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GRUNDFOS HEADQUARTER



R&D in China – Grundfos' Experiences



Søren Ishøy

- 30 years old
- Live in Suzhou China (5 years)
- Got my Master Degree in International Technology Management from Aalborg University in 2002, PMP in 2005 and PI certificate in 2007
- Working experience:
- 2001 join Grundfos as a Student, internship at GMX and Master Thesis in SCM
- 2002 to 2004 Rotation employee
 - SCM, supply chain mapping
 - IEM Industry/Marketing
 - CFM in GPC
 - Feasibility study for R&T and TC
 - Key account information maintenance
- 2004 to 2006 Building up a CSU in GPC
- 2006 to 2008 Department Head R&T China





Grundfos R&D China

- Grundfos in brief
- Motivation behind R&D in China
- Growth expectations
- Development stages
- Possibilities & Challenges – recruitment and retention
- Grundfos' global R&D network



- Grundfos

...is one of the world's leading pump manufacturers.

It is our mission – the basis for our existence – to successfully develop, produce and sell high-quality pumps and pumping systems worldwide, contributing to a better quality of life and healthy environment

A wide range



NB 150-200 end suction pump
Max. head: 13 m
Max. flow: 440 m³/hour



TP 300 in-line pump
Max. head: 60 m
Max. flow: 1,700 m³/hour



DME 940 Digital Dosing pump
Max. head: 40 m
Max. flow: 940 l/hour



CR 64 multistage in-line pump
Max. head: 230 m
Max. flow: 90 m³/hour

SP 60 submersible pump
Max. head: 440 m
Max. flow: 78 m³/hour

S3 130 6M sewage pump
Max. head: 28 m
Max. flow: 730 l/second



MAGNA Series 2000 65-120
Max. head: 12m
Max. flow: 37 m³/h



Application areas

❄️ Cooling & air-conditioning 🌳 Boosting & liquid transfer 🏭 Industry

Max. flow: 4,000 m³/hour
Max. head: 235 m
Motor size: From 0.025-600 kW



Max. flow: 720 m³/hour
Max. head: 720 m
Motor size: From 0.35-315 kW



Max. flow: 4,000 m³/hour
Max. head: 235 m
Motor size: From 0.35-600 kW



🔥 Heating & hot water

Max. flow: 4,000 m³/hour
Max. head: 235 m
Motor size: From 0.025-600 kW



🌊 Water supply

Max. flow: 2,000 m³/hour
Max. head: 670 m
Motor size: From 2.8-315 kW



🚰 Wastewater

Max. flow: 3,500 l/second
Max. head: 110 m
Motor size: From 2.8-600 kW

Global presence



Grundfos in China

Grundfos Business Development
Denmark



- Sales in Shanghai
- Production in Suzhou
- R&D in Suzhou



- Why place Grundfos R&D in Suzhou???



Grundfos R&D China - Motivation

Motivation for the globalisation of R&D

1. Access to resources
2. Proximity to production, customers, competitors, knowledge centres and lead users
3. Market understanding via proximity to growth markets and quick reaction times
4. Support to project sales and extension of the value chain with service
5. Financial advantages

