

## PRESS-RELEASE

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AUTOMATION Dr. Nix GmbH & Co. KG.  
D-50739 Cologne, Robert-Perthel-Str. 2 www.q-nix.de  
Interview with Mr Cheng Jiong, SADT, China

### **IPE 0808 / free HS 13.08.08**

**Interview** with *Mr Cheng Jiong, General Manager of SADT and Chinese trading partner of Automation Dr. Nix GmbH & Co. KG.*

The German economy still holds the title of worlds export champion in 2008, despite the efforts of CHINA, according to a recent poll by DIHK (German Chamber of Commerce). The poll among experts of the foreign chambers of commerce in 80 countries world wide shows that Germany exceeds even the export record of one billion Euros.

In light of the difficult state of global economy, the following interview with a Chinese entrepreneur gives some answers to questions about the competitiveness and the chances of a German mid-sized company and explains how, through innovation, quality and customer service, manufacturing products in Germany exclusively can make you the **No 1 in CHINA**.

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### **Automation Dr. Nix. – German pioneer of coating thickness measuring technology becomes market leader in CHINA.**

The mid-sized family enterprise AUTOMATION Dr. Nix, Cologne has become the No 1 manufacturer of coating thickness measuring gauges and systems in China. *Exclusive interview with Mr Cheng Jiong, General Manager of SADT and Chinese trading partner of Automation Dr. Nix GmbH & Co. KG.*

#### **Topic: The early presence of AUTOMATION Dr. Nix in China**

*Question:*

*Mr Cheng Jiong, AUTOMATION Dr. Nix has been one of the first German manufacturers of coating thickness measuring devices to successfully distribute its products in China for many years. The close contact to the Chinese market and the distribution partnership with SADT has been established over 10 years ago by Dr. Nix, father of our current General Manager Stephan Nix. Of course we would be delighted to learn more about SADT (short for "SinoAge Development Trade") the early years of this cooperation with the German company AUTOMATION Dr. Nix and about the reasons making this cooperation such a successful one in China.*

Cheng Jiong:

This is easy to explain. SADT has been established 15 years ago, in 1993. Back then, we already focused on quality control and products of the measuring industry. German quality products fitted right into this concept and so we began expand our product line to include QNix® coating thickness measuring devices from AUTOMATION Dr. Nix in 1995.

In the following year, Dr Nix visited us in Beijing. This marked the beginning of a successful partnership between SADT and AUTOMATION Dr. Nix.

#### **Topic: Market development in China.**

*Question:*

Belegexemplare erbeten an:  
Christoph Weise, Dr. Helmut-Junghans-Str. 35, D-78713 Schramberg

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*The Chinese company SADT has an extensive distribution and service network in the most important economical regions of China.*

*How do you see the development of the coating thickness measurement market in China? Is German technology especially sought-after?*

Cheng Jiong:

The Chinese economy has been developing strongly in the last years. Thus, industries such as ship yards, the automobile industry or in the area of corrosion protection now have an increased demand for precise coating thickness measuring devices. QNix® gauges made in Germany have a very good reputation and are ideally suited for this kind of work.

It is because they meet individual market demands especially well and in a most flexible way, that they are indeed increasingly sought-after.

**Topic: Awareness of the QNix® brand**

*Question:*

*The exceptional success of AUTOMATION Dr. Nix in China is certainly based on its long lasting presence on the Chinese market. On the other hand, consultation and service play a key role as well.*

*Can you tell us a little more about the high profile and the image that QNix® devices have on the Chinese market?*

*And what part does customer service play in this successful development?*

Cheng Jiong:

During the more than 10 years of marketing, QNix® became the best known brand of coating thickness gauges in China.

More and more users rely on it and - regardless of the quality aspect – the customer oriented service provided by SADT is another key factor of this success. We all know how important a good after-sales-service is to a customer. That way an important aspect of the positive product image is being contributed in China.

**Topic: AUTMATION Dr. Nix, the No 1 in China**

*Question:*

*Mr. Cheng Jiong, you said that QNix® gauges for coating thickness measurement have become the No 1 on the Chinese market. What is the secret of this exceptional success?*

*Can you tell us something about the market share?*

Cheng Jiong:

First of all, we are very proud of this top position here in China. As you know, at SADT we do not follow a strategy of selling directly to the end user. We want our products for all the different areas of application to be present in as many industrial regions as possible and we want to win a specific type of retailer over to us. Currently, we cooperate with over 100 of these retailers in all over China; an important factor of success. Just as the quality and the individual user benefit that the QNix® coating thickness measuring devices provide are very important to our customers.

