

# GE 在中国

## GE IN CHINA

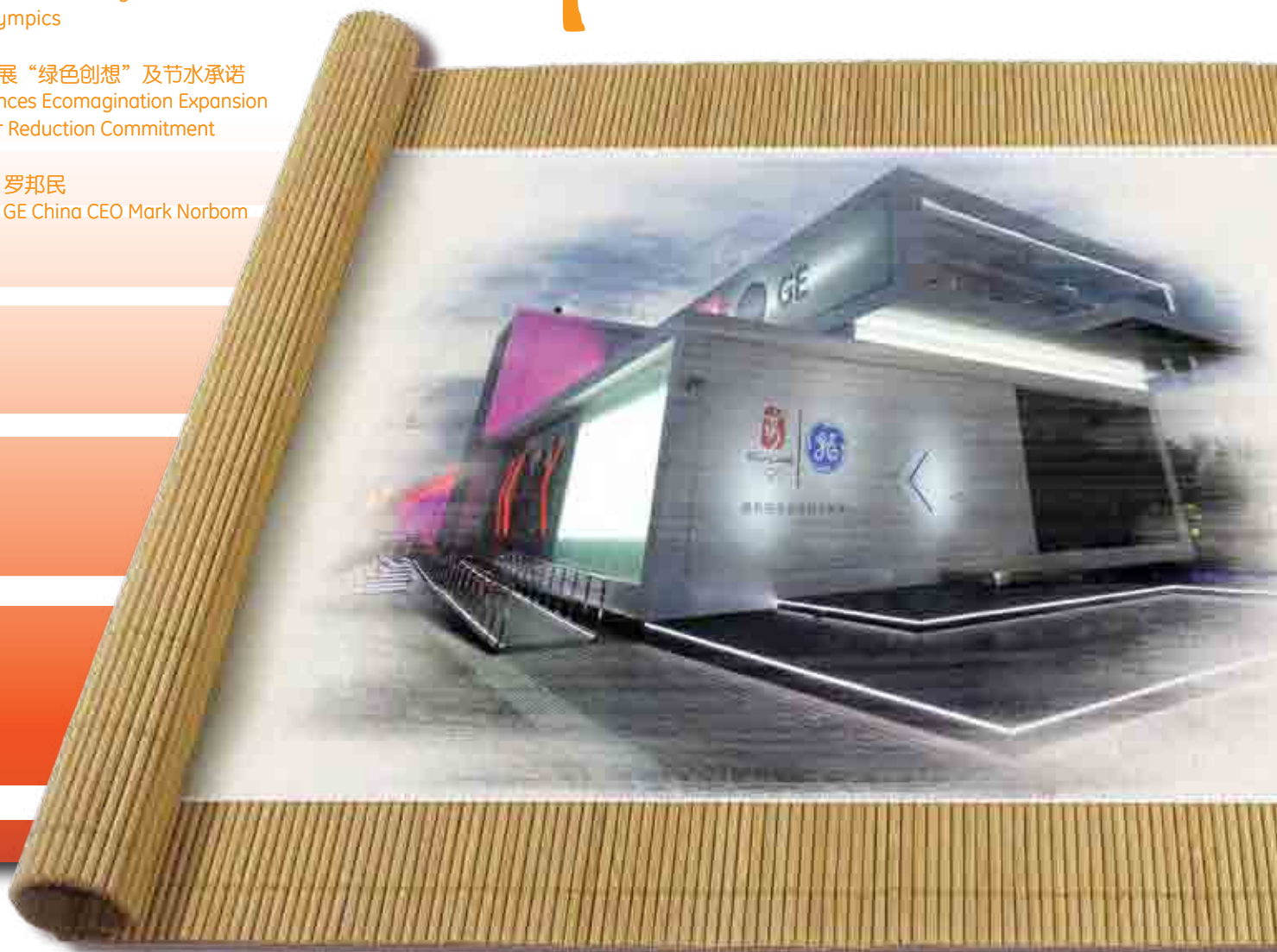
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GE产品绽放奥运 尽显绿色科技魅力  
GE Goes for Gold through Green at  
Beijing Olympics

GE宣布扩展“绿色创想”及节水承诺  
GE Announces Ecomagination Expansion  
and Water Reduction Commitment

人物专访 罗邦民  
Meet New GE China CEO Mark Norbom



GE梦想启动未来



《GE在中国》是GE（中国）有限公司公关传播部编印的季度通讯。欢迎积极投稿，并提出您的意见和建议。

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出版人  
李国威

Publisher  
Geoff Li

本期责任编辑  
郭正华

Managing Editor  
Roy Guo

编辑  
周海鹰  
郭煜  
赖雪妮  
钟路音  
曾妮  
刘娟娟

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Lynn Jiang  
Catherine Chen  
Lynn Ling  
Maple Guo  
Gregory de Gunzburg  
Min Jiang

GE（中国）有限公司  
上海市浦东张江高科技园区华佗路1号1号楼8楼  
邮编：201203  
电话：(8621) 38777888  
传真：(8621) 38777508

北京朝阳区光华路7号汉威大厦西区六层  
邮编：100004  
电话：(8610)65611166  
传真：(8610)65611168

网址：www.ge.com.cn

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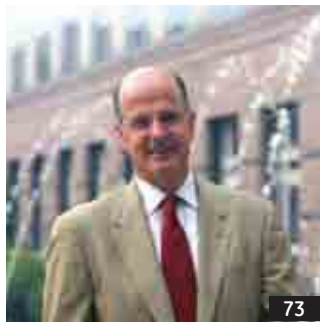
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北京奥运，  
引全球瞩目

为世界奉献了最顶级的体育盛事  
更吸引了最先进的科技与最绿色的解决方案

Beijing 2008, a Magnet for the Entire World

The Games not only presented a top sporting event to the world, but also demonstrated the most advanced technologies and "greenest" solutions

GE与奥运的碰撞，  
是科技与绿色全方位的完美契合

The Olympics and  
GE, perfectly balancing  
technological development and the  
environment

GE，以科技领先

“绿色创想”聚焦世界环境挑战  
多元化业务开创技术创新的前沿

GE, a Global Technology Leader

GE's ecomagination works to solve many of the world's most challenging environmental problems while the company's comprehensive businesses stand firmly on the frontline of technological innovation

## GE产品绽放奥运 尽显绿色科技魅力



GE董事长兼首席执行官杰夫·伊梅尔特（图左）与国际奥委会主席雅克·罗格（图右）互赠礼物  
Jeff Immelt (left), GE Chairman & CEO and Jacques Rogge (right), International Olympic Committee President exchange gifts

**“作为奥林匹克全球合作伙伴之一，GE是成功举办奥运会不可或缺的创新性产品与服务的重要提供商。GE在中国发展的历史超过100年，能够和北京奥组委以及其他合作伙伴并肩努力，为举办世界上规模最大的体育盛事做出贡献，我们感到非常骄傲。”**

——GE董事长兼首席执行官杰夫·伊梅尔特

GE与奥运会及其它重大体育赛事的合作历史超过70年。北京奥运会，GE共为37座奥运场馆和168座商业楼宇提供了领先的产品和技术，其中包括一系列科技和环保示范项目，如国家体育场直饮水项目和雨洪综合利用工程，为50多个场馆提供73个交钥匙变电站，北京首都机场先进的行李检测设备，位于北京以北的张北和尚义风电场等。此次，GE共获得北京市及周边400个奥运及相关基础设施项目合同，销售额达到7亿美元，超出既定目标。同时，GE旗下的NBC环球奥运会转播的广告收入也超过了10亿美元，打破了以往的纪录。北京奥运会成为了GE奥运营销历史上最成功的一届奥运会。

GE与奥运的全方位合作体现在其广泛的技术和服务，覆盖医疗、安防、能源、照明、电力供应和水处理技术等各个方面。GE超过17亿美元奥运营销收入的取得和各业务集团的同心协力密不可分，它们提供的创新技术和解决方案全力保障了赛事的顺利进行，为我们呈现了一届绿色、精彩的奥运会！

## GE水处理及工艺过程处理集团

水是万物之源，然而这一宝贵资源却日益紧缺。如何充分利用雨季带来的大量雨水资源，在保证奥运期间场馆和景观用水的同时，实现环保节水？绿色的北京奥运会给出了满意的答卷。从雨洪利用、污水处理到直饮水项目，GE的膜技术成为北京奥运会的水核心！



作为中国大型公共建筑第一个雨洪综合利用工程，国家体育场采用的地下蓄水池每小时能够处理多达100吨雨水，经GE的纳滤膜净化处理后的“雨水”可用于场馆绿化、赛场用水、空调冷却、道路和汽车清洗以及洗手间冲洗等，且水质远高于国内中水回用标准。

同时，国家体育场的直饮水项目也采用了GE的膜技术。该系统每小时能够提供多达16吨的安全饮用水，相当于5万瓶瓶装水，满足了比赛期间几万观众的饮水需要。

### 再生水福泽奥运村

于2006年12月正式建成投产的清河再生水厂是北京市规划的11座再生水厂之一，主要服务奥运中心区、清河上游及周边地区。

### “鸟巢”地下的秘密

国家体育场背后有一个规模庞大的世界级雨洪综合利用系统在24小时不间断运转，将赛场及周边区域的雨水收集、净化后，提供给场馆使用。其核心净化技术就应用了GE先进的解决方案——纳滤膜技

术。GE为清河再生水厂提供了工程核心技术——超滤膜技术以供应奥运湖、景观用水和其他非饮用水的使用。该项目可日处理8万立方米的污水，从而有效地缓解北京的缺水问题。GE的膜处理技术是进行污水回用的可靠方法，具有成本低、非化学处理和水质高的优势。

## GE消费与工业产品集团

奥运开闭幕式上惊艳全球的绚烂舞台、夜幕下散发着蓝色魅力的水立方、奥林匹克公园昼夜通明的街道、激情四射的比赛现场，GE为点亮奥运每一个光辉的时刻而自豪。

除照明之外，GE消费与工业产品集团还为奥运赛事提供了变配电整体解决方案。无暇照明，让运动员在赛场上淋漓尽致地发挥最佳竞技水平，让观众更加清晰地感受剑拔弩张；电力保障，让场馆设施通畅地各尽其职，优化的配电方案更考虑了对环境的影响。结合不同奥运比赛场馆的需求，GE为北京奥运会所有场馆提供了从1KVA到400KVA不同容量的UPS及相应的IRIS UPS监控系统，并通过24小时的远程系统运行监控，保障了比赛的顺利进行。

### 最闪亮的北京奥运会徽

奥组委办公大楼是北京奥运会筹备的标志性建筑。其外立面上，295米高的北京2008奥运会会徽使用了GE的LED照明。它预计能持续5万小时的工作时间，不仅在夜晚完美呈现奥运的主题，更比任何的传统照明方案都更节能，体现了奥运绿色的关怀。



### 节能降耗，直中靶心

北京射击馆是在北京建成的第一个用作奥运会赛场的全新建筑项目。GE为北京射击馆提供多种行业领先的产品，包括中低压开关柜、变压器、配电设备以及照明解决方案。

在GE所提供的整体解决方案中，无论产品的选型、方案的设计，还是项目的执行管理，GE始终致力于帮助射击馆达到高效、节能从而降低运行成本的目标，例如GE的智能配电控制系统可以根据场馆内不同时段实际负荷的需要，综合考虑配电系统的运行效率，从而制定更优化节能的运作计划。



### 演绎运动激情

奥运期间运动员在场上奋力拼搏，挥洒激情，一个个精彩的瞬间让人记忆犹新。在这些光辉的画面背后，GE的照明功不可没。本次GE共为国家体育馆、国家游泳中心、奥林匹克网球中心、沙滩排球场、奥体中心体育馆等场馆提供了体育照明，为丰台垒球场提供了场地照明，为五棵松体育文化中心提供了室内外照明。

奥运会的照明需满足现场比赛和转播质量的双重要求，因而对光线的控制有着非常高的要求。有了GE的专业照明，运动员得以专心投身比赛，而观众则可大饱眼福。



### 不间断地努力只为信息流畅

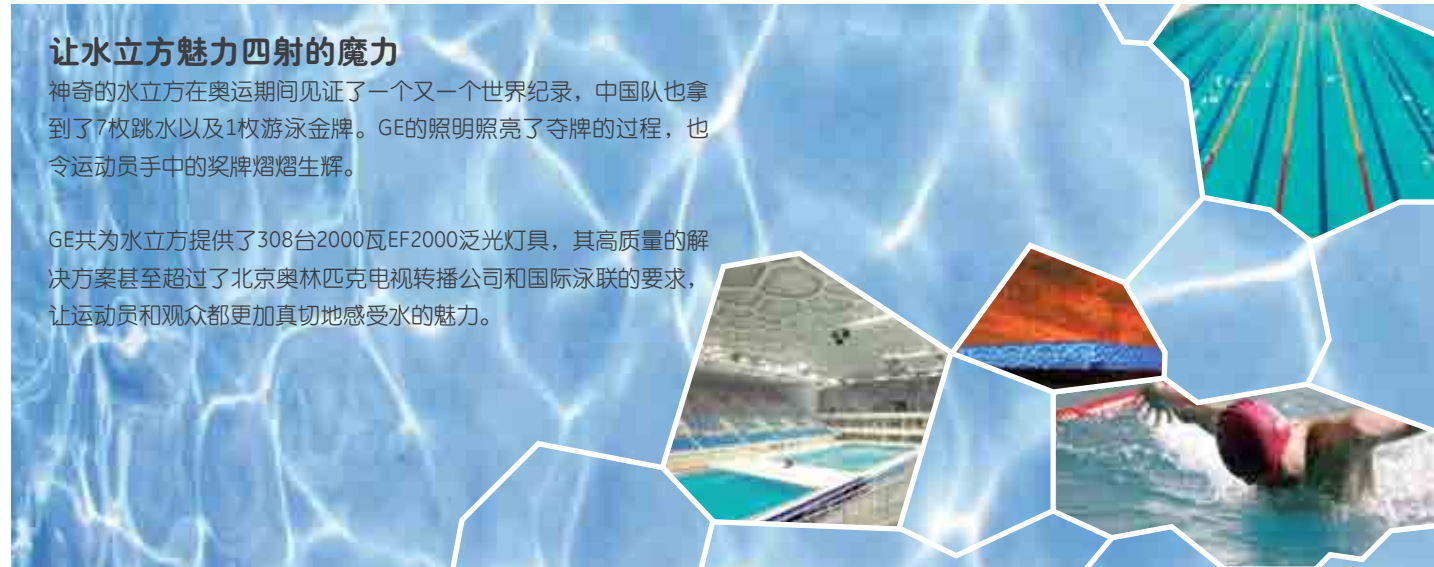
奥运数字北京大厦是除比赛场馆外，北京为举办2008年奥运会修建的五个相关设施之一（其余四个分别为国家会议中心、奥运村、奥林匹克森林公园和媒体村）。它是奥运场馆中心区的主要工程之一，也是仅次于主场馆“鸟巢”的科技含量最高的三个项目之一，在奥运期间作为信息中枢承担了为2008年北京奥运会提供技术支持和服务的重任。GE的不间断电源（UPS）及输配电产品为奥运数字北京大厦在奥运期间的表现护航，并将在奥运会后，持续支持其在数字北京的规划建设和协调管理中发挥重要作用。



