Siemens

Siemens in China

Siemens AG, founded in 1847, is a global technology powerhouse active in more than 200 countries, focusing on the areas of electrification, automation and digitalization. One of the world’s largest producers of energy-efficient and resource-saving technologies, Siemens has leading positions in offshore wind turbine construction, combined cycle turbines for power generation, power transmission solutions, infrastructure solutions, automation, drive and software solutions, as well as medical imaging equipment and laboratory diagnostics.

The history of Siemens in China dates back to 1872, when the company delivered the first pointer telegraph to China, and then delivered the first steam generator and built the country’s first tram line at the turn of 20th century. In 1985 “Memorandum of Comprehensive Co-operation between Machinery, the Electric and Electronics Industries of the People’s Republic of China and Siemens AG” marked a comprehensive cooperation between Siemens and China. For over 140 years, Siemens has pioneered cooperation with the country with its solutions, technologies and products, and has been known in the country for its quality and reliability, technological excellence and innovation.

Siemens has witnessed the tremendous changes that have taken place since China opened up and embarked on its reform drive. In Fiscal Year 2014 (October 1, 2013– September 30, 2014), Siemens achieved solid growth and generated revenue of €6.44 billion in China. With more than 32,000 employees and 77 operating companies*, Siemens is one of the largest foreign-invested companies in the country.

* The figure is based on Siemens’ continuing operation in China.
Siemens has become an integral part of the Chinese economy and society. Offering a wide array of Environmental Portfolio and innovative solutions in the cooperation with local partners, Siemens is committed to the sustainable development of China. The company is close to its customers in order to respond quickly and effectively to their needs.

Innovation for China’s development

With diverse market needs and customers who are willing to try new things, China is an ideal place to develop world-class innovations. The emphasis is to locally design and develop the right products and solutions for the Chinese market to meet local customers’ needs, establish strong partnership in China and integrate into local innovation system, and also contribute to global technological innovation. Siemens raises several innovative concepts and models that apply to China innovation environment, such as S.M.A.R.T. Innovation (Simple, Maintenance-friendly, Affordable, Reliable, and Timely-to-market), need-driven destructive innovation, which have great influence on innovation and industry fields.

By fiscal 2014, the company has 20 R&D hubs, over 4,500 R&D researchers and engineers, and more than 10,000 active patents and patent applications in China. Top-notch innovators are working in world-class Siemens China innovation labs in Beijing, Shanghai, Nanjing, Wuxi and Wuhan to contribute to China’s “Indigenous Innovation”.

Comprehensive business with customer focus

Chinese manufacturing industry is experiencing a significant transition from “Made in China” to “Innovated in China”, and Siemens can help manufacturers enhance production efficiency and flexibility, shortening the time-to-market of new products. Siemens signed in 2014 a strategic cooperation agreement with Kingdom, one of the world’s largest linen yarn manufacturers, to jointly build a new digital factory. Siemens will provide digital factory technology solutions including Simatic IT for Kingdom’s
production bases to improve its management level, production efficiency and capacity, and help it grow into an advanced world-class manufacturer.

As a response to the Chinese government’s initiative to develop the new energy vehicle industry, Siemens and Beijing Automotive Industry Holding Co., Ltd. signed in April an agreement to build a joint venture that manufactures components for the electric drive train, bringing further green automotive drive-technologies to the China market.

In the process industry, Siemens focuses on bringing long-term value to customers and increase return on investment for them. In China’s Guangxi Zhuang Autonomous Region, Stora Enso built in July 2013 a paper and packaging production base, in which Siemens provided overall services from design, onsite testing to personnel training. Siemens also offered complete solutions to steam turbine generator, electrical automation, and drive control, which enable the customer to save cost and time and significantly increase productivities.

In April, 2014, Huayu Automotive Systems Co. Ltd. (HASCO), a leading automotive components supplier in China, selected Siemens software as its digital product lifecycle management (PLM) platform. Siemens’ Teamcenter Manufacturing (TCM) system is expected to help HASCO enhance its design innovation, improve production efficiency and streamline supply chain management. The platform can also secure the link of data up and down stream alongside the automotive components manufacturing industry.

As a committed partner to China’s energy industry, Siemens has always been pursuing energy efficiency and reducing green house gas emission. The company secured orders to supply 12 compressor trains to the coal-to-liquid project of Shenhua Ningxia Coal Industry Group. With an annual production capacity of 4 million tons, the plant will be the world’s largest coal-to-liquid project, marking another breakthrough in China’s coal-to-chemical industry. Siemens’ world-leading compression solutions will support the customer to achieve best life-cycle performance of the plant.
Among the renewable energies, wind power is one of the most important sources. The first localized world-leading SEC-Siemens 4.0MW wind turbine rolled out the assembly line at Shanghai Lingang production facility in November 2014. Siemens will continually build Shanghai base into one of its global wind power equipment supply chain hubs and provide the state-of-the-art wind power products for China and global markets.