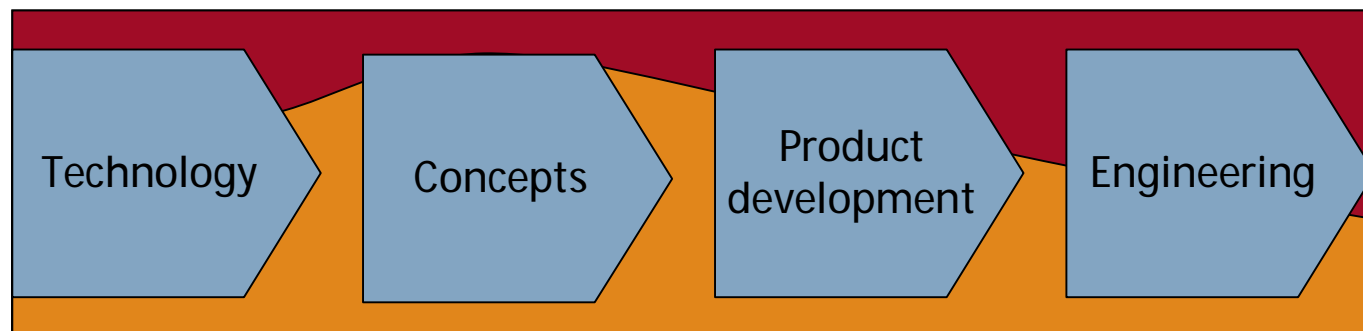
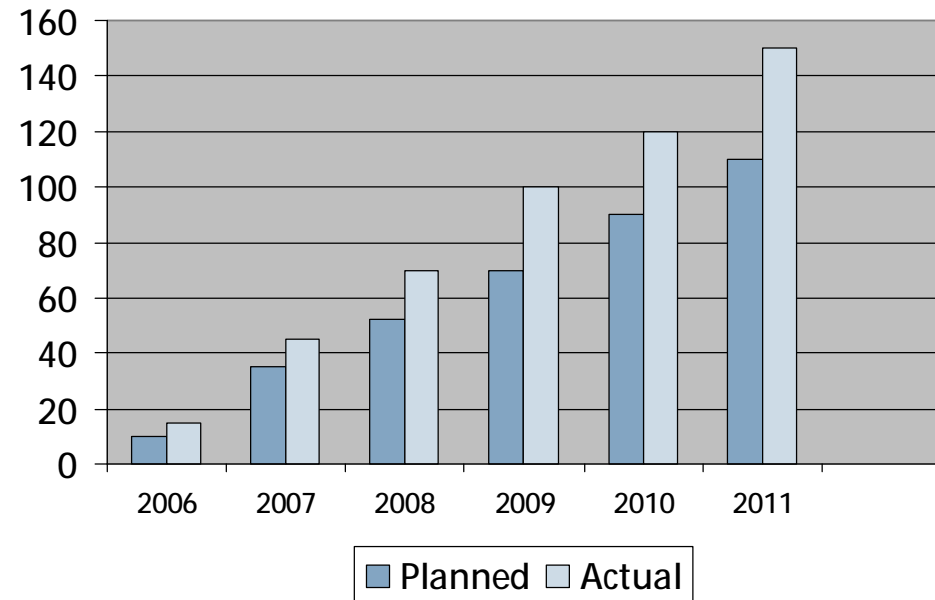
Getting global R&D – China

R&D China's role

Headcount development

Competence focus

Learning & Challenges



How to retain and attract the right good candidates

- China have around 5 million graduates each year
- Recruitment channels include:
 - Internet (local and countrywide)
 - Campus recruitment
 - Talent program and scholarships
 - Internal recruitment (appreciation given)
 - Head hunter company (especially senior staff and technology extensive jobs)
- Recruitment process in very important:
 - Candidates go through a tougher recruitment process in China than DK

How to retain and attract the right good candidates

-Why does the candidate chose Grundfos R&D China?

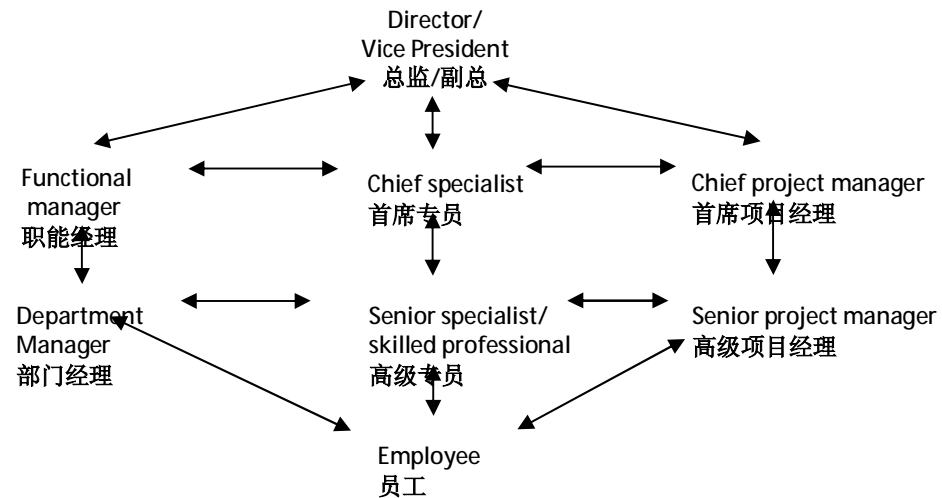
- Interesting working tasks – real R&D within their fields



How to retain and attract the right good candidates

-Why does the candidate chose Grundfos R&D China?

