

# 中国机电工业

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## 一重是重大装备领域的“富士康”？

当一个个“高端大气上档次”的行业排头兵企业，也接二连三陷入亏损的困境，我们或许可以从“带头大哥”的身上找到一些答案。

红牛母公司+美最大军火商=即将爆发的万亿新产业？

浙江欲投5000亿“机器换人”：谁的机会？

新环境下的创新：  
2013“装备中国创新企业年会”



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他从世界水刀发源地美国西雅图归来，决心带着他的“软刀子”回国一展拳脚。他志在颠覆行业内的传统思维方式，究竟他会给行业带来怎样的变革？

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### 当心，隐身在丰田背后的 汽车零部件巨头来了！

2012年以前，外界极少知晓这家企业，即便其当年的销售收入已经超过130亿美元。如今，全新的商业计划正让这个素来不显山不露水、长时间低调潜行的大块头缓缓浮出水面，它将会驶向何方？又意欲何为？

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埃洛普在2010年9月正式加入诺基亚任CEO，短短三年时间，就把昔日手机行业的巨头诺基亚送上了不归路……



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## 80 | SPECIAL REPORT 特别关注

### 新环境下的创新： 2013“装备中国创新企业年会”

2013年11月28日，中国机械工业联合会会刊——《中国机电工业》杂志主办的“2013装备中国创新企业年会暨装备中国创新先锋榜颁奖盛典”在北京举行。在激昂的音乐声中，60余位获奖企业代表从颁奖嘉宾手中接过奖牌，共同分享了这一荣耀。

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随着技术变化的提速和新技术应用的攀升，十个趋势成为 21 世纪的商业“赌注”。

#### 管理与实务

72 | 与虎谋皮：警惕合资中的企业生态链陷阱

近几年不断出现的“掠夺大戏”给那些一直迷信“外资神话”的中国企业好好上了一课，津滨威立雅即为一例。

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## COVER STORY



## CFHI, the “Foxconn” in Major Equipment Manufacturing Industry?

What? Is it too outrageous to compare China First Heavy Industries to Foxconn? What’s CFHI? It’s one of the key state-owned enterprises that concern the lifelines of national security and domestic economy. It’s known as the “national treasure” in the industry which provides major technical equipments for steel, electricity, petrochemical engineering and national defense industries, while Foxconn is the biggest global contract manufacturer producing computers, communication products and consumer electronics. What similarities do these two companies share?

In fact, we compare CFHI with Foxconn so that we can discuss some common problems in business. In our opinion, the dilemma Foxconn has been facing these years, to some extent, has something in common with the dilemma CFHI is facing right now. This leads to a more universal question: How can China’s manufacturing companies that are experiencing transformation and upgrading rush out of chaos and achieve breakthroughs?

FOCUS

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## The Parent Company of Red Bull + the Biggest US Arms Dealer = a New Trillion-level Industry about to Emerge?

Once the commercialization of ocean thermal energy conversion goes on the right way, the electricity output will be twice of all the generated electricity on the globe. “We will create an industry with a scale of trillions of dollars,” affirmatively said Liu Shaohua, vice president of Reignwood Group.



## 2013 Equipment China Annual Meeting for Innovative Companies Held in Beijing

Held by China's Machinery&Electric Magazine, the 2013 Equipment China Annual Meeting for Innovative Companies was held in Beijing on Nov. 28th. 62 companies like Liugong Machinery and Weichai Power were elected on the award list. In the meantime, Equipment China Club for Innovative Companies, a platform for industry members to both learn and exchange new ideas, was officially initiated.

At the 2013 Equipment China Annual Meeting for Innovative Companies themed "Innovation in a New Environment", Zhao Xiaogang, then chairman of China South Locomotive, Zhong Mo, CEO of Shandong Changlin Machinery Group, Cao Kejian, Chairman of Kaishan Company, and Zhou Chunsheng, academic director of the EMBA program in Cheung Kong Graduate School of Business delivered keynote speeches.

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REPORT

### World Founder of Water Jet cutter back for a Business Start-up Aiming to Revolutionize the Traditional Machinery Tool Industry?

He came back from Seattle, the origin of water jet cutter, and decided to make a fortune out of it. He's determined to change the conventional way of thinking. What on earth will he bring about to reform the industry?

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REGION

### Zhejiang Ready to Invest 500 Billion to Replace its Work Force with Robots: Whose Chance is it?

What does this grand plan launched with real money by government and companies mean to Zhejiang and the whole manufacturing industry of China? It's not an easy question to answer. However, we may as well have a glimpse of the place where the replacement of work force with robots happens following an automated cigar lighter production line; the answers may be found there.

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