### 让水立方魅力四射的魔力

神奇的水立方在奥运期间见证了一个又一个世界纪录，中国队也拿到了7枚跳水以及1枚游泳金牌。GE的照明照亮了夺牌的过程，也令运动员手中的奖牌熠熠生辉。

GE共为水立方提供了308台2000瓦EF2000泛光灯具，其高质量的解决方案甚至超过了北京奥林匹克电视转播公司和国际泳联的要求，让运动员和观众都更加真切地感受水的魅力。



## GE安防业务

安防重于泰山，在奥运会这样的国际大型赛事中更是如此。GE安防的先进解决方案在保障人身、财物和设施安全的同时，更能改善场馆及公共设施内的人流状况。

### 为丰台垒球场保驾护航

丰台垒球场位于北京市丰台体育中心，是2008年北京奥运会垒球比赛场地。GE为丰台垒球场提供了多方面的安防解决方案，其中包括防盗报警、监控系统等。这些综合性安全控制和监控系统产品是第一次被运用于奥运场馆。它们提供的不间断的信息流量使现场指挥人员掌握充分的信息，从容应对意外事故。

同时，GE安防还向北京科技大学体育馆、首都体育馆、青岛国际帆船中心、中国农业大学体育馆、北京大学体育馆、北京航空航天大学体育馆、工人体育场、工人体育馆、沈阳奥体中心五里河体育场、顺义奥林匹克水上公园提供了防盗监测和监控系统。

### 把好进出北京第一关

作为奥运会期间最重要的交通枢纽，北京首都国际机场三号航站楼把守着安全第一关。GE的12台先进的行李安检设备——CTX 9000 DSi，以其高效准确的检测性能，成为这一关卡上最好的士兵。CTX 9000 DSi经过TSA认证、是目前世界上运行速度最快的爆炸物检测系统之一，每小时可扫描超过400件以上行李。最多可满足北京首都国际机场高达四千三百万的客流量以及平均每年十七万架次航班的出入境托运行李检测。为了保证系统的持续运行，GE还为其配备了不间断电源（UPS）设备。

除了3号航站楼的防爆品检测，GE还为旅客检查点、行人运输系统以及2号航站楼行李检测区提供了视频监控系统。



### 监控安全，保障奥运

国家会议中心包括了主新闻中心、国际广播中心和击剑馆三大部分。在奥运期间承担着击剑和气手枪等比赛项目，同时也是NBC在奥运转播期间的主要办公所在地。

国家会议中心是第一个完全采用了GE整套“VisioWave”数字智能监控系统解决方案的主要奥运场所，共安装了约1400个摄像机和400个报警点。GE安防的“VisioWave”数字智能监控解决方案具有多项优势：监控点多、监控图像质量高、数字化网络传输速度快、传输信号能力强以及图像延迟性短。这些特点使其满足国家会议中心的高防范要求，成为最佳安防解决方案。

### 平安北京，平安运输

北京地铁是奥运期间重要的交通运输工具，每日承担着大量的旅客客流，GE安防的消防报警系统能有效实施烟雾和火情报警，在支持地铁正常运行的同时，确保民众的安全。

该系统包括Edwards防火设备和自动报警安全系统，标志着北京地铁消防报警系统进入新的技术应用阶段。



## GE能源集团

无论是太阳能发电、风力发电还是洁净煤发电，GE多样化的发电产品和服务都改变着我们对于能源的理解。还记得烟囱里飞出的花朵吗？GE应用能源的方式让人们知道，原来能源的消耗可以更经济、更清洁。

### 高效供电奥运中心区

奥运中心区的电力由位于朝阳区太阳宫乡北京太阳宫热电厂提供。该电厂投资约35亿元，新建了两台350MW级燃气蒸汽联合循环发电机组，采用并安装了两台GE的9FA燃气轮机。GE的9FA燃气轮机，比传统的煤发电系统更清洁、更高效，并且让电厂提高发电能力80万千瓦，增加供热面积800万平方米。在GE的支持下，太阳宫电厂满足了奥林匹克公园及周边地区的供热和制冷需求，提高了2008年奥运会期间及未来北京供电的稳定性。

### 燃烧奥运激情

GE能源在14层的京会花园（2008年奥运会国际媒体接待酒店）安装了两台高效节能的颜巴赫燃机，这两台机组与吸收性制冷系统配合运作，形成三联供系统（冷却、加热和供电），年产8,400兆瓦时的电力。这是北京奥运建设的第一个三联供系统，通过使用天然气及水致冷剂实现环保，能源综合利用率可达80%以上。

### 为北京奥运插上“绿色翅膀”

GE为北京北部的张北风电场和尚义风电场提供120台风力发电机组，将这些电场和华北电网连接起来，为天津、唐山和北京供应180兆瓦的绿电。这两个风电场每年能为平均近40万中国家庭提供电力，减少超过40万吨的二氧化碳排放，为中国实现“绿色奥运”的目标。

## GE Fanuc智能平台

是哪只无形却有力的手，牵动着奥运期间主要的运输动脉，更好地运送数以万计的观众和运动员往返比赛场馆？GE Fanuc智能平台为北京地铁提供的技术支持，大大提高了地铁运营的自动化控制和管理水平。

### 地铁管理，运筹帷幄

GE Fanuc智能平台的环境与设备监控系统（BAS）采用了PAC Rx3i系统和CIMPLICITY监控软件，正服务于北京地铁2号线。该系统对

全线18个车站及控制中心实现中央级、车站级的分级控制，完成通风、空调、消防、突发事件、以及照明、疏散等运行模式的高水平自动化控制，为比赛期间的旅客运输管理带来了极大便利。

生命在于运动，运动源于对健康的追求。奥运会作为体育的最高竞技场，更加关怀选手的健康状态和竞技水平。GE医疗集团积极承担提早保护运动员的重任，为奥运会提供了最好最适合的设备，在奥运村综合医院和全国各地的指定医院，时刻待命，为健康助力！

### 健康状态走入赛场

作为2008年北京奥运会磁共振成像设备的独家供应商，GE为奥运村综合医院安装了北京奥运会仅有的两台Signa HDe 1.5T磁共振成像设备。该技术能应用于所有比赛项目，帮助医生在早期诊断出运动员的潜在损伤，或便利地监控治疗以保障运动员在最短时间内回到赛场。Signa HDe 1.5T磁共振成像设备被称为绿色磁共振，不仅能帮助医生得到高清晰的图像，而且能使设备运行费用（水、电、液氮等）降低40%。

同时，GE医疗集团还提供了308套MAC 1200心电图设备（北京奥组委购买了20台该设备，并另外租赁288台），在各奥运场馆投入使用，以及向170个奥林匹克相关比赛提供心电图设备及配套服务。

中国奥委会（COC）还采用了GE的两套MAC 5500静息心电图机，一台Dash 4000监护仪，以及一个CASE运动心电系统（包括T2100跑步机），对运动员进行日常心电图检测，及时掌握参赛运动员心率、建立心率基准并协助临床医生提前诊断出身体异常情况。



对于关注奥运而又不能亲临现场的众多体育爱好者而言，电视赛事转播是他们观赛的最佳也是最主要的途径。NBC就为美国观众完美呈现了赛事的精彩。

NBC的7个频道全程报道北京奥运会相关新闻，报道总时长超过3600个小时，这比美国历史上历届夏季奥运会电视转播的总时长还要多1000个小时，也是1960年罗马奥运会以来奥运报道史上规模最大的单个媒体项目。在17天的北京奥运会期间，NBC的日平均报道量超过了212小时。报道克服了美国与中国12小时的时差，呈现最即时的现场报道。观众还可登陆NBCOlympics.com，第一时间通过宽频浏览精彩的比赛实况。



北京奥运会已划上了完美的句号，但GE不会止步于此，而将继续前行，将带着对体育、奥运、科技、绿色、人文的关怀不断发展自己，为中国乃至世界带去最好的技术，共同营造美丽的绿色星球。

## GE Goes for Gold through Green at Beijing Olympics

**“GE is uniquely positioned to deliver a variety of critical technology solutions for Olympic host cities,” said Jeff Immelt, Chairman & CEO of GE. “The company has been active in China for more than 100 years and we are proud to have worked so closely with the Beijing Olympic Organizing Committee and other partners to help prepare the country for the world’s largest sporting event.”**

GE technology is supporting the 2008 Beijing Olympic Games, just as it has for other major sporting events for the past 70 years. GE provided technology to 37 official venues and 168 commercial buildings in and around Beijing, in which several projects feature technological “firsts” for China. For example, the drinkable water treatment technologies and rainwater recycling system in the National Stadium, 73 turnkey electrical substations at more than 50 sites, the baggage screening system in the Beijing Capital Airport, the Zhangbei and Shangyi wind power projects, and more. For the Beijing Olympic Games, GE exceeded its Olympic sales goal with 400 infrastructure projects in and around Beijing which have collectively generated USD 700 million in revenue. In addition, National Broadcasting Company (NBC), a division of GE, generated a record of more than USD 1 billion in advertising revenue. The Beijing event has become the most successfully supported games in the company’s history.

GE’s partnership is manifest in a wide array of technologies and services ranging from healthcare and security systems to energy, lighting, power distribution and water technologies. The record sales of over USD 1.7 billion were closely connected to the collaboration and hard work of all of GE’s businesses. It was their innovative technologies and solutions that ensured the success of the events by presenting a “green” and dazzling Olympic Games.

## GE Water & Process Technologies

Water is the source of all life on earth, however, the resource is dwindling. Therefore, utilizing the abundant rainwater during the rainy season and raising water efficiency while ensuring the water supply to the Olympic venues and landscape during the Games became a necessity. Beijing’s Green Olympic theme has set a good example for the entire world. With support from GE technologies which included rainwater recycling, sewage treatment, and drinkable water treatment, GE membrane technology served as the core technology for Olympic water treatment projects.

### GE Green Technology inside the Bird’s Nest

A world-class large-scale rainwater recycling system was operating around the clock in the National Stadium to collect and purify the site’s collected rainwater to supplement the water supply to venues. At the system’s core is GE’s advanced nanofiltration membrane technology. It is the first application of its kind in China and its reservoir beneath the National Stadium can process 100 cubic meters of rainwater per hour. The water purified by the nanofiltration membrane qualifies and even exceeds domestic reuse standards and was used for landscaping, field maintenance, air-conditioning, and road, vehicle and facility cleaning.

Meanwhile, GE’s membrane technology was also used for the stadium’s drinkable water treatment project. The system provides up to 16 cubic meters of drinking water per hour, equal to 50,000 bottles of water, to meet the drinking water needs of tens of thousands of spectators.

### GE Reclaims Water to Support the Olympic Village

As one of the 11 wastewater treatment plants planned by the Beijing municipal government, the Qinghe Wastewater Treatment Plant began operations in December, 2006. The plant mainly supported the Olympic central and surrounding areas.

GE provided the Qinghe Wastewater Treatment Project with the Immersed Ultra Filtration Membrane System, a core technology that supplies reclaimed water to the Olympic lake, landscape and other non-drinking purposes. The project processed 80,000 cubic meters of wastewater per day, which alleviated Beijing’s water shortage problem. GE’s water treatment membrane technology was a reliable method of recycling sewage and offered the added benefits of low cost, non-chemical treatment and high quality.



## GE Consumer & Industrial

The awe-inspiring brilliant stage of the Olympic opening ceremony, the tranquil blue charm of the Water Cube under the night sky, the brilliance of the roads and streets in the Olympic central area, and the exciting clarity in the sports venues can credit their spectacular appearance to GE lighting, and GE is proud to have illuminated those extraordinary moments.

Besides lighting, GE C&I also provided comprehensive electricity transformation and distribution solutions to various Olympic events. Given the different needs of different venues, GE provided Uninterruptible Power Supply (UPS) with a capability range from 1KA to 400KA and the related IRIS UPS with 24-hour remote operation monitoring in order to ensure the success of the Olympic Games.

### GE LED Lighting Illuminates BOCOG Headquarters

The BOCOG Building was the city's signature Olympic structure during the run-up to the games. The unique design of the 295 meter Beijing 2008 Olympic Games emblem on the building's facade presented the perfect combination of Beijing and the Olympic Games to the world while the GE LED lighting solution made the spectacle even more splendid. This lighting solution lasted for 50,000 hours and is more energy efficient than any conventional lighting source, which not only gave the Olympic emblem a dazzling appearance at night, but also responded to the national desire of holding a "Green Olympics".



### GE's Energy Saving Solutions Make the Olympic Games Greener

The Shooting Range Hall was the first completed venue among the newly constructed Olympic venues in Beijing. GE provided the venue with leading products, including mid and low voltage switchgears, transformers, power distribution equipment and lighting solutions.

GE specifically selected products for the integrated solutions offered to the venue during project planning and implementation in order to help the hall achieve its goal of high-efficiency and low operational costs. For example, GE's intelligent control and monitoring system (ICMS) allows for real-time monitoring of load changes making it possible to figure out the most suitable energy-saving plan on account of the comprehensive operating efficiency of the entire distribution system.

### In the Spotlight – GE Illuminates the Passion of the Games

Athletes demonstrated their passion and enthusiasm while performing their very best during the games. Again and again, these wonderful moments left vivid memories. All of these vivid memories owe their clarity to GE lighting. GE provided sports lighting to the National Indoor Stadium, the National Aquatics Center, the Olympic Green Tennis Center, the Chaoyang Park Beach Volleyball Grounds, the Olympic Sports Center Stadium, as well as field lighting to the Fengtai Softball

Field. GE also provided the Wukesong Culture & Sports Center with outdoor lighting.