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These are the reasons why QNix® coating thickness gauges, among all imported devices, have reached a market share of 40-45% and this is how we have become the No 1 in China.

**Topic: The importance of quality, customer value and price**

*Question:*

*There have been numerous national and international suppliers of coating thickness measuring devices in China for many years now; many “low-budget” devices among them. Would you say the fact of QNix® gauges being manufactured in Germany exclusively made them so successful in China despite this low budget competition – or because of it?*

*And would you also say that the quality and the individual user benefit are their particular product advantages – regardless of the price/performance ratio?*

Cheng Jiong:

Certainly. However, ease-of-use, precision and reliability are also quite important to the Chinese user. These product advantages are crucial factors of the success QNix® gauges have on the Chinese market.

**Topic: “Made in Germany” – still an advantage in China today?**

*Question:*

*Once again in more detail: German measuring technology has always had a very good reputation in China – leading to a special obligation for German companies towards the quality of their products. How important, do you think the quality label “Made in Germany” still is for your customers today, Mr Cheng Jiong?*

Cheng Jiong:

German quality is indeed very important to our customers. More then ever Chinese users regard “Made in Germany” as a synonym for a high quality standard. If we continue to keep up these quality standards and to meet customer demands in future, both our companies will be able to expand their businesses. Especially, as AUTOMATION Dr. Nix develops and manufactures all their gauges and systems in Germany exclusively. This gives them an exceptional competitive advantage.

**Topic: customer proximity and service**

*Question:*

*You see customer proximity as a readiness to solve problems customers might have and you see it as a way to satisfy customer demands. If we understand your principle correctly, this is also part of the philosophy AUTOMATION Dr. Nix follows towards their customers.*

*What is the importance of the product-supporting service SADT provides in this regard?*

Cheng Jiong:

The customer service SADT provides supporting the devices is crucial to us. So, our service technicians are trained by AUTOMATION Dr. Nix regularly. This ensures customer proximity in China and enables us to help our customers quickly and competently in case of necessary repairs. .

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That way, cost and time saving on-site repairs and re-calibrations can be achieved. All spare parts needed for repairs are provided by SADT. And last but not least, AUTOMATION Dr. Nix sends technicians to China on a regular basis in order to guarantee an active exchange of information and to carry out repair-trainings. Seen as a customer, this is what gives us the edge.

**Topic: Product launch of the new modular measuring system QNix® 8500 in China**

*Question:*

*The new modular measuring system QNix® 8500 from AUTOMATION Dr. Nix is being sold successfully in China already.*

*Which of the features of this innovative coating thickness measuring system are especially interesting to the user?*

Cheng Jiong:

Part of the success of the new measuring system QNix® 8500 is based on the innovative modular philosophy behind the product. Plus, the flexible, user-oriented applications and the ease of using the device as well as the fact, that no calibration is necessary. Another factor is its well arranged menu navigation completely in Chinese.

**Topic: China as an engine of growth in Asia**

*Question:*

*The Chinese economy functions as the engine of growth in Asia. As No 1 in China AUTOMATION Dr. Nix has to consider the question of how high the potential is to approach users from other countries via Chinese fairs.*

*How important is the presence of QNix® measuring technology at fairs such as ChinaCoat, which is taking place in Guangzhou this year?*

Cheng Jiong:

ChinaCoat is the most important trade fair for us in China. So, it is in turn held in the two economically strongest industrial regions: Shanghai and Guangzhou. Important international companies and customers such as ship yards, car manufacturers and lacquer producers are located there. They simply attend this fair or use it as a display window for innovations. Thus, joint presentations at fairs like this are very important for informing customers about the product philosophy and the on-site service and for winning them over to the product in the end.

**Topic: Growing of the coating thickness branch and outlook**

*Question:*

*Mr Cheng Jiong, concluding this interview, may be you can give us your personal assessment of the Sino-German cooperation with AUTOMATION Dr. Nix and an outlook into the future development of the market for German coating thickness measuring technology in China?*

Cheng Jiong:

I see the development quite positively. The Chinese market for coating thickness measuring technology is still expanding; and with it the demand for quality and a good customer service.

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If we continue developing our efforts for customers on the Chinese market and the close and amicable cooperation between AUTOMATION Dr. Nix and SADT, I am confident that we can win over more customers, increase sales and expand our market share continuously.

In that I see a successful future for both our companies and our partnership. The remarkable acceptance of innovative German products combined with our customer oriented service concept will continue to ensure us a competitive advantage and growth on the Chinese growth market.

Mr. Cheng Jiong, thank you for this conversation.

*Questions?*

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