

Expert joins VW's operations

Xu Wei

DOREEN Fiedler, a visitor from Germany, is on her second tour of China and has been working in Shanghai since May 10, picking up the job after deciding to check out the city in March and arriving in April.

Fiedler comes from a small city near Wolfsburg, the headquarters of Volkswagen, and as a result had close contact with the automotive industry.

She did an apprenticeship in 2004 as a technical draftsman at Volkswagen Bordnetze GmbH (a joint venture of VW and Siemens). The company was sold to the Sumitomo Group and was called Sumitomo Electric Bordnetze GmbH in 2006.

A year later she finished her training and became an engineer, working on an electrical harness design for the Volkswagen Golf and then the New Polo harness. She also worked on the Porsche Cayenne, Golf A6 and MQB.

Headquartered in Wolfsburg, Sumitomo Electric Bordnetze GmbH is a leading automotive harness supplier in the international automobile industry.

Nowadays the company has more than 20,000 employees and 21 branches in 15 countries, including two joint ventures in China — Suzhou Bordnetze Electrical Systems Ltd in Jiangsu Province, and Changchun SE Bordnetze Company Ltd in Jilin Province.

Both founded in 2004, the two joint ventures produce harnesses mainly for the Chinese automotive market.

In 2006, Sumitomo Electric Bordnetze launched a development center in Changchun for the New Bora.

"With another new development center in Anting Town, Shanghai, we now can better follow our strategy to have development centers close to our customers," Fiedler said.

Together with the global development network of Sumitomo Electric Bordnetze GmbH, the new design center allows both companies to focus on the needs of the ever-growing Chinese car market.

In the Shanghai development center,



Doreen Fiedler talks to her colleague.

Fiedler is responsible for the VOBES-Process and also the design of harnesses for the Tiguan and Lavida. In this process they get 3-D details of the body parts of the car from VW to check compatibility.

A program called Catia V5 is used for the 3-D data and the electrical stuff is done with LCable.

After this data is finished, they use a program called ELENA to put all the information together to get a 2-D drawing that can be used to create a specific harness for the specific car.

About two weeks ago, Fiedler got her apartment in the center of Shanghai close to Metro Line 2 and 11.

She can easily take Metro Line 11 to work in Anting and use Metro Line 2 for shopping and city sightseeing. Located close to Zhongshan Park, the area she lives in has beautiful scenery.

"Chinese people are very kind," Fiedler said. "They're always smiling to me and are ready to help me buy stuff and patiently explain Chinese language."

Fiedler is also welcomed by her friendly new colleagues in Shanghai. One of them presented her with a cross-stitched picture gift. She was deeply touched because it took the colleague three months to complete.

"My first week in China was very impressive, too," Fiedler recalled.

"I visited a lot of restaurants and bars, trying many things which are not served in Germany and I will get to try more in the future." Fiedler likes the local dumplings but what makes her even happier is that there is such a big choice of food in Shanghai.

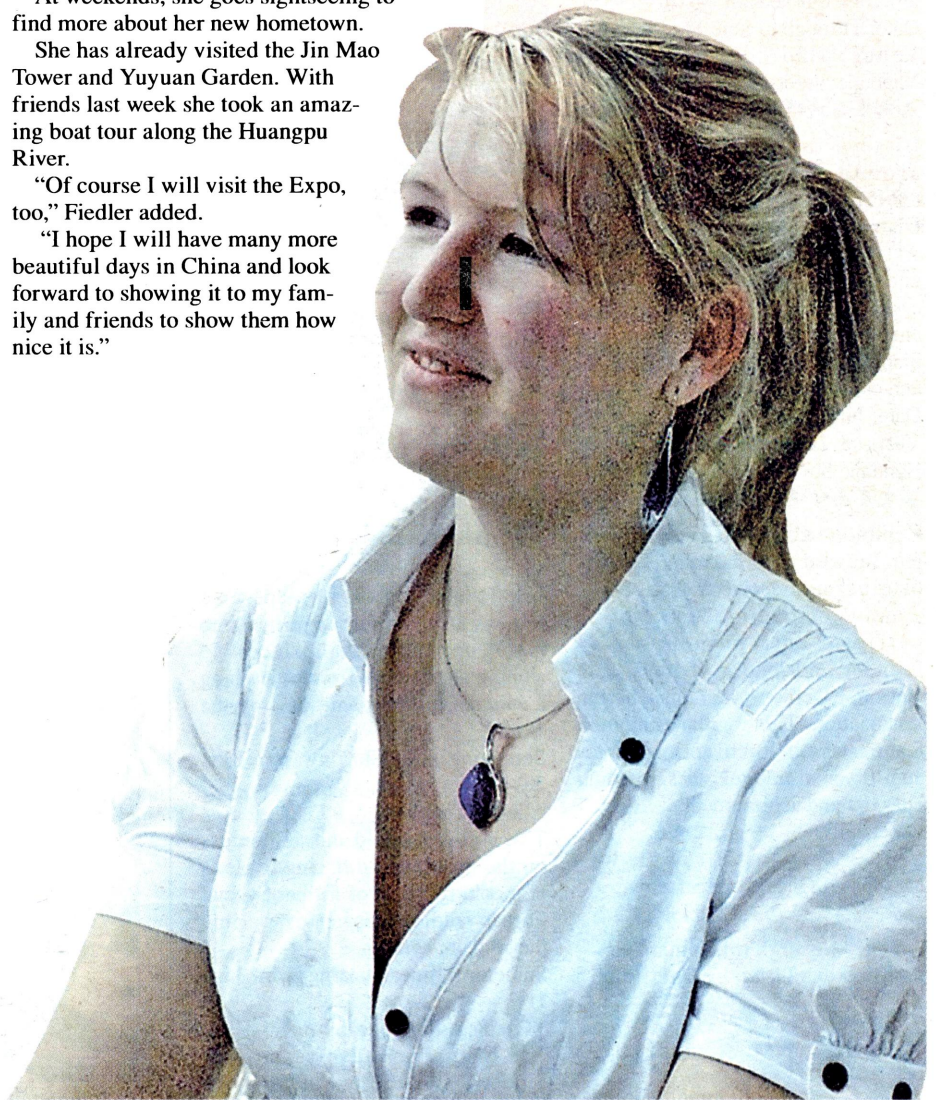
At weekends, she goes sightseeing to find more about her new hometown.