The Olympic Games have stringent lighting requirements that need to be met in order to fulfill both onsite competition and broadcasting needs. With support from GE lighting, athletes could devote their attention to the competition while spectators enjoyed perfectly illuminated events.



### GE Technologies Guarantee the Smooth Transfer of Information

Located in the Olympic central area, Beijing Digital Plaza provided technical support and services for the Beijing Olympic Games and is the city's second most technologically advanced Olympic project after the National Stadium. GE's UPS and power supply and distribution products greatly supported the plaza during the Games and GE will play an essential role in contributing to Beijing's digital programming and administration processes in the future.

### GE Illuminates the "Water Cube"

The National Aquatics Center has witnessed one swimming and seven diving gold medals for the Chinese team, and GE Lighting illuminated these glorious moments and shone splendor on their success. GE provided the National Aquatics Center with 308 sets of 2KW EF2000 flood fixtures. The high quality solution surpassed the FINA requirements helping athletes and spectators fully enjoy the aquatic games.



Security is the most important issue in a large-scale international sporting event like the Olympics. GE Security's advanced solutions ensured the safe and secure flow of spectators in and around the Olympic venues and other public facilities.

### GE Security Provides Comprehensive Solutions to Secure the Fengtai Softball Field

Located in the Beijing Fengtai Sports Center, the Fengtai Softball Field (FSF) was the site of all Olympic softball matches. GE Security delivered a wide range of security products for the FSF, including alarm and monitoring systems. These products were the first integrated security control and monitoring system put in place at any Olympic venue. The system's uninterrupted information flow allowed venue commanders to make informed decisions in the event of an unexpected occurrence.

GE also provided the intrusion detection and monitoring system to the Beijing Science and Technology University Gymnasium, Capital Indoor Stadium, Qingdao Olympic Sailing Center, China Agricultural University Gymnasium, Peking University Gymnasium, Beihang University Gymnasium, Workers' Stadium, Workers' Indoor Arena, the Shenyang Wulihe Olympic Sport Center, and the Shunyi Olympic Rowing-Canoeing Park.

### GE Power Distribution and Security Solutions Keep the National Convention Center Running Safely

The National Convention Center consists of the Main Press Centre, International Broadcast Centre and Fencing Hall. The center held fencing and shooting events and was also the site of NBC's main office during the Olympic Games.

The National Convention Center is the first major Olympic venue to adopt GE's integrated VisioWave intelligent monitoring system solution. The National Convention Center's security system includes 1,400 cameras and 400 alarm trigger locations. Due to the system's ability to monitor multiple locations, provide high quality monitoring images, quickly transfer signals via digital networks, acquire powerful signal transmission, and provide short delays during image transmis-

### GE Security Provides Reliable Support to Terminal 3

As the city's most important transit site, Beijing Capital International Airport Terminal 3 (T3) faces great security challenges. To help efficiently and accurately detect some of the most challenging substances, GE provided T3 with twelve GE CTX 9000 DSI advanced baggage screening systems. The CTX 9000 DSI is one of the world's fastest operational TSA-certified explosive detection systems, which can scan in excess of 400 bags per hour, optimally accommodating the terminal's designed capacity of 43 million air passengers and 170,000 flights per year. In addition to the screening system itself, GE has provided UPSs to ensure the system run at all times.

Besides providing explosive detection systems to Beijing Capital International Airport's T3, GE also provided the digital surveillance system for the passenger check spots, passenger transportation systems and baggage check areas of Terminal 2.



sion, the GE Security VisioWave intelligent monitoring solution has no competitors when it comes to answering the National Convention Center's demanding security requirements.

### Safe Beijing, Safe Transportation

During the Olympic Games, the Beijing subway system served as a key source of transportation for a huge daily volume of passengers. GE Security provided the FAS system which helped detect smoke and fire hazards in order to support the Beijing subway network and keep people safe during the Games.

The system includes Edwards fire protection equipment and auto-alarm safety systems, which mark the Beijing subway system's emergence into the new level of technology application.

## 奥运聚焦 Olympic Spotlight



Solar thermal, wind and cleaner coal power generation, GE's diversified products and services alter our understanding towards energy. Do you remember the flower flying from the chimney? GE's energy solutions have made people realize that energy consumption can be cleaner and more economic.

### GE Power Supply Solutions Support the Olympic central

The Taiyanggong power generation facility, located in Beijing's Chaoyang district, supplied electricity to the entire Olympic central area. A total sum of RMB 3.5 billion was invested to build two 350MW combined gas-steam turbine cycle generation units and the two installed GE 9FA gas turbines which are cleaner and more efficient than the traditional coal generation system and could raise generation capacity by 800,000KW, adding 8 million square meters of heating area. With GE's support, the Taiyanggong power generation facility met the heating and cooling requirements of the Olympic Green and its surrounding area and raised the stability of Beijing's power supply during the Games and beyond.

### GE Energizes Olympic Passion

GE Energy installed two high-efficiency Jenbacher gas engine units in the 14-story Jing Hui Garden Hotel, the host hotel for the international media during the Games.

These two units, producing 8,400MW hours of power per year, operated in combination with absorption chillers as CCHP (combined cooling, heating and power) system. This was the first tri-generation system used for the Beijing Olympic Games. The system provided the hotel with a green energy solution by using water as a refrigerant and utilizing natural gas for energy generation. The energy comprehensive utilization rate achieved over 80%.

### Beijing Flies with Green Wings

GE supplied 120 wind turbines to the Zhangbei and Shangyi wind farms located north of Beijing. The two farms connect to the North China Grid and supply 180MW of sustainable energy to Tianjin, Tangshan and Beijing, powering an average of 400,000 Chinese households per year, equivalent to eliminating more than 400,000 tons of carbon dioxide. The farms also supported the country's commitment of hosting a "green" Olympic Games.



What ensured the smooth operation of Beijing's major transportation systems during the Games, helping transport both spectators and athletes to and from the events? GE Fanuc provided technology support to the Beijing subway system to greatly improve the automation, control and management of the subway network.

### GE Fanuc Strategically Backs Beijing's Subways

The GE Fanuc Building Automation System employed the Pac Rx3i system surveillance software and the CIMPLICITY monitoring system which combined to provide excellent service performance to Beijing's subway line 2. The system realized central and station level control to 18 stations to achieve a high level of automation operational control over ventilation, air-condition, fire fighting, emergency, lighting, and evacuation patterns which greatly benefited passenger transportation management during the Games.



Sports promote good health and good health is pursued by everyone. The Olympics, as a world-class sporting event, also promotes good health by encouraging the best possible performance of all athletes. GE Healthcare took the responsibility of proactively protecting athletes by providing the Olympic Village Polyclinic and other designated hospitals around the country with the best and the most appropriate healthcare equipment. GE Healthcare always stands by the Olympics' goal of promoting a healthy society.

### GE Healthcare Helps Ensure Athletes' Best Performance

As the sole supplier of Magnetic Resonance Imaging (MRI) technology for the Beijing 2008 Olympic Games, GE installed two Signa HDe 1.5T systems at the Olympic Village Polyclinic for the Beijing Olympic Games, these were the only two available systems of their kind in the hospital. These technologies, located within close proximity of all the sporting events, enable clinicians to diagnose potential injuries earlier or monitor treatment to help ensure a speedy recovery. The equipment, known as the "Green MRI", not only helps clinicians obtain high-definition images, but also lowers operation costs (water, electricity, liquid helium) by up to 40%.

Meanwhile, GE Healthcare provided 308 MAC 1200 ECGs for use at Olympic venues (BOCOG purchased 20 MAC 1200 ECG units and leased an additional of 288 units). GE provided its ECG units and accompanying service to a total of 170 Olympic-related competitions.

GE Healthcare also provided the Chinese Olympic Committee (COC) with two MAC 5500 resting ECGs, one Dash 4000 bed-side monitor and one CASE STRESS ECG (including the T2100 treadmill) to diagnose the cardiac fitness of competing athletes, measure athletes' heart rate and establish a baseline to assist physicians detect any possible abnormalities.



Most Olympics fans don't have the opportunity to physically go to the venues and enjoy the games, making broadcasting the best way for them to watch the events. NBC brought these wonder of the Games to the U.S. audience through their industry leading broadcast network.

Seven NBC networks presented over 3,600 hours of Olympic Games coverage in the U.S., making it the most ambitious single media project in history. The total of 3,600 hours is 1,000 hours more than the combined total of every televised Summer Olympic Games in U.S. history, dating back nearly 50 years to the Rome Games in 1960. Over the 17 day course of the Games, NBC's coverage averaged more than 212 hours per day. Broadcasts included the most live coverage of any Summer Olympic Games despite the 12-hour time difference between the U.S. East Coast and China and, for the first time, the entire Olympic Games was broadcast in high definition. On NBCOlympics.com, American viewers had access to live streaming Olympic broadband video coverage, the first live event coverage ever on the site.

The Beijing Olympics took its curtain-call amid rapturous applause, but GE will continue its performance in developing eco-friendly technologies for China and the world at large.



## GE创想中心成为北京奥林匹克中心区一大亮点



GE高级副总裁、国际业务总裁兼首席执行官纳尼·贝加利-法尔科（右三），GE大中华区总裁兼首席执行官罗邦民（右二），国际奥委会主席雅克·罗格（左三），北京奥组委市场开发部部长袁斌（左二）以及前中国国家女排运动员孙玥（右一）和前美国国家游泳队运动员斯图尔特（左一）共同出席GE创想中心开幕典礼  
Nani Beccalli-Falco (third from right), GE Senior Vice President, President & CEO of GE International, Mark Norbom (second from right), President & CEO, GE Greater China, Jacques Rogge (third from left), International Olympic Committee President, Yuan Bin (second from left), Director of Marketing Department of BOCOG, Sun Yue (first from right), former athlete of Chinese Women Volleyball Team and Stewart (first from left), former athlete of the US National Swimming Team attend the opening ceremony of GE Imagination Center

当“鸟巢”的比赛吸引了全球亿万目光的同时，以“鸟巢”为核心的奥林匹克公园也获得了海内外观众的高度关注。来自国际奥委会全球合作伙伴和北京奥运会合作伙伴的企业在这里设立了一个个特色鲜明、奥运元素丰富的体验中心或展示馆，给北京奥运会增添了一抹别致的风景。在众多展馆之中，一座外观简洁现代的两层建筑吸引了不少观众。走入馆中，独树一帜的科技元素无处不在，这就是GE的创想中心，很多观众称它为公园内最具科技感和巧思的展馆之一。在8月8日至8月24日公众开放期间，GE创想中心共举办了104场客户及员工活动，吸引了共近九万名观众前来参观，每天接待访客人数超过6000人，最后一天的接待量超过了8000人次。期间，包括国务院副总理王岐山，国际奥委会主席罗格等贵宾也参观了创想中心。

GE创想中心展示了来自GE不同业务集团的领先产品和技术，以及GE为北京2008年奥运会基础设施建设所提供的出色的解决方案。它由一座面积达1500平方米的二层展示区，一个可容纳150余名来宾的中庭和户外瀑布组成。展示区设有六个展厅，其中五个以中国传统文化中的五行：金、木、水、火、土为主题，分别向观众展示了GE在水处理、交通运输、照明、能源、风能方面所取得的成就。最后一个展厅以人为主题，五行在这里达到和谐与平衡。六个展厅为观众营造了一个丰富多彩的科技和创想世界。

### 水展厅——水处理及工艺过程处理

水展厅展示了GE致力于解决世界水资源短缺问题的承诺。视频短片向观众解释了水循环过程以及GE海水淡化和水净化技术的运用，帮助观众意识到水资源短缺给地球带来的巨大挑战。

同时，通过GE为本届北京奥运会所提供的先进水处理技术的展示，观众还可以了解到GE的水处理技术不仅能够产生清洁的饮用水，还能通过回收和净化生产家庭、农业、工业用水。

### 金展厅——交通运输（航空和铁路）

在金展厅，GE展示了GENx飞机发动机的复制品，并通过影片向观众解释了其工作原理和优点。如GENx飞机发动机是GE历史上最安静、能效最高和排放最低的飞机发动机；与前代GE飞机发动机相比，能省油15%，噪音降低50%；它还是GE销售最成功的发动机等。

同时展示的GE最先进的混合动力机车技术，相比现在全球正在使用的货运机车，节油高达15%，降低排放50%。GE在致力于设计和制造世界上能效最高的机车——GE Evolution混合动力机车的同时，积极探寻把相同的技术应用于船用和车用领域。

### 火展厅——照明

130多年前，灯泡的发明者托马斯·爱迪生创建了GE。在火展厅，观众可以了解到GE的照明业务从最初的白炽灯到最新的OLED技术的发展历程，以及了解OLED既可以像报纸一样被印刷，也可以如墙纸一般被折叠。

### 土展厅——能源（太阳能、清洁煤和生物沼气）

土展厅中展示了GE各种环保替代能源技术和产品，如通过煤的气化以及燃烧这些气体的清洁煤技术；使用生物沼气作为燃料的GE颜巴赫燃气内燃机等。同时，GE用短片讲述了GE可循环使用的能源技术，如清洁煤、太阳能、风能和生物沼气，以及这些技术如何解决由人口增长和能源需求激增所引发的挑战。

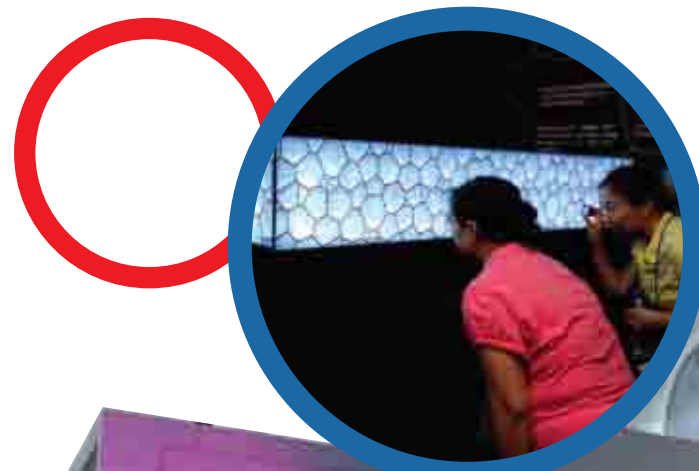
### 木展厅——风能

在木展厅的互动体验环节中，观众可以通过身体移动感受风力发电的奥妙，了解到发电机的叶片扫过的面积可以覆盖一个足球场等有趣信息，以及风力发电小知识等。

### 人展厅——医疗

在人展厅，观众可欣赏到一个2分钟的短片，该短片由3部分组成：GE正引领着医疗界“早安心”的理念；人体医学中所体现的中国五行元素；生命的礼赞：人、运动员、奥林匹克运动。

通过互动和多媒体方式，GE创想中心为来自全球的观众提供了一个了解GE，了解GE高科技产品与领先技术的平台，让观众感受到了科技的冲击和魅力，同时更感受到GE作为一个负责任的企业公民的实力和品牌吸引力。



## GE Imagination Center Becomes Highlight of the Olympic Green



GE高级副总裁、国际业务总裁兼首席执行官纳尼·贝加利-法尔科（左一），国际奥委会主席雅克·罗格（左三），北京奥组委市场开发部部长袁斌（右一）在风能展厅  
Nani Beccalli-Falco (first from left), GE Senior Vice President, President & CEO of GE International, Jacques Rogge (third from left), International Olympic Committee President and Yuan Bin (first from right), Director of Marketing Department of BOCOG visit the Wood Room

As the TOP sponsor, GE unveiled its Imagination Center at the Olympic Green on August 4, 2008. The center stood out from other showcasing pavilions with its unique interactive multimedia which borrowed the ideas of five traditional Chinese elements. The center had attracted a total of 90 thousand visitors during its opening to the public from August 8 to 24, when 104 customer and employee events were held. The center received over 6,000 visitors per day, with the last day's visitors exceeding 8,000. Wang Qishan, Vice Premier of China, Jacques Rogge, President of International Olympic Committee and other VIP guests visited the center.

