

A Practitioner, with the Most State-of-the-art Metallurgical Technology, Makes Joint Progress With China

掌握最先进冶金技术 做中国共同进步的实践者

—— Interview with Tsutomu Fukui, the Managing Director of Nippon Yakin Shanghai Co., Ltd

—— 访日邦冶金商贸（上海）有限公司董事总经理福井勤先生

□ 本刊记者：彭彦钧 施铁良



董事总经理福井勤先生 Managing Director Mr. Tsutomu Fukui

今年是中日邦交正常化40周年，中国的许多媒体对日本冶金工业株式会社给予了莫大的关心，日本的媒体也对我们日本冶金在中国的发展给予了相当大的关注，这对于我们来说是无上的光荣。今后为中日双方经济、贸易的不断深入发展，日本冶金将更加努力开展在中国的业务。”日本冶金在中国的现地法人公司日邦冶金商贸（上海）有限公司董事总经理福井先生如是说。

日本冶金工业株式会社（以下，简称日本冶金），成立于1925年，是日本国内屈指可数的不锈钢生产厂家。比起日本的大钢厂以及在中国以太原钢铁为代表的超大规模不锈钢厂，日本冶金的生产规模显得比较小，但是，日本冶金的名称以及

其产品在中国并不一般。以这样中型规模的不锈钢专业厂家，每个月在中国的销售超过了1000万美金。日本冶金在中国没有现地工厂，全部产品都是从日本进口，从这点来考虑，这样的成绩是很值得一提。福井先生这样分析到：日本冶金现在注目于中国的超级不锈钢以及镍基合金（Ni≥30%以下，称为高功能材料）的市场，目前，日本冶金在中国市场的占有率超过30%。其用途主要在电子零部件，环境保护，化工，能源，海洋工程等领域。中国国内许多著名的企业已经在使用日本冶金的材料。

为什么在中国的高功能合金市场上，日本冶金的产品如此受欢迎？福井先生分析说，首先，“是日本冶金悠久的历史造



热轧控制中心 Hot-rolled control center

就了它先进的生产技术以及优秀的产品质量”。日本冶金作为不锈钢的专业生产厂家，拥有近90年的不锈钢制造经验，具备了独一无二的技术要领，从而使日本冶金得以在竞争激烈的不锈钢世界奠定了自己的地位。日本冶金的主要工厂是不锈钢生产一体化的川崎制作所，拥有AOD，连续铸造机、热轧、精热轧、连续退火酸洗线、厚板退火炉等等最先进的设备。使之可以生产出具有国际水准的最优质的产品。生产高质量产品的核心技术是高纯度合金的精炼、连铸、热处理、焊接技术和耐腐蚀表面处理等5个工艺技术。

福井先生接着说，日本冶金材料第二个优势是“以强大的研究开发为基础，对生产成本进行有效的控制”。如前所述，日本冶金的材料在高效能合金市场上受到用户很高的评价，这与日本冶金特别重视研究开发以及技术开发不可分的。这就使日本冶金成为在该领域最先进企业的重要因素。根据资料显示，以生产普通不锈钢的AOD-CC技术来生产制造超级不锈钢以及高镍合金的厂家，世界上只有日本冶金一家。日本冶金以此生产设备为基础，通过其制造技术的革新，使得有效地控制生产成本。另外，在日本的观光胜地“京都天之桥立”附近的大江山制作所，是日本冶金的镍矿石冶炼工厂，可以从这里得到稳定、高品质的镍原料的供应。日本冶金是日本唯一一家可以从原料冶炼，制钢，到压延一体化的不锈钢生产厂家。这也支持了日本冶金可以很好地控制生产成本的原因。

