



TARGON-GEAN

China (Construction) Manufacturing Development Seminar

TARGON-GEAN

中国（工程）制造业发展研讨会

Keynote Speaker

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主讲

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This Seminar is presented by:

本研讨会由

GEAN Overseas

Associated with

TARGON Trading Group

Offices in Atlanta, Houston, Paris and Shanghai

TARGON - GEAN, Inc.公司

旗下**GEAN Overseas**主办

其办事处分布于亚特兰大、休斯顿、巴黎和上海

The Steps to becoming Globally Competitive:

形成全球竞争力的步骤：

From **Products** to **Brand names**,
从产品到品牌

From **Brand names** to **Standards**
从品牌到标准

Introducing
The **GEAN** Program
Preparing Chinese Manufacturers
to become global competitors in
a well focused Market

引入**GEAN**项目
让中国生产商在高度聚焦的市场
具备全球竞争力

To become a global competitor, one must first be competitive.

要成为全球竞争者，一家企业必须首先具有竞争力。

So, what means:
那么，什么才是
Competitive?
竞争力呢?

A Competitive Firm is a firm that fulfills 3 Conditions:

一家具有竞争力的企业具备3个条件

- Grows faster than the market (the industry)
成长速度快于市场（产业）
- Generates more Yuan of Gross Margin per Yuan spent on Salaries Costs
从每一元钱的薪资开销中获取更多的毛利。
- Generates more Yuan of Gross Margin per Yuan of Fixed (Depreciated) Productive Investment
从每一元钱的固定（贬值）生产投资中获取更多的毛利。
To accomplish that, the firm needs a Strategy.
为了达成这个目标，企业需要一个战略。

What is a Strategy?

什么是战略？

Your firm has a strategy if...

如果您的企业拥有战略...

- It has set long term permanent objectives,
企业会设定长期的目标,
- It is defining scenarios to reach these objectives,
企业应定义不同的模式来达到这些目标，
- And policies to defend them once reached,
当目标达成时，制定维护它们的策略，
- These objectives always consisting in acquiring, reinforcing and defending **Competitive Advantages**.
这些目标经常包括收购、巩固以及维护竞争优势。

Your firm has a strategy if...

如果您的企业拥有战略...

Important:

重点在于：

- Profitability in itself never is a strategic goal, even less Stockholders' Value.
企业自身的盈利从不是战略目标，更不用说股东的价值。
- If firm is more competitive, it will eventually become more profitable.
如果企业更有竞争力，最终也会带来更多盈利。
- Profits testify that yesterday's scenarios and strategies established way before yesterday are the right ones, and are the tools to invest in better developing **Competitive Advantages**.
盈利可以证明昨天和过去的模式和战略是正确的，也是发展**竞争优势**所需要的优良工具。

The firm which has a strategy...

如果您的企业拥有战略...

- Is recognized by the market for the excellence of its **Products...**
因其优秀的**产品**而被市场关注...
- This recognition upholds the **Brand Name**, which becomes an asset in itself...
这份关注支撑着它的**品牌**，使之成为一项资产...
- The cumulative effect of Product Excellence, recognized Brand Name, positive References in numerous Application Markets, means that the Firm itself becomes the Reference for **Industry Standards.**
产品的优秀、品牌的关注度、大量市场应用后的良性反馈意味着这家企业成为了**工业标准**的参照。

Examples of excellent Strategies: 优秀战略的范例:

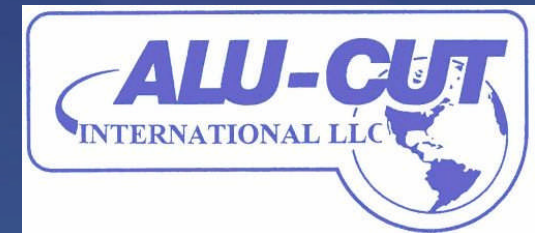
- SERMAS Industrie (Fr.): **Absolute market dominance in a global market niche through acquisition of Alu-Cut Int'l (US) and a joint venture in China.**

SERMAS工业公司（法国）：通过收购Alu-Cut Int'l（美国），全球特定市场取得的绝对垄断。



SERMAS Industrie designs, builds and starts up production process for aluminium and other industries.

Three fields of expertise



Examples of excellent Strategies:

优秀战略的范例:

SERMAS Industrie:

SERMAS工业公司:

12 Employees In 2001,

2001时拥有12位员工，

65 Employees today, selling in 40 countries

如今拥有65位员工，业务遍及40个国家

Automatic sawing Lines for aluminum Ingots, plates, Bars...

自动切割流水线可制造铝锭、铝板、铝条等等...

GEAN's client Since 2002.