The GE Imagination Center showcased GE businesses' leading products and technologies, and the excellent solutions designed for the infrastructure programs of the Beijing 2008 Olympic Games. The center consists of a two-story exhibition area covering 1,500 square meters, an atrium capable of accommodating 150 guests and an outdoor waterfall. The exhibition area is divided into six rooms, five of which are designed on the basis of the five Chinese elements: metal, wood, water, fire and earth. These five Rooms present to visitors GE's achievements in water treatment, transportation, lighting, energy and wind power. The last "Human Being Room" ends the tour and balances the five elements. Together, the six rooms explore imagination and draw a colorful picture of GE's technologies.

### The Water Room – GE Water & Process Technologies

In this room, GE demonstrated its commitment to help confront the global problem of water scarcity. Through a video, GE explained the water cycle process and the application of GE's desalination and water purification technology, which raised visitors' awareness of the many challenges facing the planet brought by water shortages.

By exhibiting the advanced water treatment technologies GE provided to the Olympics, visitors saw how GE is using its technologies to supply clean drinking water and responsibly manage water resources for industry and agriculture through water recycling and purification.

### The Metal Room – Transportation (Aviation & Rail)

There was a scale replica of the GENx aircraft engine in the metal room. An accompanying video explained how the GENx engine works and included other information regarding the aircraft engine. The GENx aircraft engine is the fastest and most fuel-efficient engine with the lowest emissions GE has ever produced; it can save fuel by 15% while reducing noise by 50%, much



quieter than previously manufactured engines. It is also the company's best-sell engine.

GE's most advanced hybrid locomotive technology was also presented in the metal room. Compared to most of today's freight locomotives, the hybrid locomotive reduces fuel consumption by as much as 15% and emissions by as much as 50%. GE is now looking to apply the same technology to marine and vehicle applications while remaining dedicating to the design and manufacture of the world's most fuel efficient locomotives – GE's evolution hybrid locomotive.

### The Fire Room – Lighting

GE is a 130-year-old company founded by Thomas Edison, the inventor of the first light bulb. In this room, visitors got to know the history of GE's lighting innovations from the original light bulb to the latest OLED technology which can be printed as newspapers and applied like wall paper.

### The Earth Room – Energy (Solar, Cleaner Coal & Biogas)

In the earth room, a series of GE's alternative power generation technologies were presented, such as the power generation solutions using clean coal technology which works by gasifying coal and burning the generated gas. The room also displayed the GE Jenbacher engine which runs on biogas generated from waste and crop sources. GE also

presented a film which told the story of growing populations and energy demand, and how GE and its renewable energy solutions help meet this growing demand.

### The Wood Room – Wind

There was an interactive wind wall in the wood room, where visitors could generate wind with their own movements and realize that rotor blades sweep an area the size of a football field and other interesting wind power generation facts.

### The Human Being Room – GE Healthcare

In the human being room, a two minute film was shown to visitors in three parts: GE is shaping the future of healthcare with a focus on "Early Health", the linkage between the five Chinese elements and the human body and the celebration of life, people, athletes and the Olympic Games.

Serving as an interactive platform, the GE Imagination Center gave visitors the opportunity to learn about GE and its advanced products and technologies through interactive games and multimedia. The center not only provided visitors with a feel for the great influence of GE's fascinating technologies, but also communicated GE's strength and brand value as a responsible corporate citizen.

2007年“绿色创想”总收入达（美元）  
Ecomagination revenue in 2007 reached (USD)

14,000,000,000

2007年清洁技术的研发投入首逾（美元）  
2007 "Cleantech" fund - investment in  
cleaner technology research and development  
- for the first time passed (USD)

1,000,000,000



25 billion

2010年“绿色创想”收入目标调高至（美元）  
Annual ecomagination revenue goal  
by 2010 is raised to (USD)

70 billion

订单额增至（美元）  
Order book surged past (USD)

绿色创造价值  
Green is green

## GE宣布扩展“绿色创想”及节水承诺

### GE Announces Ecomagination Expansion and Water Reduction Commitment

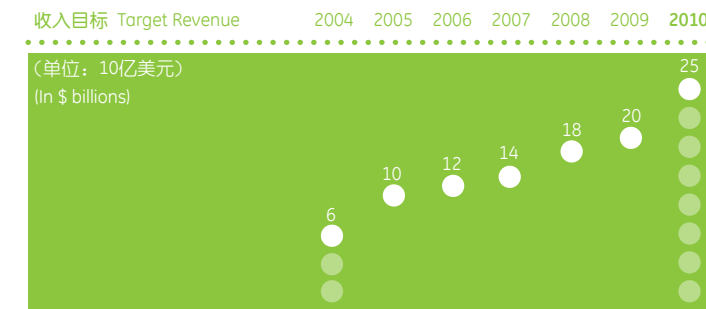


“‘绿色创想’是GE近年最为成功的跨业务跨行业战略之一。此项计划不仅极大地提升了GE在创新与执行方面的声誉，更充分发挥了公司的各项业务优势，在为投资者带来极大回报的同时，将自身能源使用和温室气体排放量降至最低。”

“Ecomagination is one of the most successful cross-company business initiatives in our recent history. It is a clear amplifier of our strong reputation for innovation and execution, harnessing the strength of every GE business to maximize returns for GE investors while minimizing our own energy use and greenhouse gas emissions.”

2008年5月28日，GE宣布扩展其“绿色创想”战略，承诺在2012年之前将公司全球用水量减少20%，并同时宣布，2007年，GE来自节能、环保产品和服务的收入达到140亿美元，比2006年增长了15%以上。GE“绿色创想”订单总额增至700亿美元，在2007年清洁技术的研发投资也首次超过了10亿美元。

2005年，GE为“绿色创想”设立了一项最初目标：将“绿色创想”产品的收入从2004年的60亿美元增加到2010年的200亿美元。在当天的成果介绍中，GE预言“绿色创想”将提早一年，即在2009年之前实现200亿美元的收入目标。由此，GE将2010年的“绿色创想”年度收入目标提高至250亿美元。



On May 28, 2008, GE announced plans to expand its ecomagination strategy, committing to reduce its global water use by 20% by 2012. The company also reported that revenues from its portfolio of energy efficient and environmentally advantageous products and services crossed USD 14 billion in 2007, up more than 15% from 2006. In addition, the ecomagination order book surged past USD 70 billion and the GE “cleantech” fund, an investment in clean technology research and development, passed USD 1 billion for the first time.

In 2005, GE set the goal of growing revenues from ecomagination products from USD 6 billion in 2004 to USD 20 billion in 2010. After compiling the most current progress report, GE forecasts it will surpass USD 20 billion by 2009, a year earlier than forecasted, and is consequently raising the annual ecomagination revenue goal to USD 25 billion by 2010.

The new initiative is one of the world's most aggressive corporate water reduction targets and is expected to save 7.4 million cubic meters (2 billion U.S. gallons) of fresh water, enough water to fill more than 3,000 Olympic-sized swimming pools. Harnessing technologies and global capabilities, GE's commitment sets the standard for water footprint reductions. GE will use its broad portfolio to reduce water consumption,

新增加的节约用水与循环用水承诺，是迄今为止全球最具挑战性的企业级节水目标之一，预计可节约740万立方米清洁水资源，这足以贮满3000多个奥运会标准游泳池。借助自身的技术与全球化能力，GE通过此项承诺为减少用水量设定了标准。GE借助自身广阔的产品线，在降低GE全球用水量的同时，保证其长期供水并提升运营收益。作为节约用水目标的一部分，GE将使用其业界认可的水评估工具来和包括宝钢集团有限公司在内的客户共同进行用水评测，确立效益目标与指标，并提供能够满足客户环境和调整目标的解决方案。

除了宣布新的节约用水承诺，GE还发布了一份关于综合水资源再利用的白皮书。白皮书旨在帮助社团及政府权威提高各自领域的水循环和再利用。这份白皮书包括一份政策详单，以及正在世界各地应用的全球性最佳实践，同时还设定了四项核心政策来提高水的循环与再利用，即：教育与推广、消除障碍、激励机制、标准与制度。

GE减少自身环境资源消耗的承诺一向得到全球员工的大力支持。如今，已有逾5000项节能和减少温室气体排放项目在GE各工厂得以实施。

ensure long-term supplies and increase operational returns at GE facilities around the world. As part of its water reduction target, GE will also use its industry-proven water assessment tools to help customers, like the Baosteel Group Corporation, evaluate water use, identify efficiency goals and metrics and deliver solutions that meet the steel producer's environmental and regulatory goals.

In addition to GE's announced commitment to water reduction, the company also released a comprehensive water reuse white paper designed to help communities and other governmental authorities increase the reuse of water. The white paper includes a menu of policies and global best practices that are being used in different locations around the world. The paper identifies four major policies to increase reuse: education and outreach; removing barriers; incentives; and mandates and regulation.

GE's commitment to reduce its own environmental footprint includes over 5,000 energy saving and greenhouse gas-reducing projects ongoing and has caught the imagination of its global employees and customers alike.

## GE向中国农村捐赠 水处理技术 GE Gives the Gift of Clean Water to China's Rural Areas



GE董事长兼首席执行官杰夫·伊梅尔特（图左）向水利部农村饮水安全中心主任李仰斌（图中）和河北省沧州市东光县副县长杜茂魁（图右）赠送GE水车模型  
Jeff Immelt (left), President & CEO of GE gives a miniature of GE water trailer as a gift to Li Yangbin (middle), Director of Center for Rural Drinking Water Safety, Ministry of Water Resources and Du Maokui (right), Deputy Chief of Dongguang County, Cangzhou City, Hebei Province

**GE全力支持中国为城市和农村地区民众提供清洁用水的努力，并愿意通过旗下的水处理产品线帮助实现这一目标。**  
**GE is committed to leveraging GE's broad portfolio of water solutions to help China achieve its clean water objectives for urban and rural citizens.**

2008年5月28日，GE宣布捐赠两套先进的水处理系统，为中国河北省东光县及其周边村庄的6万多名居民提供清洁饮用水。该系统能通过提供去除氟化物的清洁饮用水保障当地居民的健康生活，展示了GE的水处理产品如何经济、高效地运用于中国农村社区。

作为奥运会水处理设备与服务的官方提供商，GE此次与中国水利部携手，于2008年夏季在东光县安装并启用一座功能全面的水处理系统。与此同时，GE提供的另一套移动水处理系统可以为邻近村庄提供净化水。这是中国首次采用移动水处理系统来为市政集中水处理设施无法覆盖到的地区提供清洁用水。此次捐赠也是GE再次支持中国在奥运会期间及此后贯彻可持续水管理解决方案的重要项目。

GE水处理及工艺过程处理集团总裁兼首席执行官高伍德表示：“GE公司深感荣幸能够向中国农村赠送‘绿色创想’的水处理技术，并以此

来庆祝2008年奥运会。GE全力支持中国为城市和农村地区民众提供清洁用水的努力，并愿意通过旗下的水处理产品线帮助实现这一目标。我们相信参与这次项目获得的经验也将提升GE公司的自身能力，从而更好地服务中国以及其他国家。我们将克服传统基础设施可能带来的问题，为偏远地区数以万计的居民提供清洁供水。”

这两套采用了GE“绿色创想”反渗透膜技术的水处理系统，可过滤掉水中的细菌、病毒、颗粒物和可溶解污染物。在东光县，处理后的水将通过市政基础设施进行供应；而在偏远乡村，移动水处理系统将定期把处理过的水注满储水池。GE的移动水处理解决方案可以处理任何水源，有着非常广泛的应用，它将帮助中国在2015年之前实现向农村地区3亿多人口提供安全用水的目标。

On May 28, 2008, GE announced its donation of two advanced water treatment systems to provide clean drinking water for more than 60,000 Chinese residents in Dongguang City and surrounding villages. The systems help protect human health by removing fluoride and other contaminants, yielding clean, potable water. The systems also demonstrate how GE's broad portfolio of water treatment technologies can be quickly and cost-effectively used by China's communities.

Working in partnership with China's Ministry of Water Resources (MWR), GE, the official provider of water treatment facilities and services to the Beijing 2008 Olympic Games, will install and start up a full-scale water treatment plant in Dongguang City during the summer of 2008. GE is also supplying a mobile water treatment plant that will purify water for neighboring villages. This is the first time that an advanced mobile water treatment system will be used in China to bring clean water to areas that are outside

the reach of the nation's centralized municipal water infrastructure. These GE donated advanced water treatment technologies are part of a larger effort to help China implement an environmentally sustainable water management solution during the Olympic Games and beyond.

