



- 01 PREFACE
- 02 FEATURE
- 03 BUSINESS
- 05 EVENT
- 07 PEOPLE

## Interconnectedness to strong bonds



At Jepsen Industrial, we are in the business of connecting markets and companies. The Brexit referendum speaks to the ongoing changes and challenges that are raised by globalisation and has brought the importance of building and maintaining ties into spotlight.

Interconnectedness is at the core of our business. As a trusted partner to our principals in the West and our customers in Asia, we continue to find new ways to improve access and strengthen our presence. Our Petrochemical & Fibre business, as an example, has recently started an e-platform to engage the global business community while our Automation & Services business line has opened a Spindle Repair Centre in Dalian, China to make specialised and faster aftersales services more easily accessible to our customers.

We maintain interconnectedness by speaking the language of our principals and customers and mutually listening to each other. By forming a common definition of 'value' and supporting them to reach it, we deliver precisely on their needs. A good example is how JCineCast worked closely with leading equipment rental company Scenefone to identify market gaps and develop a solution with Panther and Angenieux, our principals.

When building connections, we seek to bridge cultural differences and foster emotional bonding between people to build relationships based on trust and familiarity. We continuously engage young entrepreneurs with multi-cultural background into our business letting them manage their own projects as well as value their input of new perspectives. We also regularly engage in communication and fun staff activities nurturing an uplifting work culture.

By being open and engaging in effective communication, we are building trust and familiarity with our principals, our customers and our own people and developing into one cohesive team. We are turning these connections into strong bonds.

The summer is a good time to gain positive energy from long and sunny days. I wish you joy with your dear ones and look forward to further strengthen bonds with you in the second half of the year.



Maximilian von Stillfried  
Managing Director, Jepsen Industrial



02 A global perspective



03 Jepsen Industrial launches Spindle Repair Centre in China



03 East meets West

## A Global Perspective



*George Fu  
Business Leader  
Petrochemical & Fibre*

### Building on its firm foundation in Greater China, Jepsen Industrial's petrochemicals business is ready to go international

Rapid economic growth in Greater China and the rising position in international level are fuelling development of specialty chemical industry. Adopting a more globalised perspective in terms of its qualified solution offerings is the way forward for Jepsen Industrial's Specialty Ingredients & Solutions Business. George Fu, Business Leader of Petrochemical & Fibre, shares more.

#### How has China's chemical industry developed in recent years?

China's chemical industry has been developing rapidly in terms of product quality, variety and volume. We are also seeing many companies striving to attain international industry standards. At the moment, the industry seems to be focused on product quality standards as well as Health, Safety and Environment (HSE) management.

#### What opportunities does this offer Jepsen Industrial?

We are very positive about the outlook of the industry. We serve as a bridge to connect global principals with local customers. Given that Chinese chemical companies have recognised the importance of HSE management, we believe we are in a good position to partner them for sustainable business success and that there is much room for growth.

#### Do you foresee any challenges?

We will certainly be challenged along the way. One of them is price competition from local suppliers. This is why it is important for us to demonstrate our value proposition clearly. Our long-term partnerships with some of the world's leading manufacturers

give us access to solutions that are technologically superior. We also have a proven track record of success and more than 120 years of local industry experience. We understand the market and invest time and effort to understand each customer's business needs and challenges. From there, we are able to tailor a solution that is best suited for them. We strive to be more than a one-stop solution provider, but a trustable and reliable business partner to our customers.

#### What's in the future for Jepsen Industrial's petrochemical business?

As the world and the industry changes, we need to update our business model to stay relevant, stay ahead of the competition and keep pace. The Petrochem E-business platform is our first step forward. This online presence allows us to connect with local customers as well as oversea principals and develop our market on a global basis.

We are also developing partnerships with overseas principals in different format, for example, Joint Venture. It is quite an exciting prospect to synergise our excellent service experience and established network with technical solution from our principals. Moreover, despite of providing leading petrochemical products from principals overseas, we discover that technical solutions in Greater China are becoming mature. Therefore, we plan to deliver local petrochemical products worldwide. To share the success of the petrochemical industry of Greater China is a valuable opportunity to introduce Greater China to the world, I believe.

