

A quick response to global customers

PES last spoke to Emerson Network Power's Jeky Li Gang (International Sales Manager, Department Of Wind Power Product) in 2009, just after the company had posted a record trading year. We caught up with him once more to find out how the Chinese company has evolved and to discover what they've got planned for the coming 12 months.

PES: Welcome back to PES. For the benefit of new readers perhaps unfamiliar with your company, could you briefly outline your contribution to the wind industry?

Jeky Li Gang: Well, Emerson is a company who always focus on green energy and Emerson is the first China-based manufacturer to supply these converters, and we are working with three of the nation's largest wind turbine companies.

With global installed wind power expected to increase at an average annual rate of 20 percent over the next five years, there is a great opportunity to collaborate across Emerson businesses to provide additional green energy solutions.

In 2010, we expect to supply more than 1500M capability converter products to the rapidly-growing Chinese market.

PES: To what extent does the wind industry contribute towards your overall business? Is this sector of your business growing?

JLG: The Copenhagen climate change conference was an important event in 2009, and the entire world now regards renewable energy as an important energy – one that should be developed. Even though the economic crisis was still bad in 2009, we got huge order in the past year and have further developed our business. We have made some major progress, in particular, in Asian and American regions.

PES: Last time we spoke, your company was preparing to penetrate US and Asia Pacific markets. What has been the response?

JLG: Right now we have successfully finished our local wind power offices layout which covers Asia, America and Europe. These regions are mainly wind power developed areas. That means we will supply a quick response to our customers in the world. And we can supply the work to them as the local vendors.

We were on the process to many projects already and hopefully we can finish some batches of converters grid connection work in this year. There is a bright future for us.

PES: What are your strategic plans for 2010?

JLG: We will use our Emerson global network to build our local service representatives when we get the grid connection in 2010. We will do more work focussed upon customised design and service.

We will leverage our Emerson global resource to supply complex solutions to solve strict requirements from our customers. It will be our Emerson's advantage compared with our competitors and we have done it in some cases already. It looks like we have got some exciting feedback from our customers.

PES: Can you explain a little about the evolution of your products – are you inspired by feedback that you receive from your clients?

JLG: We are glad to announce that we now have the ability to offer our solutions at a range of 1.5M to 3M in 2010. Furthermore, we also have full scale converter solutions for customers. We will cover more different requirements from our customers and I think this year will be a wonderful time for us to develop more solutions for our customers.

PES: You have wind turbine converters that are specially developed for different territories (for example, China). How do they differ from region to region?

JLG: Of course, China is a star in 2009 because its increased wind power installation is a world first. And the main each WTG capacity is below 2MW. So we mainly supply lower than 2MW converters in Asia. For our US and Europe markets, we will supply our converter capacity more than 2MW.

PES: Can you tell us a little about the 'visions and values' that your company embraces?

JLG: Our vision is what we aspire to become smart anticipation of customers' rapidly changing business environments makes Emerson Network Power the singular choice for the best-in-class technologies and integrated power solutions worldwide.

Our values are: Intellectually Curious, Relationships of Trust, Passion to Win, Commitment to Our Customers.

PES: As one of the world's top 100 Fortune 500 companies, what's the secret



of your success? And how are you able to maintain this momentum while maintaining customer focus?

JLG: We possess a powerful force for innovation, and we are constantly developing new technologies that focus on customer needs. We have a deep passion for progress, which enables us to deliver innovative solutions that make our customers more successful.

PES: Can you tell us about the after-sales service you offer to your clients?

JLG: We will supply the local office if our customer can cooperate with in these projects. As I mentioned before, we will leverage our Emerson global network for service and it will be our advantage compared to some competitors from Europe.

PES: Certification – CE, IEC and ISO for example – is something that your company subscribes to. What are the benefits of participation in this arena?

JLG: We have our own approved LAB approved by UL and TUV. We passed ISO systems many years ago. If our customers supply the requirements, we will actively cooperate with them for more wind turbine certification issues. ■



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We have multiple reps or service centers around world



2MW Double Fed Wind
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Recruitment

Emerson Network Power is recruiting wind power converter sales consultants and solution managers in Europe. If you have interest, please contact: jeky.li@emersonnetwork.com.cn

Website: <http://www.emersonnetwork.com.cn>
E-mail: jeky.li@Emersonnetwork.com.cn
Tel: +86 755 86152698 • Fax: +86 755 86015669



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