"GE is extremely proud to celebrate the 2008 Olympic Games with our donation of ecomagination water treatment technology to the people of China," said Jeff Garwood, President & CEO, GE Water & Process Technologies. "We are committed to leveraging GE's broad portfolio of water solutions to help China achieve its clean water objectives for urban and rural citizens. The experience that we gain from this project will strengthen our ability to further help China and other nations leapfrog traditional infrastructure challenges to deliver clean

water to hundreds of millions of people in the world's remote communities."

Incorporating GE's ecomagination-certified reverse osmosis membranes, the water treatment plants will remove virtually all bacteria, viruses, particles and dissolved pollutants from the water. In Dongguang City, treated water will be distributed through the municipal infrastructure. In the city's outlying villages, the mobile treatment system will make regular visits to fill storage tanks with treated water. GE's mobile water treatment solutions can treat virtually any water source and could potentially play a key role in helping China meet its goal of providing safe, reliable water supplies by 2015 to more than 300 million people living in the nation's rural areas.





# 新闻链接： 稳步推进， 经济、绿色效益 并收

- ① 加倍清洁技术的研发投入
- ② 增加“绿色创想”产品收入
- ③ 减少温室气体排放量，  
提高GE运营的节能效率
- ④ 节约用水与提高水的回收利用率
- ⑤ 提高公众知晓度

2005年5月，GE董事长兼首席执行官杰夫·伊梅尔特启动“绿色创想”计划。该项业务战略旨在通过富有想象力的创新科技，在帮助客户解决环境挑战的同时促进GE的增长，从而印证“绿色创造价值”的公司理念。自2006年GE在中国启动“绿色创想”计划以来，GE优秀的“绿色创想”技术和解决方案已迅速应用于中国市场，并不断赢得政府的赞赏和客户以及合作伙伴的认同。GE“绿色创想”在支持中国经济可持续发展的同时，为投资者和客户都带来赢利。2007年，GE在中国实现了44亿美元的销售额，其中大约10%归功于环保科技。

“绿色创想”主要基于五项承诺：加倍清洁技术的研发投入、增加“绿色创想”产品收入、减少温室气体排放量、提高GE运营的节能效率、节约用水与提高水的回收利用率以及提高公众知晓度。自启动以来，GE“绿色创想”计划已经在各项承诺上取得了重大进展，迄今为止，在中国市场取得了以下多项核心成果：

### 能源产品与技术

——作为世界领先的发电设备和能源输送技术供应商之一，GE能源集团拥有全球的资源 and 经验，以及众多的“绿色创想”产品，可满足客户对于更清洁、更可靠、更有效能源产品的需求，并有效应对由经济高速增长带来的能源挑战。

GE的**燃气蒸汽联合循环发电技术**是国家发改委认可和推广的绿色环保解决方案。2007年，GE向武钢集团提供了两套9E燃气蒸汽联合循环发电设备，有效帮助武钢减少高炉煤气的放散。此外，GE能源集团和南京汽轮机有限公司同时为中国的钢厂提供50MW等级的高炉煤气发电解决方案，至今已经在济南钢厂安装了8台50MW高炉煤气发电机组，重钢安装了一台50MW高炉煤气发电机组。

GE洁净煤解决方案部的**整体煤气化联合循环发电技术 (IGCC)**能把煤炭转化成更为清洁的燃料——合成气，作为燃料用于燃气轮机联合循环系统进行发电。GE中国研发中心的科学技术人员正在和清华大学的专家通力合作，利用GE全球的技术资源致力于“清洁煤”领域的研究。

装配在北京太阳宫热电厂的两台**GE 9FA燃气轮机**为奥运会中央区域提供电力、供暖和制冷服务。GE为此项目提供的天然气轮机比传统的煤炭发电系统更清洁，更高效，能满足奥运公园及周边地区的供热需求，并增强2008年奥运会及未来北京电力供应的可靠性。

**颜巴赫燃气内燃机**是世界第一台燃气内燃机。GE为2008年奥运会媒体接待酒店——京会花园，提供了两台颜巴赫燃气内燃机，该设备以天然气为气源，采用分布式能源的方式，自给自足，为酒店提

供冷、热、电三联供，能源的综合利用率可高达90%。此外，颜巴赫燃气内燃机还将走进北京德青源养鸡场利用鸡粪分解产生的甲烷发电。这一应用将为中国新农村、新能源的建设提供先进的示范。

作为中国风能领域的主要设备提供商之一，目前，GE参与的风力发电项目总容量达到750兆瓦，分布在内蒙古、上海、新疆、江苏和河北等地。使用的GE1.5兆瓦风力发电机主要的电气系统均在中国生产。此外，所有风能所需变频器都在上海生产，仅2006年就生产了2000多台，产量位居世界第一。



### 照明系统

——在照明领域，GE超过90%紧凑型荧光灯产品都是节能明星，和普通的白炽灯相比，能节省70-75%的电力，同时使用寿命也是普通白炽灯的10倍。例如：重庆万豪酒店使用了市面上第一款T2玲珑节能灯；GE在华东地区参与了长达33公里的东海跨海大桥建设，其道路照明控制解决方案在该项目中的应用，在非交通繁忙时段可节省20%以上的耗电。

GE还为众多奥运项目提供绿色照明产品和解决方案，其中包括为“鸟巢”国家体育场提供的变配电系统和照明系统以及为“水立方”国家游泳中心提供的体育照明系统。此外，北京奥组委办公大楼外立面的北京奥运会标识中应用了GE的发光二极管(LED)照明系统。



### 水处理产品与技术

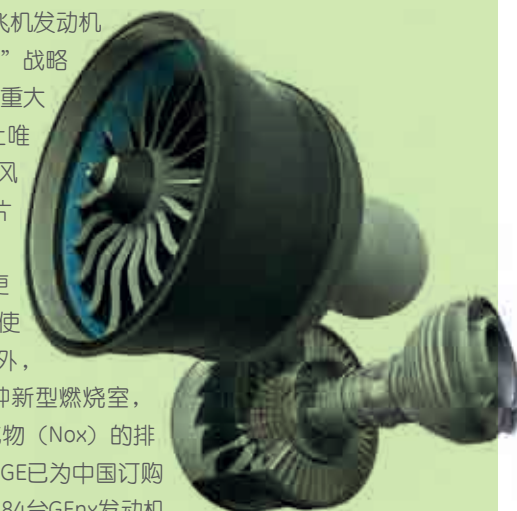
——GE凭借创新、环保的水处理产品和技术，为日益紧迫的水资源问题提供解决方案。作为全球三大膜元件生产商之一，GE先进的膜技术可利用更少的能源来提供更高质量的水。如今，GE核心的膜技术在国内外已经有了许多成功的应用案例。

GE为**北京清河污水回用项目**提供了超滤膜技术以供应北京奥运村的奥运湖、景观用水和其他非饮用水的使用；为国家体育场提供**纳滤膜雨水回用技术**及核心部件，通过6个积水池可以回收相当于6个足球场的国家体育场的雨水，最高可每小时处理100吨雨水，经处理后产出80吨可回用中水，用于景观绿化、消防及卫生清洁，直接节约了体育场常规用水；为国家体育场提供**饮用水净化技术**，此系统可以每小时提供16吨达到国家最新的饮用水标准的饮用水；为唐山南堡开发区污水处理厂提供了先进的反渗透膜技术，产生的回用水以满足南堡电厂的冷却用水。

此外，GE还为广东佛山自来水公司提供水处理技术，日处理水量达到5000吨。浙江玉环海水淡化项目是GE膜技术的又一应用，此项目日处理海水7.7万吨，是目前全球最大的海水淡化项目之一。

### GENx飞机发动机

——GE的飞机发动机技术是“绿色创想”战略在航空工业领域的重大突破。作为世界上唯一采用复合材料风扇机匣和风扇叶片的喷气发动机，GENx的耐久性更高，重量更轻，使用成本更低。另外，GENx还采用了一种新型燃烧室，大幅降低了氮氧化物(Nox)的排放。到目前为止，GE已为中国订购的42架飞机提供了84台GENx发动机，与上一代发动机相比其燃油效率提高了15%，噪音减少30%。



### 中国干线Evolution系列机车

——为中国市场特制，以强大效率为远程大宗货物运输提供服务的Evolution系列机车被中国铁道部选定，用于中国铁路干线，有效提高了燃油效率，让污染排放量减少了40%。

为确保当前和未来的“绿色创想”产品能够有效改善环境与运营绩效，GE联手一家第三方咨询机构编制出环保积分卡，比较GE各项产品与其他同类产品，量化各项可供客户参考的指标，包括环保特性、影响及益处等。去年，GE获得“绿色创想”认证产品的数目由45种增至62种，增幅达38%。

在GE研究人员的努力下，在未来，还会有更多的“绿色创想”产品走进人们的视线，其中包括：

**可再生能源**——探索风能、太阳能和生物能领域的先进理念，提高清洁可再生能源的经济性和实用性。

**先进的气化和清洁煤技术**——GE整体煤气化联合循环发电（IGCC）提高工厂效率，降低排放，帮助系统具备碳捕获能力。

**燃料利用率**——深入研究合成材料、高等空气动力技术、涡轮合金、以及先进涂料和燃烧系统，帮助目前及将来的飞机引擎和电力发电系统提高燃料利用率、改善整体性能。

**混合动力系统**——通过研究进而支持新一代混合动力机车的研发。

**照明**——研发有机发光二极管（OLED）等节能技术，降低能源消耗。

**水**——提供更为经济、节能的水净化及循环利用解决方案。

News Link:

## Steady Steps towards Both Economic and Green Benefits

- ① double investment in clean research and development
- ② increase revenues from ecomagination products
- ③ reduce greenhouse gas emissions (GHG), improve the energy efficiency of GE's operations
- ④ reduce water use and improve water reuse
- ⑤ keep the public informed

GE将持续发展“绿色创想”战略，为公司、投资者、客户和合作伙伴带来经济效益的同时，最大化减少对环境的影响，实现经济、绿色效益并收。

In May 2005, Jeff Immelt, GE Chairman & CEO set out to prove that “green is green” with the launch of ecomagination – a business strategy designed to promote the production of innovative technologies that help customers address both environmental and financial needs while helping GE’s global business develop. Since the ecomagination was launched in China in 2006, its outstanding technologies and solutions have been rapidly implemented across the China market, winning appreciation from the government and recognition from our customers and partners. GE’s ecomagination benefits both investors and customers while supporting the sustainable economic development of China. In 2007, GE generated a revenue of USD 4.4 billion, with 10% from its green technology.

GE’s ecomagination strategy is based on five commitments: double investment in environmentally friendly research and development, increase revenues from ecomagination products, reduce greenhouse gas emissions (GHG) and improve the overall energy efficiency of GE’s operations, reduce water use and improve water reuse, and keep the public well-informed. Since the strategy’s launch, GE has made significant progress on each of these commitments and has already achieved much in Chinese market:

### Energy Products and Technologies

As the world’s leading supplier of power generation equipment and energy transmission technology, GE Energy boasts the global resources, experience and eco-product lines to meet the customers’ needs for cleaner, more reliable and efficient energy products which help tackle the energy challenges presented by today’s rapid economic growth.

GE’s **gas and steam combined cycle power generation technology** is a green solution authorized and promoted by the National Development & Reform Commission. In 2007, GE provided the Wuhan Iron and Steel (Group) Corporation with two sets of 9E gas and steam combined cycle power generation equipment to help the iron and steel producer reduce its blast furnace gas emissions. In addition, GE and the Nanjing Turbine and Electric Machinery (Group) Co., Ltd. provided a 50 MW power solution which uses blast furnace gas as fuel to Chinese steelworks with now eight installed at the Jigang Group facility and one installed at the Chonggang Group facility.

GE “Cleaner Coal” **Integrated Gasification Combined-Cycle technology** transforms coal into a cleaner fuel – syngas. Syngas is combined with the cycle systems of gas-powered turbines to generate electricity. Through cooperation with experts from Tsinghua University, GE researchers from China Technology Center are now taking advantage of global technology resources to further develop this “Cleaner Coal”.

Two **GE 9FA gas-powered turbines** installed in the Taiyanggong power generation plant will supply electricity, heating and cooling to the Olympic central area. The natural gas turbines GE provided are cleaner and more efficient than any traditional coal fuelled power generation

systems. When completed, the plant will meet the heating needs of the Olympic Green and surrounding areas while greatly improving the reliability of the power supply during the Games and far beyond.

The **Jenbacher gas engine** is the world’s first landfill gas engine. GE installed two Jenbacher engine units in the Jing Hui Garden Hotel, host of the international media during the Games. The units, which use natural gas as fuel, are self-sufficient and can provide combined cooling, heating and power for the hotel with an energy efficiency utilization rate of 90%. Jenbacher engines will also be used by DQY chicken farm to generate power using a firedamp system fuelled by chicken manure, a perfect example for the building of a “new village and new energy”.



As one of the main suppliers of **wind power generation** equipment in China, GE has participated in many wind power projects throughout the region. The aggregate capacity of these projects in Inner Mongolia, Shanghai, Xinjiang, Jiangsu, Hebei, and other sites has amounted to 750 megawatts. The main electrical system of GE’s 1.5 megawatts wind power generator was produced in China and all the transducers were produced in Shanghai. In 2006, more than 2000 transducers were produced, the highest output in the world.



### Water Treatment Products and Technologies

– GE provides the world with innovatively green water treatment products, technologies and solutions that help tackle the challenge of the planet's rapidly increasing water resource problems. As one of the largest membrane component producers in the world, GE's advanced membrane technology uses less resources to provide higher quality water. This highly efficient membrane technology has been successfully used throughout China.

GE provided its advanced membrane filtration technology to the **Qinghe wastewater reuse facility** which supplies treated water for the Olympic lake in the Beijing Olympic Village, landscaping and other non-drinking uses. GE integrated nano-filtration membranes for the reuse of rainwater as a key component of the **National Stadium's water reclamation** process. Over 100 tons of rainwater per hour can be collected and processed by a membrane, the size of six football fields, for reuse in landscaping, fire-fighting and cleaning. GE also provided **drinking water purification technology** for the National Stadium, which can produce 16 tons of drinking water which meets national drinking water standards. In addition, GE has used its reverse osmosis membrane technology in the Tangshan Nanpu development zone's wastewater treatment plant to reuse the plant's water to cool the zone's power generation plant.

