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IFEX 4 - Congress Final Programme



Programme Rundown of
IFEX 2005, Beijing
Marketing in China

Thursday 9 June 2005

[Report from](#)

The 4th IFEX Marketing conference 12 June 2005 Beijing on “Marketing in China”

By Dr W L Chan, General Secretary of IAEE (HK-China Branch).

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Following the success of the IFEX (The International Forum of Export & Marketing Executives in the Elevator Industry) programmes held in Hong Kong (1995) and in Shanghai (1997), the IFEX Trade Mission 2005, with a theme of ‘Making business in China and the East’, was successfully held in Beijing by the IAEE (HK-China Branch) concurrently with the ELEVCON 2005 which was organized by International Association of Elevator Engineers. The first IFEX Trade Mission was organized in an East Asian country by the IAEE (HK-China Branch) in 1995. The aim of this Mission was to enable participants from all over the world to share their commercial and technological knowledge as well as gain a better understanding of China’s elevator industry and its latest development. More importantly, it provided a golden opportunity for both Western and Chinese companies to develop common and lasting business channels.



On 9th June, 2005, in Beijing Hilton Hotel, there were around 45 delegates actively participated in the fourth IFEX forum (Figure 1). There were eight speakers who were invited to deliver high quality speeches related to the theme of the forum. The first speaker was Mr. T. X. Ren who is the chairman of the China Elevator Association (Figure 2). The title of the speech was “The Current Situation of China Mainland Elevator Market and Its Development Trends”. Mr. Ren introduced the great changes after China Mainland took the “Reform and Opening-up” policy, testified that China Mainland became the world largest elevator market and had a bright future. During the presentation, he also described the fierce competition of this market and its great impact on the China Mainland elevator industry, as well as the great variation of the production structure, the rapid quality upgrading process and the build-up of the international competition power. Mr. S. C. Leung was the second speaker representing the Housing Department of HKSAR Government and the title of his speech was “Lift Modernization Strategy for Public Housing in Hong Kong” (Figure 3). He reported that there were over 5,000 lifts under the management and maintenance of the Housing Department. Those lifts installed in the 1960’s and 1970’s were over 25 years old and considerations were given to the need for

their modernization. In formulating the lift modernization strategy, considerations were not only given to technical factors such as breakdown rates and reliability; levelling accuracy and ride comfort; uplifting of appearance; traffic performance; energy efficiency and safety provisions, but also the lift cycle of the buildings, so that residents can enjoy the improved lift service after lift modernization for the remaining half-life period of the building. The proposed lift modernization strategy was highly flexible through adopting a "Full Modernization" or "Value-oriented Modernization" strategy so as to optimize the cost-effectiveness in lift modernization. The third speaker was Mr. Y. He who was representing the Bureau of Safety Supervision of Special Equipment of General Administration of Quality Supervision, Inspection and Quarantine of the People's Republic of China (Figure 4). The title was "The Survey of Elevator Administration in China". Mr. He introduced the purpose and principia of China government about administration of special equipment such as elevator, the scope of government administration, the organization of administration, the laws system, the administration content and measure about special equipment. He also discussed the trend of China elevator administration in future. Mr. H. Z. Sun. was the fourth speaker and he was representing the AsCENsori Autoparcheggi (Pacific) Ltd. The title was "Discussion on the Development of China Elevator Market and Its New Technology" (Figure 5). He reported that Elevator industry in China was developed since 1980s and became the largest supplier and customer of the world. During the presentation, he discussed the four elements that determine the future development of China elevator market including market potentiality, market trends, international impact to China market and her standards development as well as her new technological development and application. At the end of his presentation, he also introduced the new hydraulic lift systems of his company. The last speaker of the morning session was Mr. Z. Y. Chen of the China Council for the Promotion of International Trade Machinery Sub-Council. The title was "Promotion of the Development of China Elevator Manufacturing Industry under the Expansion of International Economic and Technology Co-operation". He pointed out that the national economy has been developing rapidly after China Mainland adopted the "Reform and Opening-up" policy. This has brought large market space and prospect for the China elevator market. China joined in the World Trade Organization also facilitated the expansion of international economic and technology cooperation as well as stimulating the development of China's elevator manufacturing industry. Mr. Chen also introduced the status of associated industries of elevator manufacturing industry, the policy of external co-operation and the current status of elevator industry. The presentation also provided useful suggestions on trading services to those foreign investors who intended to further develop her elevator product in the China elevator market.