- Training and development possibilities



How to retain and attract the right good candidates

-Why does the candidate chose Grundfos R&D China?

- Young and dynamic team – an “Extended Family”



- Team Building
- Annual Dinner
- Family Day
- Benefit team



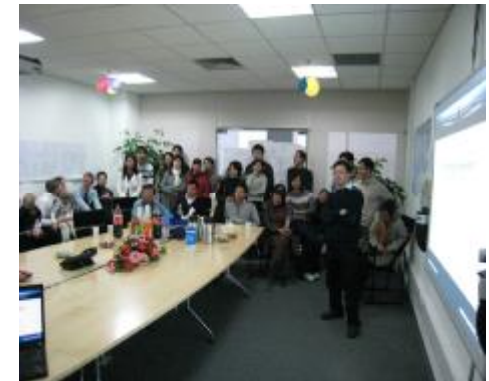
How to retain and attract the right good candidates

-Why does the candidate chose Grundfos R&D China?



- Scandinavian company

➤ Working Environment



How to retain and attract the right good candidates

-Why does the candidate chose Grundfos R&D China?

- Work/life balance



How to retain and attract the right good candidates

-Why does the candidate chose Grundfos R&D China?

- Company values – “based by value not by rules”

- Sustainability
- Focusing on people
- Responsibility
- Global thinking
- Openness and reliability
- Leadership
- Partnership
- Independence



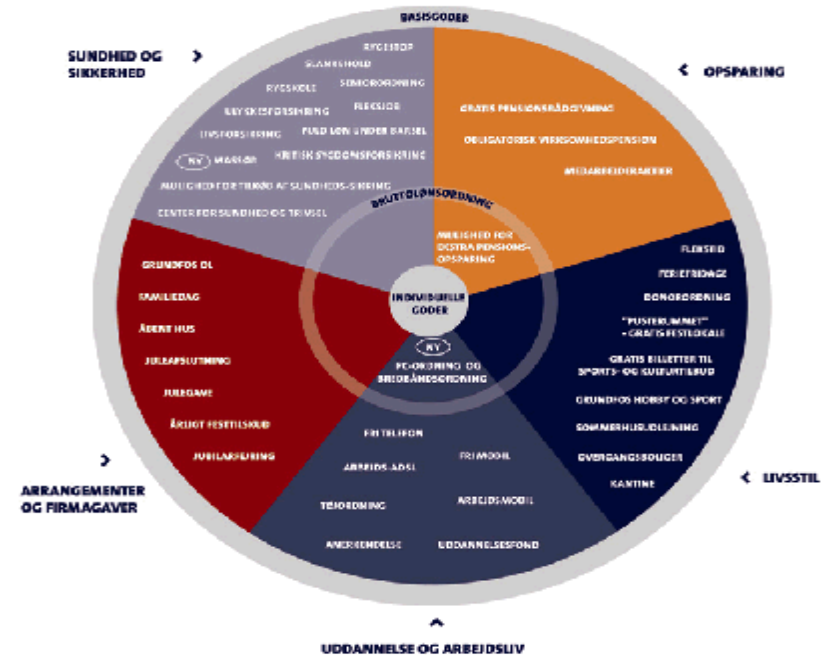
How to retain and attract the right good candidates

-Why does the candidate chose Grundfos R&D China?