GE also provided water treatment technology for the Guangdong Foshan Water Supply Company which currently treats up to 5,000 cubic meters per day. The Zhejiang Yuhuan Desalination Project desalinates up to 77,000 cubic meters of seawater per day making it one of the largest desalination projects in the world. The project's success depends on GE's membrane technology.



### Lighting

– over 90% of GE's compact fluorescent lamps are highly efficient compared to ordinary incandescent lamps saving over 70% of the electricity while lasting ten times longer. The Chongqing Marriott Hotel is just one example of a facility that is taking advantage of this energy saving lamp. GE's roadway lighting solution was adopted in the East Bridge project, a 33-kilometer bridge in eastern China which is now saving over 20% of the electricity during non-rush hours.

GE has also provided many green lighting products and solutions for numerous Olympic projects, including the electricity transformation and distribution and lighting in the National Stadium, or Bird's Nest and National Aquatic Center, or Water Cube. Moreover, GE LED lighting was used in the Beijing Organizing Committee of the Olympic Games' headquarters as well as the Beijing 2008 Olympic Games logo that shines the facade of the building.



### The GENx Engine

– GE's GENx jet engine technology is an ecomagination breakthrough in the aviation industry. As the world's only jet engine with both a front fan case and fan blades made entirely of composites, the GENx engine is of greater engine durability, reduced weight and lower operating costs. The GENx also features a new combustor which creates a more efficient fuel mix before ignition, significantly lowering nitrogen oxide (NOX) levels. To date, GE has provided 84 GENx engines for 42 aircraft in China. Compared to previous generations, the fuel efficiency has increased by 15% while noise has decreased by 30%.



### Evolution Locomotive for Chinese Mainline

– with its formidable transport efficiency, GE is providing China's Ministry of Railway with the perfect solution for large bulk cargo transportation. The Evolution locomotive, which was specifically developed for the Chinese market, effectively raised fuel efficiency while reducing pollution by 40%.



To ensure that eco-products are improving the environment and operating successfully from now through the distant future, GE cooperated with a third-party consulting organization to create a "green card" system to compare GE's products with other similar products and quantify product performance for customers' reference. The "green card's" performance assessment will rate product's green features, environmental impact, economic benefits, and more. Last year, ecomagination certified products increased from 45 to 62, an annual increase of 38%.

GE researchers are working on a variety of technology initiatives that span GE's business portfolio, including:

**Renewable energy** - exploration of advanced concepts in wind, solar and biomass technologies to improve the economics and availability of clean, renewable energy sources.

**Advanced gasification and cleaner coal technologies** - for GE's Integrated Gasification Combined Cycle (IGCC) System to increase plant efficiency, lower emissions and make these systems carbon capture ready.

**Fuel efficiency** - research in composite materials, advanced aerodynamics, turbine alloys, and advanced coatings and combustion systems to improve the fuel efficiency and overall performance of current and future generations of aircraft engines and electric power generation systems.

**Hybrid systems** - research to support the development of the next generation hybrid locomotive.

**Lighting** - energy efficiency initiatives such as Organic Light Emitting Diodes (OLEDs) to reduce energy consumption.

**Water** - programs to provide more affordable, less energy-intensive solutions for the purification and reuse of water.

GE will carry on the ecomagination strategy to the benefit of GE, investors, customers, and partners while continuing to protect the environment.

## GE围绕基础设施、金融、媒体三大核心产业展开调整

2008年7月25日，GE董事长兼首席执行官杰夫·伊梅尔特宣布，为实现更高效业务增长，公司决定精简组织架构并对旗下部分业务进行调整。伊梅尔特同时宣布，GE董事会已任命在GE供职24年、现年46岁的约翰·克瑞尼基为GE副董事长。

伊梅尔特表示：“作为一家全球化的基础设施、金融和媒体公司，GE在当今多项重要的业务发展领域均取得了不俗成就。随着消费与工业产品集团剥离计划提上日程，我们采用一种更为精简的方式组建公司，从而使未来的业务增长实现最大化。”

GE的产业部门从六个重组为四个，新的架构包括两个基础设施部门：

### GE技术基础设施

——该产业部门由GE副董事长约翰·赖斯掌管，包括医疗、航空、运输系统和企业解决方案业务。这些业务将对技术、软件和工程产业产生影响。

### GE能源基础设施

——该产业部门由新任副董事长约翰·克瑞尼基掌管，包括能源、石油和天然气、水处理及工艺过程处理业务。这些产业技术均已和大型客户，尤其是新兴市场的大型客户展开合作。

### GE金融

——该产业部门由GE副董事长迈克尔·尼尔掌管，囊括了GE旗下所有的金融服务业务，其中包括商务金融，消费者金融，垂直行业的商业航空服务，能源金融服务，以及公司的财政融资部门。这样的组织架构将促使GE金融改善资本分配、实现全球化增长及降低成本。

### NBC环球

——该产业部门维持不变，仍由杰夫·扎克爾掌管，将继续将重心放在NBC环球的全球化 and 多样化发展。

GE在此次重组之前的六个产业部门分别是：基础设施集团、工业集团、医疗集团、商务金融集团、消费者金融集团和NBC环球。

## GE Aligns around Core Industries: Infrastructure, Finance and Media

On July 25, 2008, Jeff Immelt, GE Chairman & CEO announced an organizational structure that simplified the company and aligned businesses for growth and efficiency. Immelt also announced that the GE Board of Directors had named Krenicki, who is 46 years old, a 24-year GE veteran, as Vice Chairman of GE.

“GE is a global infrastructure, finance and media company that is well positioned to capitalize on some of the major growth themes of this era. With the announcement of our focus on a possible Consumer & Industrial spin-off, we can structure the company in a simpler way that can maximize future growth.” said Immelt.

GE moved from six to four segments, including two infrastructure segments:

### GE Technology Infrastructure

– Led by John Rice, Vice Chairman, this segment includes Healthcare, Aviation, Transportation and Enterprise Solutions. These businesses have opportunities to leverage technology, software and engineering.

### GE Energy Infrastructure

– Led by John Krenicki, newly appointed Vice Chairman, this segment includes Energy, Oil & Gas and Water. These technologies already work together with large customers, particularly in emerging markets.

### GE Capital

– Led by Mike Neal, Vice Chairman, this segment aggregates all the financial service businesses including Commercial Finance, GE Money, industry verticals (GECAS, Energy Financial Services), and Corporate Treasury. This organization will improve GE Capital's opportunities to allocate capital, grow globally and reduce cost.

### NBC Universal

– Led by Jeff Zucker this segment is unchanged and will continue to focus on its strategic evolution through globalization and diversification.

The six business segments before the reorganization were GE Infrastructure, GE Industrial, GE Healthcare, GE Commercial Finance, GE Money and NBC Universal.

## GE首台Evolution®系列中国主干线机车运抵中国



2008年8月30日，GE运输系统集团为中国铁道部量身定制的300台6000马力Evolution®系列内燃机车中的首台机车抵达天津塘沽港，随后运往北京，比合同要求提前了3个月交付。

这次运抵中国的“CML 50001”号机车是2005年GE与铁道部签订的总价值4.5亿美元合同中的首台机车，连同后期交付的机车一起都将被用于中国铁路主干线运输中。此次运抵的机车最大输出功率达6250马力，与北美Evolution®系列内燃机车相比，功率提高了40%，车身自重降低了30%，较轻的重量设计提高了机车环保性能。拥有绿色创想认证的16缸发动机，较传统机车发动机减排84%，燃料利用率提高了3-5%。

GE运输系统集团总裁兼首席执行官罗澜索强调：“经过八年研发，4亿美元的投入，Evolution®系列是当今技术最先进，高效节能，载重量最大

的内燃电力机车。我们希望GE运输系统集团的环保轨道交通技术和解决方案能成为中国可持续发展基础设施中的一部分。”GE运输系统集团中国区总裁兼首席执行官史威德补充道：“中国需要一种能较大限度提高承载能力的产品，既能提升中国主干线运行速度，又能降低排放以实现中国日益严格的环保需求。即将到达中国的机车就满足并超出这些要求。”

这批300台机车由GE运输系统集团和中国南车集团戚墅堰机车车辆厂合作完成，预计所有装配的机车将于2010年6月前全部交给铁道部。这一工业合作充分显示了GE在中国长期发展的决心，双方也将在未来共同承担中国主干线6500辆机车的更新换代工作。

## First of 300 GE Evolution® China Mainline Locomotives Arrives in China

On August 30, 2008, GE Transportation's first Evolution® Series China Mainline Locomotive (CML) was delivered to the Tianjin Port in Tianjin and will then make its way to Beijing, delivered three months ahead of the original contract schedule.

Locomotive "CML 50001" is the first of three hundred 6,000-horsepower Evolution® Series China Mainline Locomotives being delivered to the Ministry of Railways of China (MOR). The contract was signed in October 2005 and valued at USD 450 million. With a peak output of 6,250-horsepower, the engine offers 40% more power at 30% less weight than Evolution® Series locomotives currently utilized in North America. The lighter weight design increases the eco-friendly properties of the locomotive. The ecomagination-certified 16-cylinder engine generates 84% fewer emissions and increases fuel efficiency by 3 to 5%.

"As a result of an eight-year, USD 400 million development effort, the Evolution® Series locomotive is the most technologically advanced, fuel-efficient and low emissions diesel-electric, heavy-haul

locomotive to date," said Lorenzo Simonelli, President & CEO of GE Transportation. "GE Transportation's eco-friendly rail technology is an integral part of China's sustainable infrastructure development." Tim Schweikert, President of GE Transportation China added, "Our customer MOR sought a product that would significantly improve hauling capability and running speed on the China Mainline, while at the same time reducing emissions to meet increasingly rigorous Chinese environmental requirements. The locomotive they will receive will meet and exceed those requirements."

GE Transportation will supply the 300 locomotives as part of its industrial cooperation with Qishuyan Locomotive and Rolling Stock Works (QSY). GE Transportation expects to have all assembled locomotives delivered to the MOR by June 2010. Through the joint efforts, the first CML was The industrial cooperation between GE and Qishuyan shows GE's commitment to growing in China and positions GE as a lead to replace China's aging fleet of 6,500 mainline locomotives in the years to come.



## GE中国科技园在上海浦东落成



GE全球董事会成员出席启动典礼  
GE Board of Directors attend the opening ceremony

2008年8月20日，GE在上海张江高科技园区举行了隆重的GE中国科技园（CTP）启动典礼。GE中国科技园是在原有的GE中国研发中心的基础上全面扩建的现代化综合办公园区，是GE在全球最先进的综合办公建筑群并将成为GE在中国的总部。该园区落成后，GE在上海的各大业务集团逾3000名员工将共同入驻，组建更为和谐的GE大家庭。启动典礼上，GE公司董事长兼首席执行官杰夫·伊梅尔特率GE全球董事会成员齐聚上海，与上海市政府领导共同庆祝并见证了GE中国科技园的启动。

伊梅尔特表示：“中国是GE全球战略的重点。我们将继续拓展在这里的业务，让中国成为GE的第二故乡。中国科技园的启动是GE在中国进一步实现本土化的重要标志，也体现了GE作为中国的战略合作伙伴，继续支持中国可持续发展的重要承诺。”

GE中国科技园是根据USGBC（美国绿色建筑协会）颁布的“节能环保设计标准”（LEED标准）建造的绿色园区，具有高标准绿色认证资

质。通过采用GE及其他公司的创新技术，园区达到可持续性、舒适及环保的要求。GE中国科技园占地超过6万多平方米，其设计充分体现了GE绿色创想的环保承诺，即努力节约用水量并提高运营的节能效率。

“作为奥运全球合作伙伴，GE正利用全球领先的绿色创想产品和解决方案，全力助力北京实现绿色奥运和科技奥运。今后，在GE中国科技园，我们将进一步推行‘立足中国，服务中国’的发展理念，为我们在中国的客户和合作伙伴带来更多更新的绿色产品与服务。”GE中国总裁兼首席执行官罗邦民表示。

GE作为一个多元化的大家庭，在GE中国科技园汇聚了各个业务部门，它将为本土客户与合作伙伴提供更好的服务。此外，GE中国科技园将助力GE继续以中国为重心的发展计划，实现产品本土化，建立全球技术平台，增加本地采购，引入金融服务，发展和保留最优秀的人才，探索并扩大与本土及全球公司的伙伴关系，加速GE在中国的增长。

## GE Inaugurates China Technology Park in Shanghai

On August 20, 2008, GE held a grand opening ceremony to officially launch the China Technology Park (CTP) in Shanghai's Zhang Jiang Hi-tech Park. Expanded upon the existing GE China Technology Center, the CTP is GE's most advanced office complex worldwide and the headquarters for GE China. The CTP will bring together all GE business groups in Shanghai, with a total of 3,000 employees on the site. GE Chairman & CEO Jeffrey R. Immelt and the GE Board of Directors attended the opening ceremony.

“China is our global priority. We will continue to expand our operations in China and make China the second home for GE. The opening of the GE CTP in Shanghai demonstrates our commitment to localization and our continuous support to sustainable development of China as a strategic partner.” said Immelt.

The 60,000-square-meter CTP campus was constructed under the LEED (Leadership in Energy & Environment Design) administered by USGBC (United States Green Building Council). The site achieved this high level of “Green” certification by using GE’s and other companies’ innovative technologies designed to create an energy efficient



GE董事长兼首席执行官杰夫·伊梅尔特（图左）与上海市外经贸委兼外投资主任杨国强（图右）共同为狮子点睛，见证新园区开幕  
Jeff Immelt (left), GE Chairman & CEO, and Yang Guoqiang (right), Director General of Shanghai Foreign Economic Relations and Trade Commission & Shanghai Foreign Investment Commission, dot the eyes of the dancing lions to celebrate the new campus opening

environment with reduced emission.

“As a worldwide partner of the Beijing 2008 Olympics, GE is leveraging its world-leading environment technologies and solutions to support Beijing for a successful Olympic Games. Meanwhile, We will

continue to implement our strategy of “In China, For

China” at the CTP, to build global product platforms to serve our customers in China and around the world,” said Mark Norbom, President & CEO, GE Greater China.

Brought together under one roof, GE’s large and diversified family of businesses at the CTP will enable GE to provide better services to local customers and partners. Furthermore, the CTP will help GE implement China-focused initiatives, localize GE products, build global technology platforms, and penetrate deeper into the Chinese market.



