

MARKETING  
**9月·市场**



**绿色赋能未来, UFI滤清器集团将全力以赴**

UFI滤清器集团董事长

**GIORGIO GIRONDI**

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# The future is GREEN... UFI is GREEN

River Chen

In order to achieve this all parties in the industrial chain and consumers will have to contribute by starting to reduce their carbon footprint and greenhouse gas emissions. These emissions derive from production and from our daily lives (e.g. transportation, products, heating etc.). but how to go about it? For what concerns UFI Filters Group's contribution, according to Chairman Giorgio Girondi, the answer lies within ourselves.

## Empowering the Future Through Sustainability: Innovation is in Our DNA

In December 2015 in Paris, world leaders signed a climate agreement to keep global temperature increases well below 2°C – and continuing the action aimed at limiting this increase to 1.5°C – compared with pre-industrial levels.

This can only be achieved through a significant reduction in emissions of greenhouse gases and all the participating countries have set similar goals to achieve the shared targets.

For example, the EU decided that:

Key targets for 2030: At least 40% cuts in greenhouse gas emissions (from 1990 levels); At least 32% share for renewable energy; At least 32.5% improvement in energy efficiency.

In order to achieve this all parties in the industrial chain and consumers will have to contribute by starting to reduce their carbon footprint and greenhouse gas emissions. These emissions derive from production and from our daily lives (e.g. transportation, products, heating etc.). but how to go about it?

For what concerns UFI Filters Group's contribution, according to Chairman Giorgio Girondi, the answer lies within ourselves: "Innovation is part of our DNA and this is the trait that has allowed us to develop in the market up until today. We continue to develop new ideas and new technologies every day. This has enabled us, on the one hand, to compete into the Chinese market, which is very focused on price, and on the other hand, to always succeed in providing innovative and higher quality products.

Our Business Awarded in 2022



We strongly believe that hydrogen is the future as it does not emit any harmful emissions into the atmosphere ... We are working very hard to produce this technology in the filtration of all heavy vehicles and also in passenger vehicles. We believe that battery - powered cars will not be able to cover an entire vehicle fleet due to a flawed energy infrastructure and the use of energy that still comes largely from fossil fuels. Surely hydrogen must be the future goal of a clean world. We believe that China is a great market for trucks, construction and agricultural equipment, and for all light vehicles, including the stationary market.



# GIORGIO GIRONDI



## Accelerating in the Chinese Market: Staying Ahead of the Electrification Wave

We currently have 7 industrial sites in China (the latest in Jiaxing - Zhejiang province will be operational starting from end of this year 2023) and over 2000 employees/individuals to produce new filtration and thermal management systems for battery electric cars. We are now riding the latest trend in New Energy Vehicles (NEV) and fuel cell technology for both car and trucks.

The Chinese market, besides thriving on innovation, is a market that moves extremely rapidly with strong cost competition but that also recognises and strives for quality. You must be extremely fast and adapt to the local market trends, and be able to be both creative and flexible in serving customers and maintaining high standards of excellence. It is a difficult balancing act that our local team is managing very well so far. We have conquered most local customers in the automotive and Heavy - Duty sectors besides our historical Global Clients in a local - to - local approach: this is a recognition of our ability to serve even the most demanding customers as a leading supplier in the Thermal Management Systems. NEVs need a certain temperature range to operate in the most efficient way and our products (Coolers, Chillers, E - axle Heater Exchanges, Liquid Cool Condenser, Coolant - Coolant Heater, Receiver Drier, Accumulator, and others) provide the best solutions on the market. In comparison to other markets, the speed is the most prominent trait. As an example, a new car model Time to Market in China is between 12 to 18 months, while in Europe and Americas it is over 30 months on average. This creates critical issues in R&D and Supply chain which becomes a natural barrier to newcomers to the market. From the clients perspective, the quality and speed to develop the vehicle together are the most critical factors. Additionally, let's not forget the cost



We have a "GLOCAL operational concept" (thinking Globally, acting Locally) that pervades our philosophy in operations across 5 continents. We develop products in one of our 3 R&D centres located in Italy, China, and India according to the specialisation of the market area and distribute it to our other companies for manufacturing.

factor, considering that China is one of the most cost competitive markets in the world. This is an incentive for us to improve and be more competitive everywhere.

The fact that we are present on every continent and that we have 21 plants around the world makes us universal and therefore able to develop all our products from every continent, both for China and for other parts of the world. Foreign companies that want to establish themselves in China will have to be able to demonstrate professional knowledge and other advantages because currently, the Chinese government plans to support predominantly those types of companies.

Our products are located inside the engine bay and for the most part not visible to the final customer, but nonetheless they must be appealing... So, the functionality of the product and the design are equally important and essential in the Chinese market. The NEVs new trend setters are coming from outside the traditional car manufacturers circle, bringing new perspectives on design and functionality integration.

Some newcomers have brands directly facing consumers like Xiao MI, Huawei, NIO, Xiao Peng with products that are closer to the Telecommunication sector than to the transportation one. So, the appealing concept is now extended to the vehicle, the interior, and the components. What was once a domain of fashion brands is now extending to the mobility / transportation sector.

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And we are there, on the forefront, supplying all manufacturers locally with our products and developing new ones, shaping the future together. BYD, Xiao Peng, Li Auto, to name a few, and also Weichai, Nikola and Iveco are bringing these new propulsion systems into the Heavy duty sector. Thermal management, battery electric cars and hydrogen will change the world, and we are ready to change it!

In Jiaxing Zhejiang province, around 80 km from our existing industrial sites in Shanghai, we are building a new 40.000 m2 production facility with a state - of - the - art laboratory and R&D facility that will be dedicated to these new products and their development. This will give us added capacity and potential to grow even further so that we can be the talking point of the market. We believe that investing in China to bring new innovative products will be the way forward for foreign investors, and to partake in this big market that is the People’ s Republic of China.

Electrification has given rise to new lines of products such as full Electric Vehicle technology and Hybrid Vehicles. These innovations have focused on the development of new efficient technologies for the optimization of Thermal Management of engines and batteries.

This new product line and market segment is one in which UFI Filters Group will play a major role in the future by having in-depth knowledge and having invested in Thermal Management for some years now.

## In Closing

But the future will be even greener, we are entering the New Era of Hydrogen technologies and our Group is ready, leading the charge with five years of unwavering dedication. Brace yourself as I prepare to unveil ground-breaking innovations for the Hydrogen Mobility, stay tuned with the world of UFI Filters – the excitement is just beginning!