- Good benefit package

What our benefits include:

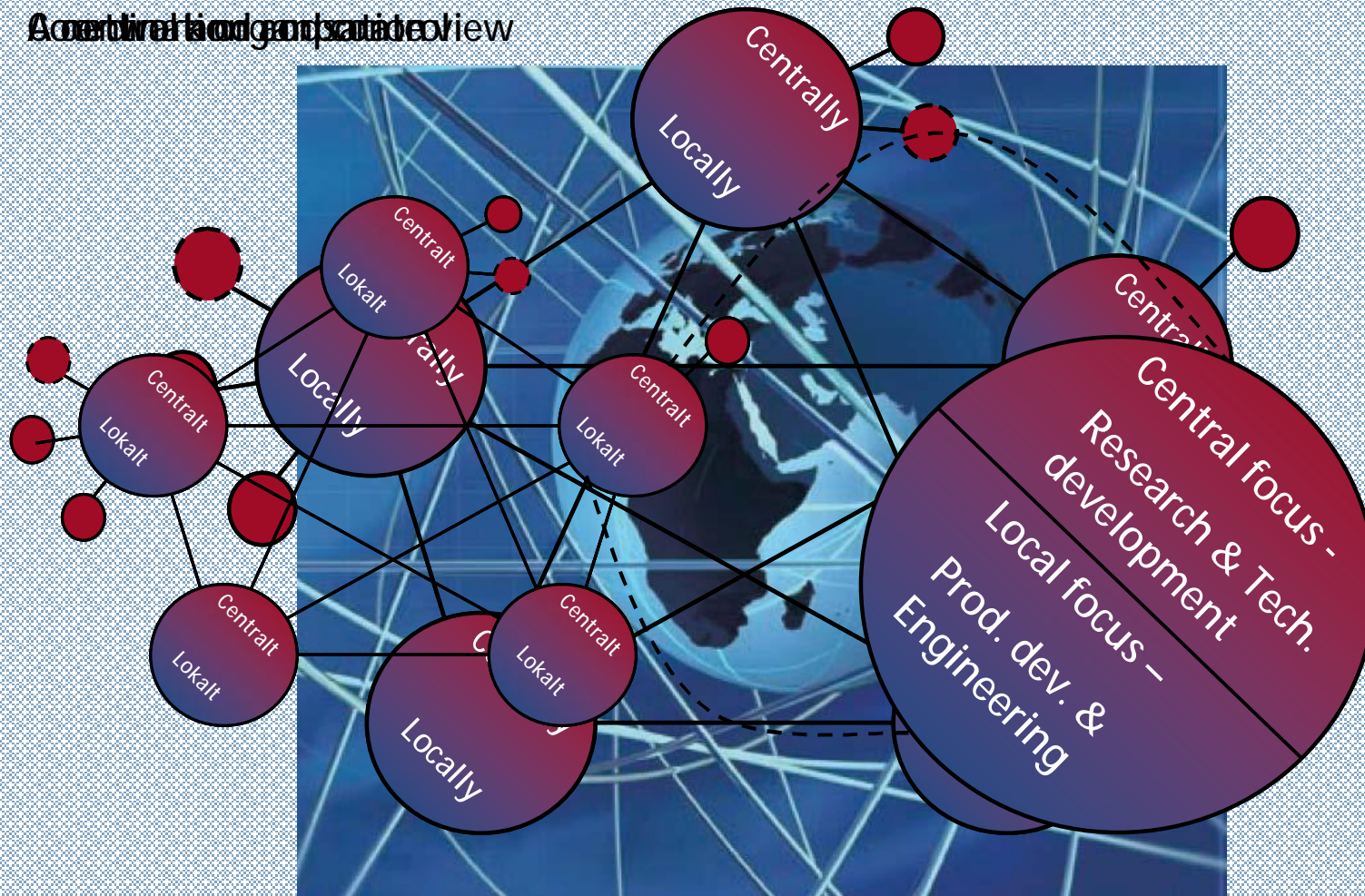
- Base salary
- Performance bonus
- Holidays
- Transportation and lunch allowance
- Pension
- Flexible working hours
- Phone allowance



Future – R&D network organisation



Academic knowledge based view



Global R&D network organisation - Challenges and Opportunities

- Communication
 - Time difference (also an opportunity)
 - Language
 - Culture “a yes is not always a yes and a no not always a no”
- Different expectations for roles
 - How to act in projects
 - Things are not always seen the same way
- Coordination
 - Working in a super matrix vs. very traditional pyramid functions
 - Open up for development opportunities for Danish staff who wants to work with globalization



How do you look at the world ?



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THANKS FOR YOUR ATTENTION

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BE > THINK > INNOVATE >

GRUNDFOS 