## Jebsen Industrial launches Spindle Repair Centre in China

### Equipped to offer specialised spindle repair service to Chinese engineering sector

Jebsen Industrial has announced the opening of its first Spindle Repair Centre in Dalian, China to enhance its services and solutions to the local engineering sector.

“With the Jebsen Industrial Spindle Repair Centre, we now have a more complete value chain offering. We view the after-sales business as a natural extension of our existing expertise in machinery sales, installation and commissioning as well as maintenance and retrofitting. It allows us to provide a total engineering solution to our customers and reinforces our position as the industry’s business partner of choice,” said Rachel Cheung, Business Line Manager of Automation & Services, Jebsen Industrial.

The Jebsen Industrial Spindle Repair Centre primarily serves the growing automotive, railway and aviation sectors. Core to its value proposition is the availability of turnkey solutions delivered locally, promptly and professionally.

“Spindle repair is a highly specialised field. In China, many companies would send their spindles to the original manufacturers for professional repair. Bringing in the technology and expertise to do this locally, we are creating significant time and cost savings for our customers,” said Ms



Cheung. The centre already serves numerous famous companies including ThyssenKrupp, Volkswagen and SKF.

The 1,700sqm facility benchmarks itself to German quality standards, promising reliable and quality-assured service. It is fully equipped with manufacturer-approved testing equipment with constant temperature and humidity conditions to ensure highest accuracy in spindle repair work. A local support team composing of numerous qualified engineers includes experts trained in Europe.

The Jebsen Industrial Spindle Repair Centre complements the company’s Automation & Services offerings, which are focused on key areas such as Power Generation Systems, Manufacturing Automation & Optimisation and Engineering Services.



## Jebsen Building Products selected for high strength pedestal system



**Jebsen Building Products has been appointed as the supplier of Buzon pedestal system to deliver over 3,500 sets of pedestals to the Ping An Financial Centre Shenzhen.**

Located in the midst of Shenzhen's new central business district, the 115-storey mixed-use skyscraper is currently the second tallest high-rise building in the country and the fourth tallest building in the world.

Designed by the internationally acclaimed architecture firm Kohn Pedersen Fox Associates, the building contains office, hotel and retail spaces. As its name suggests, it will become the headquarter of Ping An Insurance, China's second largest insurance company upon completion.

In the project, Buzon BC series will support the 800 square meters paved

area at the sky garden. It incorporates a patented slope-correcting device to ensure a flat and even floor finish, and interchangeable spaces to accommodate gaps between pavers for drainage and air ventilation.

From the aspect of sustainability, Buzon pedestals are made from 80% recycled material in polypropylene and they are 100% recyclable. This feature makes it a perfect choice for projects aiming to seek LEED certification.

Buzon pedestals have been installed successfully in many prestigious building projects in Greater China, including The China World Trade Centre Beijing, Taikoo Li Sanlitun Beijing, Raffles Square Shanghai, Taikoo Hui Guangzhou, and many others.

## Raising the filmmaking bar system

**Equipment rental company Scenefone introduces Panther solutions with equipment and training from JCineCast**

Recognising the need for more professional camera-support equipment in China, Scenefone, one of the country's largest film equipment rental companies, cooperated with technology partner Jebsen Industrial for a solution.

After consultation with JCineCast, a brand under Jebsen Industrial's Cinematic & Broadcasting Solutions Division, Scenefone decided to include Panther in its portfolio at the end of 2015. Its customers can now access the proven Galaxy crane system, the market-leading Classic Plus dolly, the U-Bangi slider as well as a comprehensive range of Panther accessories.

The partners hope that this will help raise filmmaking standards in China and help filmmakers be more professional and creative. At present, it is

common for film crews to build DIY camera rigs. Scenefone and JCineCast hope to change this by demonstrating the value of a professional dolly, crane or camera accessory.

To this end, JCineCast is providing expert training to equip Scenefone's team with in-depth product demonstration knowledge. It earlier organised a comprehensive two-day workshop for Scenefone led by Eric Suchetet, Service Manager from Panther in Germany.