GE中国科技园1号楼外景  
The panorama of the China Technology Park (CTP) Building One

## GE向宝钢提供灵活进料燃气轮机技术

2008年7月23日，GE与宝山钢铁股份有限公司（宝钢）签订了价值1.5亿美元的合作。GE将向宝钢提供灵活进料的燃气轮机技术，用于宝钢位于上海宝山区的世界最大的COREX®燃气轮机联合循环发电厂的二期建设。

根据此合同，GE将向宝钢提供一台9E燃气轮机、一台SC系列蒸汽轮机、一台燃料气体压缩机、发电机组以及项目所需的其它设备。除了传统的以天然气作为燃料，GE的灵活燃气轮机可适应其它多种燃料，例如轻油、重油、石脑油、原油、渣油、炼钢的高炉废气（如COREX®煤气）以及其它合成气等，并且可自由地从一种燃料切换到另一种燃

料，而不影响正常运行。GE 9E燃气轮机燃料灵活性的特点，使宝钢可以利用炼钢产生的废气发电，从而减少废气排放，达到环保收益；同时，还使宝钢在多种燃料中因时优选，从整体上节省能源成本。

“将GE的燃气轮机联合循环系统运用到COREX®流程中，可提高百分之十的节能率，这将帮助宝钢达成节能和环保的双重目标，”GE能源集团中国区总裁温跃忠说，“与宝钢的合作项目是我们的该项燃气轮机技术在中国的COREX®钢铁厂的首次应用，体现了世界先进科技在中国能源需求以及环保需求方面的重要价值。”目前，全球共有400余台GE 9E燃气轮机在世界各地的电厂和其它行业中使用。

## GE's Fuel-Flexible Gas Turbine Technology Selected by Baosteel

On July 23, 2008, GE signed a contract valued at USD 150 million with the Baoshan Iron & Steel Company (Baosteel) to supply its fuel-flexible turbine technology for the expansion of Baosteel's COREX® combined-cycle power plant in the company's steelworks complex in Baoshan District, Shanghai – the world's largest facility of its kind.

Under the contract, GE will supply a Frame 9E gas turbine, a SC5 steam turbine, a fuel gas compressor, generators, and additional equipment required for the project. In addition to the traditional use of natural gas, GE's fuel-flexible gas turbines can accommodate a range of fuels such as light and heavy distillate oil, naphtha, crude oil, residual oil, steel mill gases including COREX®, and syngases. The turbines can switch from one fuel to another while running. The

machine's fuel flexibility enables Baosteel to utilize waste gas created during steel production thereby decreasing environmentally harmful emissions while reducing Baosteel's energy costs.

“Integrating GE's gas turbine combined-cycle system into the COREX® process improves energy conservation by approximately 10 percent. The project will help Baosteel address China's growing environmental concerns while also saving energy costs,” said Jack Wen, President of GE Energy China. “The Baosteel project marks the first application of our gas turbine technology for a COREX® steel mill in the country, underscoring the great value that world-class technology brings in meeting China's energy and environmental needs.” To date, more than 400 Frame 9E gas turbines have been selected for power generation and industrial projects worldwide.

GE  
能源集团

## 恒久卓越 承诺未来

GE能源集团以其性能卓越的DCS系统为您的汽轮机, 发电机, 压缩机, 锅炉及辅机设备量身定制控制解决方案及综合, 高效的服务。

基于多年的行业知识与经验, 我们为用户提供先进的汽机控制技术。现在, 我们创新的一体化DCS系列无缝连接至全厂控制, 从而获得工厂性能及效益最大化。

我们将为您评估现有系统, 设计灵活的控制策略, 帮助您有效地优化工厂运行, 实现未来增长。联系我们, 我们将使您与众不同。

欲了解更多关于厂级DCS方案的资料, 请访问 [ge-energy.com/controlsystems](http://ge-energy.com/controlsystems)



GE梦想启动未来



## GE能源集团分散控制系统为中国电厂提供支持

2008年6月，GE能源集团分别为新建华能海南东方超临界火电厂和武汉凯迪生物质电厂项目提供分散控制技术（DCS），为缓解中国能源紧张并实现环保目标提供有力的技术支持。

GE能源集团宣布其XDPS-400e™ DCS控制系统将用于新建的华能海南东方超临界火电厂两套350MW超临界机组的分散控制，应用范围包括锅炉、汽机及辅机的控制和保护。

这是GE第二次为华能集团提供超临界机组DCS控制系统。与现有亚临界机组相比，超临界技术可降低热耗高达2.5%，从而达到节能减排的目的；其发电效率高达45%，每单位发电量二氧化碳排放量降低15%左右。

华能海南东方超临界火电厂建成后将成为海南省单机容量最大、高效精简、节能环保的现代化火力发电厂，并极大地缓解当前该地区由于经济增长而引起的能源短缺问题。电厂计划于2008年12月投入商业运营。

同时，GE能源集团还为武汉凯迪电力工程有限公司分布在全国各地的50家生物质发电厂提供分散控制系统，以帮助发展新型可再生能源。该项目的启动标志着GE能源集团的XDPS 400e™系统首次应用于生物发电。

GE为这些电厂所供设备在上海生产，分批交货，最后交货日期为2008年8月。武汉凯迪第一个2x12MW电厂于2008年8月底投入商业运行，2010年50个电厂全部进入商业运行。这些生物质电厂将为当地电网提供大量所需电力。

GE能源集团中国区总裁温跃忠说：“GE为武汉凯迪提供XDPS 400e™是一个里程碑项目，为GE今后在中国进一步使用DCS一体化技术奠定了良好的基础。”

## GE Energy's Distributed Control System to Be Installed at China's Power Plants



August 2008. The first 2x12MW biomass power block is scheduled to begin commercial service at the end of August 2008 and all 50 plants will be operational by December 2010 and will supply a large volume of electricity for China's local electrical network.

"GE's milestone OC 4000™ DCS order for Wuhan Kaidi lays the foundation for DCS technology to play an expanded role in supporting GE's commitment to China's sustainable development." said Jack Wen, President of GE Energy China.

In June 2008, GE Energy's distributed control system (DCS) was selected for the new supercritical coal-fuelled Huaneng Hainan East Power Plant as well as Wuhan Kaidi Electric Power Engineering Co., Ltd.'s 50 new biomass-fueled power plants, which when complete will help alleviate China's power supply shortages caused by the nation's rapid economic growth.

GE Energy announced that its OC 4000™ system will be used to control and protect the boiler, steam turbine and auxiliary devices for two 350-megawatt units of the Huaneng Hainan East Power Plant.

The order for the Huaneng Hainan East Power Plant is GE's second contract for a supercritical DCS unit with the Huaneng Group, which can lower heat consumption by up to 2.5% , compared with sub-critical units, thereby saving energy and reducing

emissions. The unit's generating efficiency reaches 45% with a 15% reduction of CO<sup>2</sup> emissions.

The completion of this facility will dramatically relieve the energy shortage in the region with highly efficient, energy saving and emission controlling systems. The commercial operations of the facility will begin in December 2008.

In the meantime, GE is providing DCSs for the Wuhan Kaidi Electric Power Engineering Co., Ltd.'s 50 biomass plants, which are located nationwide and help develop China's renewable energy sector. This is the first time GE's DCS has been applied to biomass-fueled power plants.

The DCS's equipment was manufactured in Shanghai and will be delivered in batches with the last delivery scheduled to arrive in





## GE 颜巴赫燃气内燃机 为中国首座鸡粪沼气发电站提供技术支持

拥有绿色创想认证的GE能源集团颜巴赫燃气内燃机，将在北京郊区的德青源养鸡场利用鸡粪产生的沼气进行发电与供热。该项目开创了我国鸡粪发电的先河，将为未来同类项目的进一步开展铺平道路。

GE为德青源养鸡场的鸡粪发电站项目提供了两台颜巴赫JMS320GS-BL内燃机，以及相关设备备件，同时向电站操作人员提供培训服务。养鸡场每天产生220吨鸡粪以及170吨废水，该项目的热电联供系统对鸡粪进行科学处理，利用鸡粪产生的甲烷气体作为两台颜巴赫内燃机的燃料，可带动总功率超过2000千瓦的机组为养鸡场供电。另外，系统提供的热能将用于发酵系统保温，并可在冬天为养鸡场和蔬菜大棚供暖。

该项目每年将发电1460万度，可有效缓解郊区电力供应的紧张。通过采用生物质气体代替传统的燃煤火力发电，一年能减少约9万5千吨二氧化碳排放，满足联合国关于清洁能源发展机制（CDM）的要求，同

时能减少养鸡场的粉尘污染，进而改善工人工作环境，促进该地区空气质量及水质的改善。这些举措充分响应了中国政府地下水保护法、新农村建设规划以及分布式能源解决方案等法规的要求。

GE能源集团中国区总裁温跃忠指出：“经济、高效的电力和热能供应满足了客户的双重需求。我们预计每年仅电力成本一项就能为客户节约120万美元。”

德青源养鸡场位于京郊以北的延庆县，总规模达到300万只养殖鸡，隶属于德青源农业科技股份有限公司。该公司为亚洲市场提供高品质生态鸡蛋，目前在北京市场的占有率高达71%。



## GE's Jenbacher Gas Engines Power China's First Chicken Manure-Biogas Plant



GE Energy's ecomagination-certified Jenbacher gas engines will provide power and heat with biogas generated from chicken manure to the Beijing Deqingyuan chicken farm in the northern suburb of Beijing. The project is the first of its type in China and paves the way for similar applications in the future.

GE provided two Jenbacher JMS320GS-BL gas engines and spare parts to the chicken manure power cogeneration project of the Beijing Deqingyuan chicken farm. GE's agreement also included trainings for the power generation plant operators. The farm produces 220 tons of

chicken manure and 170 tons of wastewater each day, producing enough biogas to fuel two GE's Jenbacher gas engines through an anaerobic digester system, which can power 2MW units to provide electricity for the chicken farm.

Additionally, the plant's thermal output is used to support the chicken waste fermentation process and also heat the chicken farm and vegetable green house in the winter. Providing 14,600MWh of electricity per year, the project is designed to help reduce sub-urban electricity shortages. By using the

biogas for power generation in place of previously used coal-fired power, the new project is expected to reduce the equivalent of about 95,000 tons of CO2 per year, qualifying the project for the U.N.-sanctioned Clean Development Mechanism (CDM) program. The Beijing Deqingyuan project is also reducing the farm's dust levels, improving the work environment for the farm's employees and further enhancing the area's air and water quality. Those improvements support the guidelines of several Chinese government initiatives including the Underground Water Conservation Law, the New Rural Construction Plan and the Distributed Energy Solution Policy.

"The cost-effective and efficient electricity and heat meet the customer's double demands. We estimate that the customer will save more than USD 1.2 million a year in electricity costs alone," said Jack Wen, President & CEO of GE Energy China.

The Beijing Deqingyuan chicken farm, located in Beijing's YanQing District at the north suburb, raises three million chickens and is managed by Beijing Deqingyuan Agricultural Technology Co., Ltd. The company provides high-quality "eco-eggs" to the Asian market and now shares 71% of the market in Beijing.

## GE在沈阳同时启动两个新项目，加强本土化能力



2008年5月30日，GE在沈阳同时启动了两个新建项目——GE运输系统集团矿用自卸卡车电动轮马达生产厂，以把握中国采矿业的成长机遇；建立GE能源集团供应商发展中心，帮助能源产业的本土供应商增强技术能力，高效优质地服务全球市场。两个项目的启动使GE在沈阳的投资超过了6000万美元。

GE董事长兼首席执行官杰夫·伊梅尔特在启动仪式上表示：“GE一直致力于增强本土化能力，现已开始将发展战略从沿海地区大城市向中部、西部和东北地区拓展，沈阳的两个新建项目体现了GE扩大地区市场投资的战略。”

GE与沈阳已有百年渊源，1908年就在沈阳建立了在中国的第一座灯泡厂。“沈阳是GE在华发展与合作的重要城市。随着新项目的启动，GE将进一步提高制造、服务与工程方面的本土化能力，从而更好地服务于客户，创造新的业务增长点。”

作为GE运输系统集团在中国的第一个生产型企业，新成立的矿用自卸卡车电动马达生产厂总面积约为1,600平方米，将在中国装配矿用卡车

GE电传动系统电动轮马达，生产高寿命、低成本、低维护费用的零部件，以助力中国采矿业的发展。

GE能源集团供应商发展中心将于2009年建成，届时，将有250名以上的工程师以沈阳为基地，帮助GE的本地供应商提高生产高品质零部件的能力。该发展中心还将成为GE与中国合作伙伴共同分享产业经验，提高本地供应商国际竞争力的一个良好平台。

目前GE在沈阳的主要投资项目包括GE能源集团与沈阳黎明航空发动机公司合资成立的沈阳通用电气黎明燃气轮机零部件有限责任公司，专业生产燃气轮机零部件；以风力发电机组装为主的独资企业——通用电气能源（沈阳）有限公司；GE油气集团与沈阳鼓风机(集团)有限公司合资成立的沈阳通用电气透平机械技术有限公司，专业生产压缩机和蒸汽轮机。

## GE Transportation & Energy Expands Presence in Shenyang

On May 30, 2008, GE held a groundbreaking ceremony for two of its new projects – the Off-Highway Vehicle Facility and the Energy Supplier Development Center in Shenyang to support growth of China's mining industry and development of the nation's supply chain ecosystem. With these two new projects, GE's investment in Shenyang has exceeded USD 60 million.

“GE is committed to our partnership with China and these two new projects represent our strategy of expanding investment in the regional markets as we become a truly dedicated local player.” said Jeffrey Immelt, GE Chairman & CEO.

These two projects are the latest milestone in GE's 100-year history in Shenyang, where GE built its first light plant back in 1908. “Shenyang is an important city for our growth in China. These two new projects will enable us to better serve our customers as we continue to build manufacturing, service and engineering capability in the region.” Immelt continued.

As the first manufacturing facility for GE Transportation in China, the new 1,600 square meter Off-Highway Vehicle Facility will assemble GE electric motorized wheels for off-highway vehicle mining operations in China. It will produce longer life components with lower costs and reduced maintenance costs to benefit China's mining operations.