自2002年以来成为了GEAN的客户。

70% world market share.

占据全球70%的市场份额。

Strong presence in Chinese aluminum industry.

大力进驻中国铝业

Examples of excellent Strategies:

优秀战略的范例:

- Gauder Group (Europe, US., China) **Market dominance in the global market of Cable & Wire Machinery through series of acquisitions since 1991, and a 100% owned Chinese subsidiary.**



Examples of excellent Strategies:

- Gauder Group (Europe, US., China) The Chinese subsidiary originated in 1999. Today, it designs, manufactures and sells worldwide machines of identical quality and specs to European made machines, at 70% of cost.

Customized service
Start-up service
Maintenance service
Spare parts service
Training service
Updating service
Rebuilding service
Assistance service



Examples of Competitive Advantages

竞争优势的范例：

Market Share, aiming at:

市场份额，瞄准方向：

- **Cut Mfg Costs**
削减生产成本
- **Cut Sales & Marketing Costs**
削减营销成本
- **Control Spare Parts market**
控制备件市场
- **Integrate Production of Components and Raw Materials, and...**
整合部件产品和原材料，然后...
- **Control proprietary technology.**
控制专利技术

Examples of Competitive Advantages

竞争优势的范例：

- Location (which gains value and provides collateral)
选址（能获取价值并提供担保）
- Salesmen's availability and experience
业务员的能力和经历
- 24-hour, real time Customer Service
24小时实时客服
- Inventory: mix, management.
库存：本质，管理
- Shorter Manufacturing Cycle
更短的制造流程

Examples of Competitive Advantages

竞争优势的范例：

Innovative Technology (which kind?)

创新的技术（什么类型？）

- **Innovative Product?**

创新的产品？

- **Innovative way to sell, lease the product or operate it as a Service?**

创新的销售、分销的渠道？

- **Innovative Process to manufacture an existing, recognized Product?**

对已有的公认产品使用创新的工艺来生产？

- **Innovative method to finance the Customer purchasing the Product?**

让客户使用创新的支付方法来购买产品？

- **Other?**

其他？

The GEAN Program is designed for you to support your firm's development towards global competitiveness.
GEAN项目是为了支持您的企业向全球竞争力发展而设立

- Opportunities can be:

机遇可能存在于：

- Joint Venture partner to enlarge your product catalogue?
寻找合资伙伴，扩充您的产品目录？
- Same, to sell your own products overseas?
同样，在国外销售您自己的产品？
- Same, to benefit of an innovative technology, or know how?
同样，利用创新的技术和专业技能来盈利？



The GEAN Program is designed for you to support your firm's development towards global competitiveness.

Main Steps can be:

GEAN项目是为了支持您的企业向全球竞争力发展而设立的。
主要步骤如下：

- To implement the Strategy, you may need to raise Equity for your business?
为了实现战略，您也许需要筹集股本？
- Or you may want to acquire another business in China or overseas (Why?)
或者您可能想收购另一家国内外企业（为什么？）

The Business Opportunity Search Program (BOSP) 寻找商业机遇项目(BOSP)

- Expand sales territory? BO's are Sales Agents, Manufacturers' Representatives or more Salesmen. They can also be a far away or overseas Competitor to acquire.

扩充销售领域？商业机遇是销售代理商，制造商代表或者更多销售员。也可能是可收购的，非本地或国外的竞争者。



The Business Opportunity Search Program (BOSP)

寻找商业机遇项目(BOSP)

- Foreign firms seeking to outsource manufacturing overseas (to China, India, Brazil, Eastern Europe)? BO's are these firms who may be interested in our Chinese client.

国外外包制造商（中国，印度，巴西，东欧）？商业机遇在于这些国家的次承包商。

The Business Opportunity Search Program (BOSP)

寻找商业机遇项目(BOSP)

- Acquire new products?

收购新产品？

The BO can be a foreign manufacturer who is a colleague in the industry that already offers such products.

商业机遇可能是一家国外制造商，或者是提供该产品的同行。

The Business Opportunity Search Program (BOSP)

寻找商业机遇项目(BOSP)

- Acquire an Innovative Product or Process?

收购一种创新产品或工艺？

The BO's can be research centers or new ventures spun off from a research institution (often universities) and now taking off on a Research Park.

商业机遇可能是一个研究中心或者从一个研究机构（通常为大学）分离出来的新企业，正起步于某研究园区。

Also look into Venture Capital firm's Portfolio of Investments.

同时调查风险投资的组合。

Finding the Technology you need... It is the one that will significantly increase your competitiveness. Examples.

如何发展：寻找你需要的技术...



Thank you for your attention.
感谢您的支持。