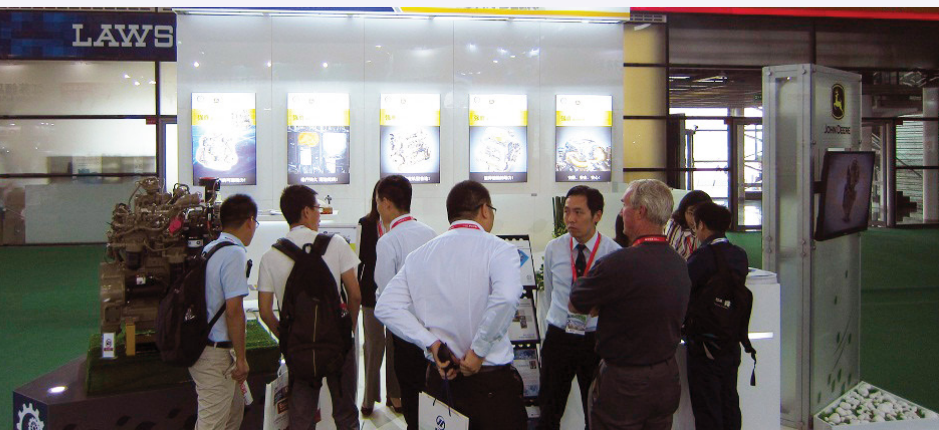
"The deal with Scenefone was the largest purchase of Panther equipment in China in 2015," said Philbert Chin, Business Line Leader of Cinematic and Broadcasting Solutions, Jebsen Industrial. "But what makes this so significant is that it signals that Scenefone is helping to change the way that filmmakers and TV producers in China approach their craft."



## Driving the future with technology

### Jebsen Industrial's Automation & Services presents 'Green, Intelligent and Smart' solutions to the industry

In 2016, Jebsen Industrial's Automation & Services division has shifted gears from supplying traditional machinery and equipment to focusing on technological solutions for the industry. The division has been actively participating in tradeshows to share its 'Green, Intelligent and Smart' solutions with the industry.



#### Power Generation Systems

Jebsen Industrial made its fifth consecutive appearance at G-Power 2016 (May 24-26, Shanghai) with principal John Deere. As one of the world's oldest and most respected companies in the industry, John Deere constantly invests in research and development to find innovative ways to lower engine emissions without compromising on reliability and performance. Its engine systems offer exceptional power, performance, fuel efficiency and low emissions, which make them ideal for China where more companies are seeking eco-friendlier power solutions.

#### Manufacturing Automation & Optimisation

In the plastics processing sector, the Automation & Services division sees tremendous market opportunities for automation technology and optimisation solutions. At Chinaplas 2016 (April 25-28, Shanghai), regarded as

the largest plastics and rubber tradeshow in Asia and the second most influential exhibition in the global industry, the division presented a host of innovative solutions.

Of particular interest to Chinaplas visitors was the debut of Collin Lab & Pilot Solutions, the German maker known around the world for its highly flexible extrusion downstream equipment for flat films and plates. Visitors were also drawn to Schwing Technologies, as Jebsen Industrial introduced them to the world's only manufacturer that offers all advanced thermal cleaning technologies for the removal of polymers and organic contaminations from metal tools and machine parts of any type and size.

To engage the converting industry, the Automation & Services division also participated in APFO Expo 2016 (April 26-28, Shanghai) and APFE 2016 (May 17-19, Shanghai) with principal Kroenert. The German brand is the international market leader in the design and manufacture of technologically advanced machines and lines for coating web-like materials such as paper, foil, and film, and their laminates.



#### Into the future

"Many of the industries we serve have attained a certain level of maturity. It is time to offer solutions and services that are in sync with the market needs of today and tomorrow and to add more value to our partners and customers. Our focus is now on 'Green, Intelligent and Smart' solutions," explained Ms Rachel Cheung, Business Line Leader, Automation & Services, Jebsen Industrial.

