



China

Leading the Telecom Revolution

“Solidarity, Vitality and Customer Satisfaction.”

Shanghai Bell corporate motto

Over the past twenty years China has reformed and developed into one of the fastest growing economies in the world. The transformation is clearly visible in the telecommunications industry. The rapid development and investment in digital networking, ISDN, frame relay and GSM technology has narrowed the gap with the rest of the world and China's telecoms infrastructure is fast becoming one of the most sophisticated on the planet.

One of the pioneers of this process is Shanghai Bell Company Ltd, founded in 1984 as a Sino-Belgian joint venture. The company employs more than 2600 people. Voted regularly in the top ten of the country's "National Joint

Ventures", the key to Shanghai Bell's success has been shrewd and careful development of technical partnerships and joint venture projects. These include businesses in the Philippines, Vietnam, Iran, Russia, Norway, Australia, Germany and Hong Kong. The company sees exports as a vital part of its operations, manufacturing individual products for overseas markets as well as bidding on turnkey projects. As a result of consistent high standards, Shanghai Bell was awarded ISO9001 quality certificate in 1995 and predicts that 20% of its sales revenue will come from export markets by the end of this year.

The backbone of Shanghai Bell's product range is the S12 series switching systems, which can link to analogue and ISDN customers for local and long distance exchanges. S12 has been installed in over 3000 exchanges and 40 million lines throughout China, and exported to many other countries, representing some 35% of the domestic market. In addition to manufacturing digital switching systems, the company is also involved in the fields of wireless and data communication, working closely with Beijing

中国的电信基础设施正迅速成为世界上最尖端的技术。这一进程中的先驱之一就是上海贝尔有限公司。该公司于1984年由中国和比利时合资建立。它有2600多名员工。与GenRad进行密切的合作是为了保持其位于上海浦东金桥出口加工区最大制造中心的高质量水平。





Post and Telecommunication University to develop China's first generation ATM, among other successes. In accordance with the company's policy of significant reinvestment in research and development (currently 6-9% of sales revenue), extensive work is being done in the areas of GSM, ADSL and the company is engaged in the development of a new generation of CDMA wireless switching systems, primarily aimed at the mobile phone market.

Shanghai Bell has made great efforts in the localisation of its products. With annual output of 6 million lines of the S12 J family, its largest manufacturing centre, located in the Jinqiao Export Processing Zone in Pudong, was put into operation in 1995. The production base is extensive, including an assembly and testing workshop equipped with SMT lines, wave soldering and test facilities. The centre also includes a Piece Parts workshop, concerned with the manufacture of PCBs and large quantities of metal and plastic parts for the S12 system and uses CNC laser cutters, welding robots and its own water and waste processing systems. Through the localisation work, Shanghai Bell has introduced and merged advanced technologies from abroad as well as introducing new management models and information systems, all controlled under the ISO9001 quality system.

A typical example of this success is the unit producing the S1240 Programming Control Switching System. They have seven SMT lines, including DEK printers and FUJI assembly machines. With production volume currently at 6 million lines (around 45% of the China market for such systems), accurate and timely testing is crucial. The unit uses four GenRad in-circuit test

stations (the GR2286, GR2283 and GR2284) with plans to integrate further units in the near future. Shanghai Bell chose the ICTs to gain maximum fault coverage, high throughput, reliability and accuracy over previous MDA-based testing. In the words of Zhu Jian "As you know, we are always improving things and this can create frequent variations during manufacturing. GenRad's system gives us a lot of manufacturing information which helps us. In the first phase of development we cooperated closely with GenRad." The unit manufactures over 100 board variations. Fast development of software and fixtures, as well as fast response are important benefits in the use of a well-integrated system such as the GR228X series.

Having recently celebrated its 15th anniversary, Shanghai Bell is looking forward to the future with confidence and says it will stick to its motto of "Solidarity, Vitality and Customer Satisfaction". Gunther Strobel, General Manager, recently said "The industry is one of the key factors in our country's rapid economic growth. And is also one of the country's key infrastructure activities, like roads, railways and air routes. We have to go to different areas we've already been active in, such as switching and access products, to gain new market share with new products."

In an effort to provide even higher levels of service, the company has not only set up service centres overseas, but also vended technical training services to foreign customers. With modern information technology and the satisfying service of the new age, Shanghai will enter the new information millennium hand in hand with customers and partners worldwide.