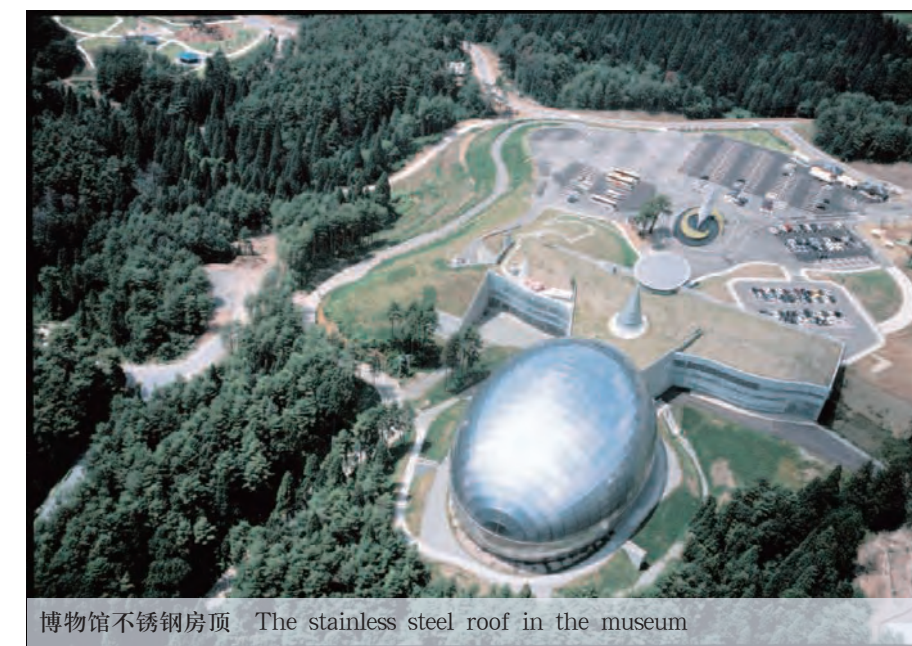
福井先生继续说，日本冶金第三个优势是“扎根于现地，为客户量身定制的服务体制”。日本冶金于2003年在上海设立驻在员事务所，福井先生任首席代表，2011年在上海成立现地法人公司“日邦冶金商贸（上海）有限公司”，福井先生就任总经理。主要的业务是日本冶金产品的销售以及技术支持。据福井先生介绍，在中国地区的销售额占日本冶金全部销售额的20%，其中在中国销售的高效能合金的数量占全部产量的40%。除上海外，日本冶金在伦敦、芝加哥、曼谷等地也设有销售处，但是上海分公司的销售业绩占有压倒性的优势。对于日本冶金集团来说，上海分公司的存在是不可缺的。

伴随着中国经济的快速发展，不锈钢的耐腐蚀性，耐热性，外观等优越的特质受到注目，其

产品在各个产业领域得到了广泛的应用，使中国的不锈钢产量已经达到世界第一，但在高功能材料领域，还是以欧美以及日本厂家的产品为主。福井先生介绍说，到目前为止，中国厂家生产的高功能材料还有一定的差异，所以日本冶金在中国市场的主要竞争对手还是欧美钢厂。日本与中国一依带水，与欧美厂家比较，日本冶金在运输成本以及交货期等方面具有无可比拟的优势。

福井先生强调说，对于最先进的高功能材料领域来说，中国是一个很特殊的市场，必须认识到世界上的一些惯例在这里很难行通。在中国，大多数客户都是第一次使用该材料，对于高功能材料的品质及应用的知识和理解相当有限。这就导致了在销售过程中，技术支持以及售后服务至关重要。日本冶金的做法是：首先以现地法人公司日邦冶金商贸（上海）有限公司在充分理解客户需求的前提下，帮助客户选定能满足客户要求的钢种，并且在加工技术上提出合理的建议，与客户一起细致地分析研究来共同确定产品规格。如果对于更为复杂的需求，现地公司不能解决的情况下，日本冶金具备从日本总部到工厂的综合支持的体制。对于这样的体制，得到了中国用户的高度评价，也使日本冶金在中国取得了优秀的业绩。

福井先生是具有日本国籍的华人，出生于浙江，曾在中国科学院工作，后来赴日留学，并且在东京工业大学取得工学博士学位，精通不锈钢。2002年，为了开拓中国市场，被日本冶金派遣来上海。10年后的今天，日本冶金的产品占据高功能材料市场的1/3，并且成为该知道都知道的品牌。对于这样的成绩，福井先生如是说：“首先要感谢是中国经济的快速发展给了我们这样一个参与其中的机会。中国是世界上最大的不锈钢消费国，高功能材料的消费量引起世界的瞩目。在未来的5年中，我们的目标是每年业绩增长10%。我们也已经意识到将要面对来自欧美厂家更加严酷的竞争，伴随着中国国内厂家的进步，来自国内厂家的竞争也是不可避免的。但是这并不是坏事，有序的竞争有利于企业进步及革新。这是中国产业发展和市场扩大的原始动力，这也是日本冶金成长、发展所需要的。”