## Innovating with ingredients

### Jebsen Industrial's Specialty Ingredients & Solutions delights the food and beverage industry at a series of tradeshows

At Food Ingredients China 2016 (Mar 23-25, Shanghai), China's largest and most influential tradeshow in the area of food additives and ingredients with about 1,500 exhibiting companies, Jebsen Industrial outshone the competition. It attracted a record of 1,800 visitors with a showcase of premium solutions from its principals. A highlight was the debut of Weiwanjia, Jebsen Industrial's self-owned brand of premium food products developed exclusively at its Research & Development Centre in Shanghai.

Weiwanjia was also a crowd-pleaser at Hotelex 2016 (Mar 29-Apr 1, Shanghai). Jebsen Industrial presented the brand's signature yoghurt concentrate drink, corn juice powder and milk powder with protein, in addition to solutions from a host of

other principals, to a highly receptive audience.

The brand received a similarly warm reception at Bakery China 2016 (May 11-14, Shanghai) as the Jebsen Industrial team demonstrated the endless application opportunities of its products. Meanwhile, Jebsen Industrial showcase the natural and beauty solution in FIA & Hi Ni 2016 (June 21 – 23, Shanghai) with Abac, Oryza and Weishardt.

"In this highly competitive environment, food manufacturers are looking for new and creative ways to excite consumers. We are well equipped to help customers develop and prototype new food applications in our R&D Centre, so that customers are assured of the product's market feasibility. Tradeshows are the perfect platform to showcase this," said Elizabeth Leung, Business Line Leader of Specialty Ingredients & Solutions.



## The royal treatment

### Jebsen Industrial's Automation & Services, as a representative of Volvo Penta, presents an aftersales event in conjunction with Princess Yachts Greater China Ltd

For two days in June 2016, Jebsen Industrial's Automation & Services Business, represented Volvo Penta, known for their premium marine diesel engines to engaged boat dealers and captains with an informative aftersales event in Hong Kong organised by Princess Yachts Greater China Limited, the Asian distributor of British boat-builder Princess Yachts, which has been equipping their boats with Volvo Penta Diesel Engines.

On June 6, guests were invited to a Product and Engine Seminar at Aberdeen Marina Club. They were introduced to Jebsen Industrial's comprehensive aftersales services—from extended warranty coverage and first service inspection to general

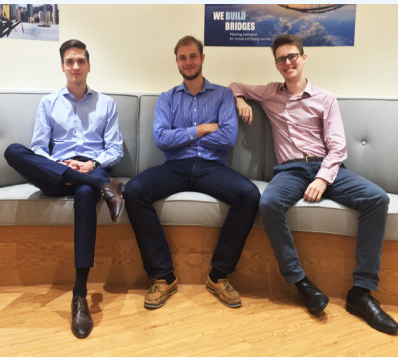
maintenance and technical support. Based on feedback received, guests were impressed by Jebsen Industrial's one-stop solutions and its commitment to adding value at every step.

The next day, guests were treated to an on-yacht training session at Tsing Yi. They boarded the award-winning Princess V48, which is fitted with the Volvo Penta IPS 600 (2 x 435) engine, for an enjoyable sea excursion. This opportunity enabled them to experience the power of the Volvo Penta IPS and learn about the Joystick+. Guests discovered how Joystick+ enables effortless docking and precise manoeuvring.

By showcasing Volvo Penta marine diesel engines and introducing Jebsen Industrial's aftersales services together, the experiential event successfully demonstrated how the partners are well equipped to support customers.



## East meets West



### Jebsen Industrial's cross-border employment opportunities bring young entrepreneurs worldwide to Greater China

As a business bridge between Asia and Europe, Jebsen Industrial (JI) does more than connect companies and markets—it connects people and cultures too. For that reason, it offers young candidates beyond its own shores a range of employment opportunities in the form of internships as well as project-based and temporary positions. This year, it is supporting four young men from Germany as they take their first step into the Asian corporate world.

#### Welcome to the family

Meet Alex Schultz (20), Michael Hinrichs (22), Christian Hausner (23) and Benedict Skelton (26)! Considering their diverse backgrounds and interest areas, JI has assigned them to different roles. The scale and scope of its business allows these short-term staff a more varied work experience. It also allows them to work within a diverse team and gain first-hand experience of local work culture.

