



Shanghai Fujitec's New Escalator Plant



On the morning of May 30, more than 360 international guests gathered in a red-draped venue for the grand-opening ceremony and product show of Shanghai Huasheng Fujitec Escalator Co., Ltd. A pair of colorful, dancing robotic lions in front of the entrance hall visually captured the celebration spirit for everyone who stepped through the gate of Shanghai Fujitec City where Shanghai Fujitec Escalator, Fujitec Shanghai Technologies Co., Ltd. and Fujitec Elevator Component Co., Ltd. lie adjacent to each other. When the red veil was removed, two super-high-rise escalators appeared as if from clouds in the sky, transporting red-clad fairies (musicians) down to the platform for a Chinese instrumental performance. The lighting and sound effects were impressive.

In response to the dynamic market growth in both China and the rest of the world, Shanghai Huasheng Fujitec Escalator built its new escalator plant in the eastern development zone in Songjiang, Shanghai. It covers a land area of 43,163 square meters. The

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by Peng Jie,
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Ren Tianxiao



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newly built escalator factory together with the control-panel workshop has a total floor area of 17,280 square meters, leaving sufficient room for its second- and third-phase expansion. Its present capacity is 2,600 units of high-performance escalators and moving-walks, including the new GS8000 series. Manufacturing began in December 2006, and now the new Fujitec escalator plant is a part of a base of 10 such Fujitec escalator-manufacturing facilities worldwide.

The venue boasted one of the largest single-span structures of its kind in the escalator industry with its elevated glass headroom designed to house the super-high-rise escalator installations that can reach a maximum of 24 meters of vertical rise. It is also one of the few in the world equipped with in-floor rail tracks, on which the truss can be moved from one work process to the next. A Shanxi drum prelude announced the beginning of the ceremony, while guests and visitors took their seats. Included were Ren Tianxiao, Zhao Boya, Wang Wende, Takakazu Uchiyama, Chairman Otani, Zhang Peirong and Wu Jianming.

Tianxiao, president of the China Elevator Association, extended congratulations on the grand opening of Huasheng Fujitec Escalator's new factory in Shanghai. He noted:

The rapid and sustainable growth of China's economic construction makes the mainland of China [one of] the largest elevator markets in the world. In 2006, China [saw] a demand of 168,000 elevators and escalators –

nearly half of the world's total. Meanwhile, China has developed [one of] the strongest manufacturing capacities in the world. It has not only met the enormous demand from home market, but also exported 220,000 elevators and escalators to 107 countries and areas around the world – 10 times more than the imported units in the past. I believe the grand opening and display of the new Fujitec products here and now will contribute to a promising prospect for Fujitec in the future!

On behalf of the Chinese shareholder Boya, president and CEO of Chinatex, welcomed Sun Jianping, director of the Songjiang Industrial Zone, the other VIPs and all participants, congratulating Fujitec on its grand opening and product show. Speaking of the continued business growth in the past decade, he expressed appreciation for the 10-year-long success of the joint-venture company (JVC) between Chinatex and Fujitec. Boya added:

Below (l-r):
• Fujitec's new escalator plant.
• Fujitec officers

Right:
• (l-r) Takakazu Uchiyama and Zhao Boya



Since 1996, the JVC's annual output has kept growing – up [to] 5,000 elevators to date, while Fujitec elevators and escalators have been ranked among the top-class products of the industry today. Since 2002, Fujitec has been in an effort to gear up for [a] greater production capacity of escalators, having moved up into the 1,000 club in only five years. The brand of Fujitec has been drawing extensive attention from the market for its reliable quality and up-to-date innovative technology.

Fujitec Escalator won the 2005-2006 outstanding marketing award by **Economic Observer** newspaper, and the JVC has been awarded many landmark projects [at] home and abroad, such as the main stadium of [the] 2006 Germany World Cup, the subway stations in Nanjing and Beijing, etc. The super-high-rise heavy-duty escalators tailored for metro systems and the new GS8000 series to be displayed today will add a new competitive edge to Fujitec's capacity in both Chinese and global markets. I sincerely hope Fujitec Escalator will have a rapid and healthy development, setting the pace in the elevator industry while generating desirable profit for investors of both parties.

Takakazu Uchiyama



Representing the 28 Fujitec group companies, Uchiyama, president and CEO of Fujitec Co., Ltd., gave thanks to present and addressed Fujitec's progress, milestones and strategy:

The construction of the new factory started in November 2005, and November 2006 saw the completion of the buildings. After the relocation of the

China headquarters and the escalator plant into Shanghai Fujitec City, production has been on track since December 2006, which well facilitates today's grand opening and unveiling ceremony of the new GS8000 escalator. In terms of the market, China witnessed an annual demand for 148,000 new lift and 20,000 escalator installations in 2006 alone as a result of the continued construction boom in many cities across the country, almost taking an extraordinary 50% portion of the world's total, and the market momentum will continue for some years to come.