Facing the multiple challenges in energy system, Siemens provides utility, industry, infrastructure and building in China with the products and solutions they need, and construct smarter and more stable infrastructure for grid. Siemens brings smart and green solutions for power supply, energy management, and transportation to a new satellite city in China: the Sino-Singapore Guangzhou Knowledge City. In the 20-year project, Siemens so far has offered medium voltage switch gear products.

Siemens is actively pushing the urbanization process in China in various fields like transportation, building and infrastructure. In 2014, Siemens signed a contract with Transportation Bureau of Zhuhai in Guangdong Province to provide Siemens’ first Traffic Management Systems (TMS) in China, a turnkey project including both hardware and software. Siemens participated in Zhuhai’s first tram project by providing Tramway Traffic Priority Control System so as to increase the efficiency and attractiveness of public transportation.

For the National Center for Exhibition and Convention (Shanghai), the largest single building and exhibition complex around the world, Siemens provided products and solutions ranging from fire prevention equipment, power distribution to relay protection, which increase energy consumption efficiency while ensuring comfort and safety. The center was put into pilot operation in October, 2014.

Siemens establishes long-term strategic cooperation with Dalian Wanda Group, one of the leading commercial real estate developers in Asia. In 2014, Siemens’ Building Automation System, Intelligent Lighting Control System, Hotel Management and Room Control System, Smart Home System and various building automation products were
applied in three key Wanda projects: Wuhan Hanjie Wanda Square; Wuhan Wanda Reign Hotel, the only seven star hotel in China; as well as Wuhan Han Show Theater, one of the world’s top theaters.

To meet the needs of Chinese healthcare development, especially the service demands from booming basic healthcare, Siemens has made great investment on its R&D and production facilities for imaging equipment in the Siemens International Medical Zone in Shanghai, the Siemens X-Ray Vacuum Technology Ltd. in Wuxi and Siemens Shenzhen Magnetic Resonance Ltd. to meet the needs of the Chinese and global markets. In May 2014, Siemens launched Xi’an Operation Center to meet the ever increasing demands for medical support service as a result of the rapid development of China’s county-level medical care, further extending overall service scope and strengthening response abilities, enabling more people to benefit from advanced technologies.

Siemens also provides worldwide customers with professional and reliable financial solutions backed by Siemens’ powerful business matrix. Siemens was one of the first foreign-invested leasing companies in China. It provides Chinese clients with customized financial solutions such as finance lease, operating lease and short-term lease. Siemens has provided financial support to more 2,000 public and private hospitals, helped more than 1,000 small and medium-size enterprises complete production upgrade. Siemens invests in early-stage technology companies and established growth companies to further support development of Chinese enterprises.

**Trusted corporate citizenship**

As a trusted partner dedicated to the China’s economic and social development, Siemens has also been actively engaged in corporate citizenship activities, with focus on three areas: environmental protection and conservation, scientific and technical education, and social and humanitarian assistance. Siemens I-Green Education Program, a nationwide employee volunteer education program launched in 2009 targeting migrant school children, has benefited around 18,000 students. More than
1,800 Siemens employee volunteers have devoted about 14,000 hours to this program. In 2014, Siemens also published China’s first Community Green Maps in Beijing and Shanghai to advocate a green lifestyle and sustainable community development.

In the area of disaster relief, Siemens offers quick and effective aid in cases of acute needs and emergencies. The earthquake measuring 6.5-magnitude struck Ludian County of Zhaotong City in Yunnan province and caused hundreds of casualties in August, 2014. To support the disaster relief work, Siemens donated medical equipment worth of over RMB 3 million, including SIREMOBIL Compact L Surgery C Arm, ACUSON Omni 5 Ultrasound, RAPIDPoint® 400 Blood Gas System. The Siemens Healthcare Customer Service team arrived at the disaster area immediately to provide onsite support for the medical work. Before the Ludian earthquake, Siemens also provided immediate technical and humanitarian assistance to help the affected people fight natural disasters, such as the Wenchuan earthquake in 2008 in Sichuan Province and the earthquake in Qinghai Province in 2010.

*****

For further information, please contact:

Ms. Wang Xin, Cecilia
Communications
Siemens Ltd., China
P.O. Box 8543, No, 7 Wang Jing Zhong Huan Nan Lu,
Chaoyang, Beijing
Tel.: (+86 10) 6476 3263
Fax: (+86 10) 6476 4922
E-mail: cecilia.wang@siemens.com