Since the objective of such short-term assignments is to gain as much experience as possible, JI also believes in granting its people the autonomy to maximise their learning and optimise their potential. This means that they are entrusted with major projects, instead of typical support tasks.

Benedict, for example, is JI's e-commerce intern. He supports the conceptualising, producing and maintaining of Cinematic & Broadcasting Solution business' new online platform, [jcinecast.com](http://jcinecast.com), which is a great way for him to gain insights into JI and the business world as well.

For Michael, who is part of the Quality Management team, his defining project is JInnovate, an internal initiative to encourage employees to voice out,

evaluate and realise innovative new opportunities.

#### Broadening perspectives

In addition to equipping its people with relevant work experience and important skillsets, JI also hopes to enhance their worldview.

For Chris, this is taking the form of a year-long assignment as Assistant to Managing Director Maximilian von Stillfried. While conducting research and analysing data and reports for Mr von Stillfried, Chris is learning about business management and the dynamic market environment in Greater China. His role also extends to projects related to JI's strategic development and requires him to interact with business leaders on a daily basis.

Meanwhile, Alex, who is a Jebsen Group Trainee, is concluding his two-year management trainee programme with Jebsen Industrial. After rotations within the Jebsen Group, Alex is now learning about the B2B industrial sector. Through his time with JI, Alex is building a strong understanding of cutting-edge engineering technology solutions.

#### Exchanging cultures

In welcoming people from different countries, JI also seeks to facilitate cultural exchange among its people, especially in an increasingly globalised world. For those new to the Asian corporate world, it is an opportunity to understand the way of life in Greater China while the company benefits from a broader pool of perspectives, knowledge, skills and ideas—an enriching experience for everyone involved!

## Connecting in creative ways

### Jebsen Industrial continues to engage its people with a slew of fun and engaging initiatives



A happy workforce is a motivated workforce! For Jebsen Industrial, this means taking the time and effort to build connections and facilitate communication among its people. The company is approaching staff engagement in creative ways, from its unique Skip-level Management Chit-Chat Sessions to Happy Birthday and Happy Friday celebrations.

#### Let's chat!

In the first half of 2016, Skip-Level Chit-Chat Sessions were held in Hong Kong, Beijing and Shanghai. The initiative was introduced last year to create a casual setting for staff and management to bond. For each session, which is hosted by a senior management representative, participants are randomly selected from across the business units.

The objective is to encourage a free flow of conversation, which ranged from personal stories to professional experiences in Hong Kong to business training and performance incentives in Shanghai.

Skip-Level Chit-Chat Sessions are planned eight times a year across Jebsen Industrial's four major offices in Hong Kong, Shanghai, Beijing and Guangzhou.

#### Let's celebrate!

Quarterly birthday celebrations are a regular feature at Jebsen Industrial offices. The latest round of cake-cutting fun was held in Shanghai (Mar 18), Beijing (Mar 21) and Guangzhou (Apr 12) with colleagues gathering to give their best wishes to the birthday babies.

Fridays are also worth celebrating at Jebsen Industrial's Hong Kong office. To help its people wind down after a hectic week and ease into the weekend, the JI Happy Friday Game Competition was held on June 3. Occasionally, the office also has JI Ease Out Sessions on Fridays to give its people the opportunity to enjoy one another's company over snacks, drinks or a game of Wii in the staff lounge.

Through these initiatives and more, Jebsen Industrial hopes to deepen the bonds that its people feel for one another and for the company, and make it a great place to work!



#### About Jebsen Industrial

Recognised as industry pioneer and leader, Jebsen Industrial partners with B2B companies to build and grow sustainable business in and through Asia. As part of the Jebsen Group founded in 1895, it serves as trusted partner, advisor and consultant to both foreign and local partners and customers, delivering premium technology and solutions to the market for various industries such as Manufacturing Automation & Optimisation, Building & Construction, Cinematic & Broadcasting, Cleantech, Food, Nutrition & Health as well as Petrochemicals.

For more information, please visit [www.jebsenindustrial.com](http://www.jebsenindustrial.com) or email us at [industrial@jebsen.com](mailto:industrial@jebsen.com).