博物馆不锈钢房顶 The stainless steel roof in the museum

"This year is 40th anniversary of the diplomatic normalization of the Sino-Japanese relations; therefore, many Chinese and Japanese media expressed great interest to Nippon Yakin Group in China, which is a supreme honor for us. With the furtherance of Sino-Japanese mutual economic and trade, Nippon Yakin will make more efforts to develop its business in China." Mr. Tsutomu Fukui, the managing director of Nippon Yakin Shanghai Co., Ltd., the locally incorporated company of Nippon Yakin Group said.

Nippon Yakin Group (thereinafter referred to as Nippon Yakin), established in 1925, is one of the leading stainless steel manufacturers in Japan. Compared with the largest manufacturer such as Taiyuan Steel in China, Nippon Yakin is small in scale, but the name and products of Nippon Yakin are special in China. The stainless steel manufacturer at a medium scale sells \$10 million in China monthly. Nippon Yakin is not equipped with a local plant in China and all the products are imported from Japan, from which perspective, this achievement is very estimable. Mr. Fukui analyzed in this way: With Nippon Yakin's strategic focus on the market of high-value stainless steel and nickel alloy (Ni \geq 30%, thereinafter referred to as high-performance alloy), the Group's share of that market in China exceeds 30%. The products are mainly applied in the fields such as electronic parts, environment protection, energy resources, chemical engineering and ocean engineering. Many renowned Chinese enterprises have already been applying the material from Nippon Yakin.

Why are the products of Nippon Yakin so popular in the high-performance alloy market in China? Mr. Fukui analyzes, first of all, "it is the long history of Nippon Yakin that creates its state-of-the-art production technology and excellent product quality." As the specialist stainless steel manufacturer, Nippon Yakin is equipped with 90 years of stainless steel manufacturing experience and unique technological strength so that Nippon Yakin is capable of establishing its own position in the fiercely competitive stainless steel world. The Kawasaki plant, Nippon Yakin's integrated stainless steel manufacturing base, is equipped with the most state-of-the-art equipment such as AOD, continuous casing machines, hot-rolling, continuous annealing and pickling lines and annealing furnace to manufacture the high quality products at the international standard. The core strength to manufacture the high-quality products is the five processing technologies such as refining, continuous casting



LNG 船舱 LNG cabin

and rolling, heat treatment, welding techniques and corrosion resisting surface treatment.

Mr. Fukui continued that the second advantage of Nippon Yakin's material is "the effective control over the production cost based on strong research and development." As described above, Nippon Yakin has received high evaluation from the customers in high-performance alloy market, which cannot be separated from Nippon Yakin's special emphasis on technology development. This is also the crucial factor that made Nippon Yakin become one of the most advanced manufacturers in this field. According to the relevant data, Nippon Yakin is the only one company in the world producing super stainless steel and high nickel alloy with the AOD-CC technology of the common stainless steel. As well as this production technology, Nippon Yakin executes the innovation of its unique technologies to control the production cost effectively. Besides, at Oheyama Plant, the nickel ore smelting plant of Nippon Yakin located near the tourist resort "Kyoto Sky Bridge", Nippon Yakin can obtain stable and high-quality nickel material. Nippon Yakin is the only Japanese stainless steel manufacturer involved in the integrated process from material smelting to steel manufacturing and final processing, which is also the reason why Nippon Yakin can control the production cost effectively.

Mr. Fukui continued that the third advantage of Nippon Yakin is "the service system rooted in the local place and customized for the customers." Nippon Yakin established an office in Shanghai in 2003 with Mr. Fukui as the chief representative and founded Nippon Yakin Shanghai Co., Ltd., a locally incorporated company, in 2011. Its main business

is the sales and technical support of Nippon Yakin products. According to Mr. Fukui's introduction, the sales volume in China occupies 20% of the total sales volume of Nippon Yakin, where the sales volume of high-performance alloy in China occupies 40% of its total. Besides Shanghai, Nippon Yakin also established sales offices in London, Chicago and Bangkok, whereas the sales performance of Nippon Yakin Shanghai is dominant. For Nippon Yakin, the existence of Nippon Yakin Shanghai is indispensable.