She has already visited the Jin Mao Tower and Yuyuan Garden. With friends last week she took an amazing boat tour along the Huangpu River.

"Of course I will visit the Expo, too," Fiedler added.

"I hope I will have many more beautiful days in China and look forward to showing it to my family and friends to show them how nice it is."

"Chinese people are very kind, always smiling to me and patiently explaining Chinese language."



China wanderer settles on a base in Jiading

Lu Xiaofeng and Xu Wei

CHARLES Paglee, president of Brannan Auto Engineering Co Ltd, made his first visit to China in 1987 and can speak fluent Chinese. "China to me is as familiar as my hometown," he said.

After so many years touring around China, he finally decided to set up the headquarters of his company at Shanghai National Automobiles and Auto Parts Export Base in Jiading District.

"I also plan to buy a house at Jiading to enjoy my life here," Paglee said.

Paglee grew up in Washington, D.C., and his father used to take frequent business trips to Taiwan, bringing home many local items and photos, arousing the young man's curiosity for China.

In 1987, Paglee, then 22, took a flight to Taiwan via Hong Kong. The purpose of this trip was not only sightseeing but also to learn Chinese. After a sojourn in Taiwan, he returned to Hong Kong planning to return to the United States.

But the flight was canceled and Paglee was told that he could change it to any time of his choice.

So he took the opportunity to go by boat to Guangzhou. Though he only stayed three days, he was impressed by the warm welcome he received.

"I still remember a Guangzhou native



Charles Paglee

saying hello in English to me on the street," Paglee added. "A warm feeling rose from my heart at that moment and I thought that I should stay longer in this fabulous country."

Paglee later returned to Taiwan and, with only four Taiwan dollars to his name, he couldn't even afford a bowl of instant noodle.

Fortunately the boss of the hotel in which he lived agreed to let him stay for free and

lent him 2,000 Taiwan dollars.

Paglee soon found a job as a translator at an IT company. A year later he founded his own company which he eventually sold to a big local Taiwan enterprise and helped it open an American branch office in Silicon Valley.

During his stay in Taiwan, Paglee's Chinese greatly improved. And also, through his father, he got to know Liu Zhenzhong, who later became his Chinese father. That's why Paglee has the Chinese name Liu Zhenhua.

At the end of July 1993, Paglee visited Shanghai and started a new page of his life on the Chinese mainland.

"At the time, Shanghai was 'short'," Paglee recalled. "Nowadays, we can see high-rises anywhere in the city."

Later Paglee worked in Beijing as China chief representative of an American communications company. He also studied law at China University of Political Science and Law.

He has gained a lot of experience from many years' business practice and also played an important management role in his family's enterprise — the Brannan Auto Engineering Co Ltd — which was founded in 1946 by his grandfather.

It is by far Ford's largest auto parts supplier in Atlanta, Georgia. After decades of development, Brannan Auto Engineering Co Ltd has become a major auto parts supplier

in southeast America.

In November 2007, Paglee set up the company's branch office in Beijing.

In the second half of 2008, Brannan Auto Engineering Co Ltd sold all of its business in the United States to totally relocate in China.

By chance, Paglee arrived in Jiading District to meet a partner.

The preferential policy implemented by the Jiading government as well as the big number of auto suppliers in the neighborhood opened his eyes to unprecedented development opportunities.

In the first half of 2009, Paglee made a bold decision to move the company's headquarters to Shanghai National Automobiles and Auto Parts Export Base.

"Jiading is already known as an automobile town and is fast becoming the Detroit of China which it will definitely surpass in the near future," Paglee said.

"The service here is fairly good and there are so many business opportunities in Jiading due to its good management and frequent exchange events."

Paglee has already visited the World Expo 2010 Shanghai.

"The pageant not only displays the world's latest scientific and technological achievement and concepts, but also offers the city a good chance to improve its environment and culture," he added.