this strategy.

"Alfa Laval has maintained robust growth in China. In 2018, its annual sales revenue was over CNY 4 billion, contributing 13% to the global sales revenue. China is Alfa Laval's second-largest market in the world, just following the US. As for the number of employees, China tops the rest of countries within the group," Debruyne emphasized.

As Debruyne said, Alfa Laval has accumulated extensive experiences in its many years of development in China and has always kept its pace in product upgrading and technical innovation. Alfa Laval has established its Asia product R&D center in China to better engage with the local market and customers, offering more competitive localized products, and achieving



shorter lead times through cooperation with its headquarters and R&D centers in Europe. More than 300 patents of localized product development represent a strong commitment of Alfa Laval's investment in China.

By virtue of its acute judgment and profound knowledge of the market, Alfa Laval has been seizing many transient development opportunities. Debruyne said: "Years ago, we had identified the great business opportunity in China's focus on sustainable development strategy, and the huge market demand on rapid improvement of energy efficiency, ecological environment and people's quality of life. Our strategy, technology strength as well as business focus are exactly in accordance with the sustainable development strategy of China. We are constantly developing new technologies to enhance energy efficiency through innovations in heat transfer, separation and fluid control, while minimizing the environmental impact of our production facilities, helping our customers meet tough environmental challenges and the needs of sustainable growth."

He mentioned examples: "In the marine industry, in order to help customers address the sulphur-restriction legislation to be implemented in 2020, we have launched a series of new products to control the fuel pollution and emission of vessels; in the energy industry, the new generation of Alfa Laval heat exchangers are used in various applications in power plants including thermal power and new energy power to significantly enhance energy conservation and reduce emission; in the food industry,

our technological improvement in fluid treatment processes helps to reduce unnecessary consumption and increase productivity, ensuring product's quality and safety; in the field of municipal water and sewage projects, Alfa Laval decanters are used for sludge dewatering, contributing to

environment protection."

In addition to its products and technologies, one of the keys to Alfa Laval's competitiveness in the ever-changing China market is its professional and quick aftermarket services. Throughout the country, nearly 200 Alfa Laval engineers located in 7 service centers are engaged in providing maintenance and repair services for customers, covering the whole product life cycle (start-up, support, maintenance, consummation and monitoring). Starting from 2018, Alfa Laval launched its "mobile workshop" by equipping service cars to provide professional services at customers' sites, which brings huge convenience to customers especially in Central and Western China as well as other remote areas. Regardless of the challenges, Alfa Laval will come to the customers to resolve the problem at the earliest time possible and throughout the whole lifecycle of the equipment.

In the recent years, Alfa Laval constantly enhances its investment in China, including manufacturing, R&D and talent development, so as to capitalize on the ever-changing development opportunities in China. In the first half of 2019, Alfa Laval launched a new manufacturing facility in Kunshan to produce decanters, high-speed separators and centrifugal units, oil and gas separators, as well as tank equipment and accessories. The facility will also play the role as a distribution centre to source and supply spare parts for major Alfa Laval product portfolio in China and Asia, thus

shortening the response time for local customers and enhancing the service capability. It is also Alfa Laval's first global manufacturing base that relies on solar power as its electricity supply. Alfa Laval also plans to build another marine products facility in Qingdao, to support the development and upgrading of the entire shipbuilding industry in Asia-Pacific region, especially China.

In addition to investment in productivity and equipment, Alfa Laval has also attached great importance to China's modernization on cutting-edge technologies and industries. Alfa Laval's marine equipment has been selected as China's first domestic cruise project to help improve vessel energy efficiency and reduce emission. Its newly upgraded heat exchanger products are frequently used to improve heat transfer efficiency and reduce operational costs, including the Shanghai Laogang Phase II project, the world's larger waste modernization incineration power plant and the SSE data center in Shanghai, which is the largest financial data center in Asia.

Talking about the future in China, Debruyne is full of confidence. He said: "Alfa Laval is very honored to actively take the lead in many key projects that represent China's future development trend, as we have always done in the past. We hope to use our cutting-edge solutions and expertise as well as local rapid-response services to provide strong support for China's sustainable development. Our 3,000 Alfa Laval Chinese employees will continue to contribute immensely to China's sustainable development."