In the afternoon session, there were three speakers. The first speaker, Mr. Y. Zhou who was representing Chevalier Group and the title of his speech was "Prospect of Developing the Market of Barrier-free Elevators in China". Mr. Zhou introduced the concept and origin of barrier-free elevators as well as the main difference between barrier-free elevators and conventional elevators. Besides, the design requirements of hall door, car cage, auxiliary facilities and construction cost analysis for barrier-free elevators were also discussed. He suggested that barrier-free elevators will become popular and widely utilized in the coming future in China although the market development of barrier-free elevators in China Mainland was still in an initiatory stage. The second speaker was Mr. Q. K. Xue of the Wuxi Zhongxiu Elevator Automation Co., Ltd. The title of his speech was "Release of Trapped Passengers and Prevention of Associated Accidents". Mr. Xue reported that the construction of skyscrapers became more popular in China Mainland and elevators became the essential vehicles of people's life. The reliability of elevators was more concerned by the public. People considered the occurrence of elevator breakdown incidents and associated accidents caused by mishandling of incidents. He pointed out the prevention of potential accidents and minimization of elevator incidents became significant. He also highlighted the current status and technological environment of China elevator market for ensuring safe release of trapped passengers and preventing occurrence of associated accidents. At the end of the presentation, he introduced the remote lift monitoring developed by his company. The last speaker of the forum was Prof. B. Y. Zhang (Shenyang university of technology) who was representing Shenyang Brilliant Drive Technology Co. Ltd (Figure 6). The title was "The Current Development of Permanent Magnet Synchronous Motor in Gearless Elevator and Its Application Prospect in Elevator Market". Prof. Zhang presented the development of PMSM (permanent magnet synchronous motor) and the application of PMSM in gearless elevator. During the presentation, he also discussed the present level of development of gearless elevator and the potential market demand of PMSM.

Through the IFEX seminar programme, the business opportunities and market situation of the elevator industry in China were revealed and analyzed. The speakers and specialists from different professions and countries shared their expert knowledge and information and initiated many opportunities to develop commercial links. All the presented papers have been included in the proceedings of IFEX 2005 which is available from the IAEE for the purpose of enlightening colleagues and members as to the elevator market for China and the technology advancement.

ALL PARTICIPANTS OF ELEVCON HAVE THE FREEDOM TO AND ARE WELCOME TO ATTEND IFEX

09:00 – 10:30 **Session 7A : Opening** (Parallel with Session 7 – Elevcon)

Welcome speech

- Mr J Stier, IAEE Administrative Board Chairman
- Mr H S Kuok, Vice Chairman of IAEE (HK-China Branch)
- Mr T X Ren, President, China Elevator Association

Chairman: H. S. Kuok

The current situation of China mainland elevator market and its development trends

T X Ren, China Elevator Association

Lift procurement and modernization strategy for public housing in Hong Kong

S C Leung, Hong Kong Housing Authority

10:30 – 11:00 Break

11:00 – 13:00 **Session 8A** (Parallel with Session 8 – Elevcon)

Chairman: T. X. Ren

The survey of elevator administration in China

Y He, Bureau of Safety Supervision of Special Equipment of General Administration of Quality Supervision, Inspection and Quarantine of the People's Republic of China

Discussion on the development of China elevator market and its new technology

H Z Sun, AsCENsori Autoparcheggi (Pacific) Limited

Prospect of Developing the Market of "Barrier-free Elevators" in China

Y Zhou / J H Zhang, Chevalier Group

13:00 – 14:30 Lunch break

14:30 – 16:00 Session 9A

(Parallel with Session 9 – Elevcon)

Chairman: W. L. Chan

Promotion of the development of China elevator manufacturing industry under the expansion of international economic and technology co-operation

Z Y Chen, China Council for the Promotion of International Trade Machinery Sub-council

Release of trapped passengers and prevention of associated accidents

Q K Xue, Wuxi Zhongxiu Elevator Automation Co., Ltd.

The current development of permanent magnet synchronous motor in gearless elevator and its application prospect in elevator market

G R Zu / B Y Zhang, Shenyang Brilliant Drive Technology Co., Ltd.

Closing Remarks

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