

elevator and escalator manufacturers and suppliers, and more than 700 part and component manufacturers and suppliers. The latest technology and equipment were on display to visitors, who numbered 112,000. In addition to the International Elevator Safety Forum on reforming elevator safety supervision and industrial development sponsored by China elevator-safety watchdog SESA, there were more than 30 workshops and seminars addressing high-speed elevators; intelligent control technology; new components, equipment and technology for the production of various components; the elevator and real-estate markets; and enterprise information technology.

On the morning of May 13, the opening ceremony (presided over by Zhang Lexiang) attracted some 200 VIP guests. Wang Runsheng, president of China International Trade Center (Guangzhou Trade Fair), delivered a welcome speech. Achim Hütter, president of VFA Interlift, expressed his congratulations, and Li Shoulin, president of the China Elevator Association, made the opening speech.



The evening dinner party

Having benefited from the government's consistent opening policy and the strong domestic demand for elevators in the country, the Chinese elevator industry has developed dynamically with profound changes in the

past 20 years. It features an ever-growing industrial scale and rapid upgrading process in both R&D and manufacturing capabilities. It has an annual growth rate of roughly 20%, and its total output is 633,000 elevators and escalators, of which 66,000

## An Interview with Wittur

by Annie Jiang

The Shanghai Elevator Trade Association (SETA) interviewed Wittur Elevator Components (Suzhou) Co., Ltd.'s leaders on the first day of the World Elevator & Escalator Expo. Executive Vice President Asia Corporate Marketing Sergio Biglino (**SB**) and Managing Director Li Shaohua (**LS**) talked about the company's performance and marketing strategy in the Chinese market, and Wittur's new developments and actions to achieve more success in China.

**SETA:** How has Wittur's performance in the Chinese market been for the last couple of years, and what's your expectation about Wittur's market share in the components market in China in the near future?



Sergio Biglino

**SB:** In terms of sales, we have increased 40% from two years ago; that's our achievement in sales. I think there is much more than that, though: the company is now much stronger in such areas as management, people, competence and supply chain. In a few words, Wittur is much stronger than before; that gives us the confidence in the

sustainability for business. We have state-of-the-art technology, reliable quality, premium service and solid progress, and we are preparing for further development.



Li Shaohua

**SETA:** Have you benefited from your new factory in China and how it works?

**LS:** Last year, we optimized the processing operation, mainly aiming to increase our volume to 1 million doors a year. We are not only paying attention to the volume increase, but also advancing new factory design and technology, increasing the capability for volume of different products. We focus on variety design, which is more

flexible and environmentally friendly. For example, as for the painting line, we have advanced technology to deal with the wastewater included in our finishes: a new phosphate-free paint line with 100% wastewater recycling. We also use new technology to change the concept of productivity, which is totally different from two years ago. We are proud to say that all Wittur customers and government officials who visited Wittur's new factory were surprised by it. On the whole, the factory is a big success and will support our sustainable development in China.

**SETA:** Nowadays, people worry more and more about elevator safety. Has Wittur made any recent efforts on product innovation for safety?

**SB:** When you think about safety, you have to think about where it starts and how you go along the way. Wittur products are



The Pearl River

units were exported to 145 countries and regions, constituting approximately 70% of the world's total new installations in 2013 alone. Meanwhile, the businesses of component manufacturing, installation, maintenance and logistics have also

developed steadily, having created an industrial chain for the growth of the trade. By the end of 2013, the total number of operating installations in China exceeded three million, making up one-fourth of the world's total. Although the per-capita

shared number of installations in China has risen above the world's average, it is still a far cry from the figures of the developed countries. Therefore, China still promises great market room and potential for years to come.

Inspired by the growing domestic market demand, the global leading manufacturers of elevators and escalators have been building R&D centers with testing towers in China. Such complexes are coveted by most manufacturers in the industry. Ever-higher testing towers have become visible landmarks in regions where the elevator industry is concentrated, particularly in the Yangtze River Delta area, covering Shanghai, southern Jiangsu and northern Zhejiang, and in the Pearl River Delta area surrounding Guangzhou and Shenzhen in Guangdong.

Another noticeable trend at the WEE Expo was the fact that almost all the major manufacturers have taken action in the global market, either by working closely with their local agents or setting up local operation facilities to handle sales and aftersales services directly in such major

*Continued*

designed on the basis of safety. We have a lot of existing safety products, such as safety gears, sliding guide shoes, overspeed governors, etc. In addition, we are increasing the people awareness of safety during the process to keep it stable, because, even if you have very good design, if the manufacturing is not qualified, you also lose all the safety. That is the reason we pay great attention to training people to increase their awareness of safety.

This new initiative, "Safety in Motion," which we officially published on May 13, underlines the focus on safety all of us in the elevator industry need to have. We believe all passengers care about feeling safe while moving, even vertically. With Wittur, you can keep calm and just push a button, because we care about your safety, and we believe that the excellence of our solutions can be conveyed through their high factor of safety.

**SETA:** What's your expectation for this exhibition, and what's your point of view about this exhibition?

**SB:** What we want is to show our customer that Wittur is a global company. We are displaying a video showing 10 different factories around the world, in such places as Argentina, Spain, Australia, Brazil, Turkey, Italy, India and China. What we want to show our customers is that we have the same standards, codes, machinery, safety levels and regulations in all these factories, with the concept of safety first. We select products made in China, but not only in China. We are not able to show all our products during this exhibition, because our portfolio is very wide. We hope to give people the feel and sense of what we can do and what we can offer to the customers.

We want to stress our image as "safety" and "global"; we are different from other companies. We also want to let the customer know Wittur has a worldwide presence with local service and is able to provide the customer with timely services complying with the local market to reduce costs. Even in India and Russia, we are there, and we understand the local standards, local market and customer needs, all of which are the basis for Wittur to provide close and value-added service.

**SETA:** What's Wittur's next big move for exploring the Chinese market, and how do you plan to achieve your goal and win more customers' trust?

**SB:** For the past few years, our market activities and demonstrations have achieved great success among our customers, and we still need to improve our position in China. Wittur now has 21 branches in China and has increased its sales force three times to connect with Chinese customers closely. We want to differentiate from the others, especially in technical innovation. In addition, Wittur also wants to build an "expertise" team. Employees are required to not only be familiar with products, but also have the ability to make solutions for customers. We will also distribute more news to provide the media with more information, because... it's good to share with Chinese customers.

**Annie Jiang** is overseas manager for the Shanghai Elevator Trade Association.