With the rapid development of the Chinese economy, excellent specialties of the stainless steel such as corrosion resistance, heat resistance and processability have attracted a lot of attention, so the stainless steel products have been applied in various industries. Although the stainless steel output of China reached No.1 in the world, the products of European, American and Japanese manufacturers still dominate in the high-performance alloy market. Mr. Fukui introduces that, so far, the high-performance alloy produced by Chinese manufacturers still cannot be compared with the imported products, so the main competitors of Nippon Yakin in Chinese market are still the European and American manufacturers. As Japan is located much closer to China, Nippon Yakin enjoys advantages in shipping cost and delivery period compared with the European and American manufacturers.

Mr. Fukui emphasizes that for the high-performance alloy, China is a very special market, so it must be realized that some practices accepted in some other countries in the world do not work here in China. In China, most customers apply the materials for the first time and the comprehension and knowledge with the high-performance alloys are quite limited, which leads to the significance of the technical support and after-sale-service in the sales process. Nippon Yakin takes the following practice: first of all, Nippon Yakin Shanghai helps the customers to select the steel categories meeting their demand, proposes reasonable solutions in manufacturing technologies and makes an analysis and research to determine the product specification for the customers after full comprehension of the customers' requirements in advance. As for the more complex demand which cannot be met locally, Nippon Yakin is equipped with the system in comprehensive support from Tokyo Headquarter and the plants. This system has acquired high evaluation from



轧制生产线 Rolling production line

Chinese customers, which also make Nippon Yakin obtain such excellent achievements.

As a Chinese with Japanese nationality, Mr. Fukui was born in Shanghai, used to work at Chinese Academy of Science, went to Japan for further study and obtained PhD degree at Tokyo Institute of Technology. In order to develop the Chinese market, he was sent to Shanghai by Nippon Yakin in 2002. 10 years later, Nippon Yakin became the major supplier of the high-performance alloy in China. As for the achievement, Mr. Fukui expresses as follows, "First of all, I would like to express our appreciation to the rapid development of Chinese economy for providing us an opportunity to be involved in it. China is the largest stainless steel consumer in the world and the consumption of high-performance alloy is attracting the world's attention. Our objective is to achieve a 10% increase in performance annually in the next 5 years. We have been aware of the future fierce competition from the European and American manufacturers as well as of the inevitable competition from the Chinese domestic manufacturers with their progress. However, this is not negative as the well-organized competition is beneficial to the progress and innovation of an enterprise, which is the driving force of Chinese industrial development and market expansion as well as requisite for the growth and development of Nippon Yakin."



东京羽田国际机场海上跑道桥墩 Marine runway pier of Tokyo Haneda International Airport



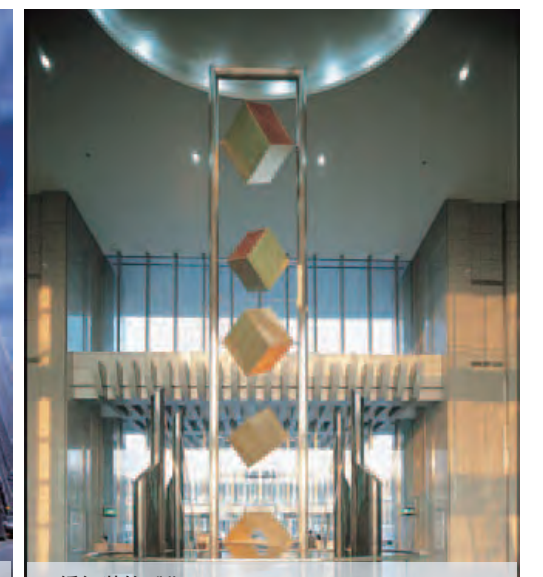
废弃物用焚烧炉 Incinerator for Waste



不锈钢花纹板阶梯 Diamond plate stepladder of stainless steel



超级不锈钢制酱油酿造罐 Soy brewing tank made of super stainless steel



不锈钢装饰雕塑 Decorative sculpture made of stainless steel