To be exact, the Chinese market is the most important one in the world today; any elevator enterprise that takes control of this market will virtually take control of the world market. . . In response to the market demand, we established Huasheng Fujitec Elevator Co., Ltd. in Langfang as a JVC with Chinatex in 1995, followed by Shanghai Huasheng Fujitec Escalator Co., Ltd. in 2001. In 2003, we founded Fujitec Shanghai Technologies Co., Ltd. right here in the Shanghai Fujitec City as our

research and development base. Further on in 2006, we set up Fujitec Shanghai Sourcing Center Co., Ltd., which is responsible for the procurement and logistics of Fujitec products and materials in Asia, [including] China. With the four Fujitec companies now in operation in China, we will develop and manufacture Fujitec-branded products in which quality and excellent performance are maximized for customer loyalty in China through firm and consistent efforts by all our employees. 'The pupil will outshine his master,' [and] I firmly believe [that] the Fujitec born in Japan will make greater development here in China, and [that] our Chinese base will soon become one of the flagship bases of the Fujitec group toward future global growth.

Zhang Peirong



In his speech, Peirong, vice director of Songjiang District, expressed the great care the local government has for the companies that have bases in the new industrial zone. This support, he said, brings a sense of confidence for Fujitec City's future.

The robotic lions were then "called forth" for a ceremony believed to bring inspiration and vitality. No sooner had the four top officers (Wende, Boya, Uchiyama and Otani) brushed the eyes of the two southern-China lion replicates than both began dancing and jumping, with a pair of red scrolls spilling out of their mouths on which a couplet was written: "Escalator World Factory, Shanghai Fujitec City." Participants showed their appreciation and surprise with immediate applause.

Continued

Right:

- A message of inspiration and vitality

Below:

- The robotic lions are brought to life.





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As Jianming, secretary of Songjiang Industrial Zone, and Huang Xiulin, director of the Foreign Trade Committee of Songjiang District, removed the red veil, showcasing a wonderful landscape backdrop of distant mountains amid light clouds framing two 20-meter-high heavy-duty escalators, the steps and handrails seeming to drop from the sky to set up a vertical passage to connect earth and heaven. It was a harmonious scene of nature and man, the wisdom of God and the people. The scene was so appealing to visitors that some moved forward for a closer view, while others fixed their eyes on the tops of the escalators.

Tianxiao, Uchiyama, Boya and Peirong participated in the ribbon-cutting ceremony, flanked by a row of flowers in front of the entrances of the two heavy-duty escalators. The moment the red ribbon was cut, the escalators started running. Fireworks were ignited, adding joyous light to the celebration. On the moving steps again stood musicians in red dresses, musical instruments in hand, as if fairies coming down for a traditional Chinese musical performance while the gigantic red veil opened completely, displaying a bright and spacious workshop with people hard at work on the assembly line.

Some guests and visitors opted for a factory tour, while others were attracted to the product show. On a rotating platform, the new GS8000 series presented an elegant

Below:

• The dramatic and meaningful grand-opening ceremony





appearance and architecturally friendly interface. The new series features improved riding comfort by means of a special step roller, greater rider and fieldworker friendliness, a raised balustrade for safety, an illuminated direction indicator for passengers, a fault indicator for servicemen, built-in sensors for automatic start and stop for energy conservation, and stylish skirt-guard lighting. Fujitec will soon install 61 of the escalators in 10 Line 2 stations with the Nanjing subway, and the 20-meter-high prototype has been awarded a product permit (as shown at the product display). The super-high-rise escalator, running at a maximum speed of 0.65 mps for 20 hours a day, 365 days a year, can work continuously with 100% full load on it for up to three hours. Its main components have been designed for a work life of 40 years.

The truss assembly is divided into five manufacturing processes from positioning the central lines and welding on the guide rails through the mechanics and electric-wiring adjustments. Each process is handled by a team of workers that stays in place while the truss moves up a track. Finally, the truss will stand in working position for real-load testing and quality inspection. At the following lunch party, sales representatives of Fujitec from other continents were invited to fill champagne into glasses arranged in a pyramid (implying prosperity in business) followed by musical and theatrical performances. Sam Tasaka, general manager of Shanghai Fujitec Escalator, gave the welcome at the lunch party.

The event was well organized and provided one tour group with an English-speaking narrator. The design of the display platform featured a smart combination of the celebration activities and product display. Every building was a work of art. Shanghai Huasheng Fujitec Escalator's grand opening definitely appealed to the artistic and practical. 🌐



Above (clockwise from left):

- The truss (not the workers) moves
- Some opted for a factory tour
- Representation of Fujitec's worldwide ventures