The GE Energy Supplier Development Center is scheduled to be completed in 2009 with over 250 engineers helping to enhance the capabilities of GE's local suppliers to produce high-quality parts and components. The center is designed to be a platform for sharing GE's industry expertise with partners in China and increase local suppliers' competitiveness in the global market.

GE's major operations in Shenyang include the Shenyang GE Liming Gas Turbine Components Co., Ltd., a joint venture with the Shenyang



Liming Aero-engine Company that produces parts for gas turbines; the wholly owned GE Energy (Shenyang) Co., Ltd. for wind turbine assembly; and the GE Shenyang Turbomachinery Technology Co., Ltd., a joint venture with the Shenyang Blower Works which provides compressor and steam turbine services.

## GE与无锡市人民政府签署环保技术合作谅解备忘录



GE技术基础设施集团中国区总裁兼首席执行官史威德与无锡市副市长吴建选签署谅解备忘录  
Tim Schweikert (right at front row), President & CEO of GE Technology Infrastructure China and Wu Jianxuan (left at front row), Vice Mayor of Wuxi sign a Memorandum of Understanding

2008年8月19日，GE与无锡市人民政府签署了一项环保技术合作谅解备忘录，双方约定将进一步加强在水环境治理、医疗卫生、金融服务、城市基础设施建设等方面的合作。同时，GE将向无锡市提供一系列领先的“绿色”应用技术、产品和解决方案，助力无锡市政府建设新型绿色城市，实现可持续发展。

根据该谅解备忘录，GE将为无锡水环境建设提供整体解决方案，与无锡市政府共同打造一项国家级饮用水示范工程，在城市污水处理、工业节水和农村饮用水等方面为无锡提供先进的技术、优质的产品和可靠的服务。同时，双方还将在新能源和传统能源领域展开技术合作与应用推广，在提高能源利用率的同时，提倡采用绿色环保的新能源。

此外，GE还将积极参与无锡城市照明系统节能、建筑物节能等一系列节能降耗方案的制定和实施，以及在金融和医疗卫生等行业与无锡市政府展开合作。

GE副董事长约翰·赖斯表示：“与无锡市政府的深入合作，是GE大力发展中国二三线城市业务的重要体现。GE拥有大量领先的环保技术、产品和解决方案，能够帮助这些城市更好地应对来自环保方面的挑战。未来，我们将持续加大对新兴市场的投资与拓展，并通过与各地政府及企业的长期合作，助力他们在发展社会经济与保护生态环境间达到和谐统一。”

目前，GE在无锡的主要投资有：2000年成立的GE医疗无锡工厂，生产磁体、超声和医疗监护仪等医疗设备；2004年成立的GE无锡水处理工厂，生产水处理剂、工业助剂以及水处理设备；2005年成立的GE在华首家石英工厂，生产世界一流的石英管材，为中国及全球的照明业服务。2008年6月，无锡梅村污水处理厂采纳GE先进的水处理解决方案——膜生物反应器（MBR）技术，将直接改善太湖水质。通过持续不断的投资，GE与无锡已经建立起长久而稳定的合作关系。

## GE Signs MOU with Wuxi Government for Green Applications and Solutions

On August 19, 2008, GE signed a Memorandum of Understanding (MOU) with the Wuxi Municipal Government for further cooperation in green applications and solutions involving water resources, healthcare, financial services and infrastructure construction. GE's great technologies, products and solutions will help Wuxi develop into a new green city, ensuring its sustainable development.

Under the MOU, GE will provide total solutions for improving water resources in Wuxi, working with Wuxi government to develop state-level water resource projects to address waste water treatment, industrial water conservation, and rural drinking water supply issues. Furthermore, GE will also develop technology collaborations and promotions for both traditional and new energies to improve energy efficiency, expand

utilization of new energies and reduce emissions.

Also with the focus on energy conservation and pollution reduction, GE will help draft and execute plans for energy efficient buildings and power management for urban lighting systems in Wuxi. Healthcare and financial services are other areas of cooperation mentioned in the MOU between GE and Wuxi.

“Deeply committed to business development in second and third tier cities, GE is helping cities like Wuxi to overcome environmental challenges with our advanced technologies, products and solutions,” said John Rice. “GE will continue to expand our operations more broadly in China and penetrate deeper into those second and third tier markets. Through solid partnerships with local government and companies, we will fully support those

cities in balancing their economic and social goals with environmental objectives.”

GE's major operations in Wuxi include the GE Healthcare Wuxi facility, which was founded in 2000 and mainly manufactures magnets, ultrasonic instruments and monitoring devices for medical diagnostics. GE Wastewater Treatment Wuxi facility was set up in 2004 and produces water treatment chemicals and equipment. GE's first quartz manufacturing facility in China opened in 2005 and produces high-quality quartz materials, serving the lighting industry in China and around the world. Wuxi Meicun Wastewater Treatment Plant adopted GE's membrane bioreactor (MBR) technology in June 2008 to help improve water quality in Taihu Lake. Through continuous investments, GE has already built a long standing relationship with the Wuxi government.

## GE水处理解决方案用于改善太湖水质

2008年6月26日，GE宣布其污水处理技术已被无锡市采用，用于恢复当地三千万人口的主要水源——太湖的水质。即将建成的无锡梅村污水处理厂将成为GE膜生物反应器（MBR）技术在华的首例大规模应用实例。GE此套先进的处理系统价值一千万美元，可在保护中国水资源的同时大力推动经济发展。

如今，江苏省正着力于减少对太湖的化学和有机废物排放，梅村污水处理厂将在其间发挥关键作用。该处理厂一期工程即将竣工，预计在2008年年底投入运营，该工程落成后日处理量可达3万立方米。梅村污水处理厂将分期扩建，逐步打造成为全球最大的采用膜生物反应器技术的市政处理设施之一，其日处理量最终可实现10万立方米。

无锡高新水务有限公司总经理薛源水表示：“GE先进的膜系统将确保该污水处理厂始终遵循由政府制定的严格的新污水处理标准，帮助太湖改善水质，从而净化数千万人口的水源。我们很高兴能够在中国率先使用这一技术，并相信膜技术的应用将为水资源的可持续管理提供重要帮助。”

GE水处理及工艺过程处理集团大中华区总裁周威方表示：“GE拥有丰富的水处理产品和技术，能够帮助中国克服来自水和污水处理领域的挑战，我们在无锡所取得的成果正是很好的证明。未来，我们将持续在华投资，并通过整体解决方案和服务支持网络的应用，全方位助力中国的工业和市政设施的发展，以期在经济、社会发展目标与环境保护目标间达到和谐统一。”

经由GE“绿色创想”认证的膜生物反应器系统结合了微生物和Zeeweed超滤膜技术，可分解有机营养物，并过滤除去污水中的颗粒物。该系统处理后的高质量水可安全排入太湖，或回用于工业、灌溉以及蓄水层重灌。该项经认证的技术已经在世界各地使用近20年，达到、甚至领先了各种严格的排放标准，并通过将废水转化为可持续利用的新水源，进而缓解了水资源的紧缺。

## GE Wastewater Solution to Help Restore Health of Taihu Lake

On June 26, 2008, GE announced that its advanced wastewater treatment technologies were selected by Wuxi to help restore the health and water quality of Taihu Lake, the main water source of more than 30 million residents in the region. The nearly completed Meicun Wastewater Treatment Plant in Wuxi will be the first large-scale application of GE's membrane bioreactor (MBR) technology in China. The USD 10 million wastewater treatment system is expected to conserve the nation's water resources as well as promote economic growth in the region.

The Meicun Wastewater Treatment Plant will play a key role in the province-wide effort to reduce the amount of chemical and organic pollution in Taihu Lake. The first phase of the plant is approaching completion, and when operational at the end of 2008 will have a water treatment volume capacity of 30,000 cubic meters per day. The plant will be expanded in stages to become one of the largest municipal facilities using MBR in the world with a water treatment capacity of 100,000 cubic meters per day.

“GE's advanced MBR will ensure the plant meets the government's stringent wastewater treatment standards and help improve the water quality of Taihu Lake, thereby creating a clean source of water for millions of people,” said Xue Yuanshui, General Manager of Wuxi Gaoxin Water Co., Ltd. “We are very proud to be one of the first companies in China to apply the technology. We believe this technology will provide essential assistance in the management of sustainable water resources.”

“GE's success in Wuxi further demonstrates the capabilities of our broad portfolio of products that help China overcome its water and wastewater treatment challenges,” said Zhou Weifang, President of GE Water & Process Technologies, Greater China. “We will continue to invest in China through comprehensive solutions and support networks that fully support the development of China's industries and municipal facilities in the hope of creating a balancing between the economic and social development and environment conservation.”

GE's ecomagination-certified MBR system combines microorganisms and ZeeWeed ultrafiltration membranes to break down organic nutrients and filter solids from wastewater. The system's treated water is qualified to be discharged into Taihu Lake or reused in industry, irrigation and aquifer recovery. This proven technology has been used throughout the world for nearly two decades to meet or exceed stringent discharge standards and transform wastewater into a valuable and sustainable new water source that helps mitigate water scarcity.

## GE消费与工业产品集团 携手鞍钢电气开创双赢新局面



GE消费与工业产品集团大中华区总裁兼首席执行官金飞翔(图左)和中国鞍钢集团公司副总经理姚林(图右)代表双方签署了合作协议  
James D. Fisher (left), President & CEO of GE Consumer & Industrial (C&I), Greater China and Yao Lin (right), Vice President of Ansteel Group Company, sign an agreement on cooperation

2008年6月28日, GE与辽宁省鞍钢集团下属的鞍钢电气有限责任公司在沈阳举行了“GE-鞍钢电气有限公司合作工厂”签约仪式, 正式宣布双方缔结战略合作伙伴关系。根据协议, GE将把世界一流的低压电气生产制造和组装技术, 以及先进的管理经验带给鞍钢电气。而鞍钢电气将借助现有的资源平台将GE绿色节能的低压电气解决方案带给辽宁。此次强强联手将有效提升中国本土低压电气产品的制造生产组装能力, 进一步加快中国企业国际化的步伐。

GE消费与工业产品集团大中华区总裁兼首席执行官金飞翔代表GE签署合作协议并表示: “GE希望通过与鞍钢电气的合作, 实现双方在技术、运营与服务平台方面的优势整合, 为客户带来更加节能高效的产品, 以及更优质的整体解决方案和客户服务, 实现‘多赢’局面。”

鞍钢电气有限公司一直承担着鞍钢集团电气设备制造与修理、电气安装与检修工程等任务, 是一家集设计、制造、检修、安装、调试为一体的国内冶金行业最大的电气专业综合性公司, 同时成为冶金电气行业科技先导型企业。

GE消费与工业产品集团凭借其在行业内超过百年的深厚经验, 致力于为各行业用户提供节能高效的整体解决方案。其产品涉及范围广泛, 包括电力输配和控制产品、全系列光源和相配套电器、灯具系列等。在北京奥运会期间, GE消费与工业产品集团为国家体育场、北京射击馆、老山自行车馆、国家会议中心、北京供电局和北京首都机场三号航站楼等大型用电设施提供了能源配电设备和解决方案。

## GE Consumer & Industrial Partners with Angang Electric

On June 28, 2008, GE and the Angang Electric Co., Ltd. (AEC), a company under the Angang Group, held a signing ceremony on Shenyang's new Panel Builder marking the establishment of a strategic partnership between the two parties. According to the contract, GE will introduce its world-class low voltage electric manufacturing and assembling technologies and advanced management experience to AEC, while AEC will bring GE's energy-efficient low voltage electric solutions to Liaoning province through its proven channels and platforms. The cooperation will improve the local capabilities of manufacturing and assembling of low voltage electric products and hasten Chinese enterprises' steps towards internationalization.



“GE hopes to integrate the two parties' advantages in technology, operation and service platforms through this new cooperation that provides customers with more sustainable and high-efficient products and better turnkey solutions and customer services to finally reach a multiparty win,” said James D. Fisher, President & CEO of GE Consumer & Industrial (C&I), Greater China.

AEC was established in 1917 and has been working in the manufacture, repair, installation, and overhaul of electric equipment

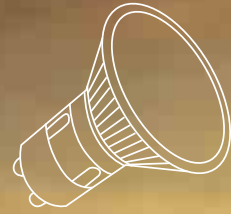
products and services since the group resumed operations in 1949. The company has been working to establish itself as China's largest and most comprehensive company in the electric industry offering services in the design, manufacture, overhaul, installation and commissioning of products, making the company the industry's technological pace-setter.

GE C&I is a global industry leader providing efficient and integrated solutions for various applications. Its product portfolio covers a

wide range of categories from electrical distribution and control products to lighting and electrical appliances. During the Beijing 2008 Olympic Games, GE C&I provided energy distribution equipment and solutions for numerous venues including the National Stadium, or Bird's Nest, the Beijing Shooting Range Hall, the Laoshan Velodrome, the National Convention Center, the Beijing Power Supply Bureau, and the Beijing airport's new terminal 3.

让亮丽本色回归自然

绿色照明 来自GE



GE 均匀恒色陶瓷金属卤灯能提供普通卤钨灯 2 至 3 倍的光效，真实自然的色彩还原效果让室内陈列尽显灵动魅力。优化的光学设计，超长的使用时间，让你在获得绝佳展示效果的同时，大大节约能源，更经济，也更环保。



奥林匹克全球合作伙伴



GE梦想启动未来

绿色创想

## GE商务金融集团与四川成发科技签署融资租赁合同

2008年6月26日，GE商务金融集团与四川成发航空科技股份有限公司（成发科技）签署了一项价值1.05亿元的融资租赁合同，目前已正式实施6885万元，以支持成发科技进行设备采购、震后扩产及业务拓展。

该融资租赁协议的达成，不仅为成发科技下一阶段的发展提供了关键支持，也开启了GE支持灾区重建新的业务模式。同时，该项协议的达成也响应了GE对中国政府“开发西部”政策的一贯支持。

GE商务金融集团大中华区总裁兼首席执行官顾宝芳表示：“我们非常高兴能够和GE基础设施集团合作，为成发科技提供业务支持。GE商务

金融集团拥有广泛、创新的金融产品和解决方案，可为客户提供及时、有效的多元化融资服务，从而使之把握行业契机、促进业务增长。本次与成发科技的合作只是一个开始，未来我们将进一步加强与当地企业之间的投资和融资合作。”

成发科技是GE基础设施集团的战略供应商，与GE合作已超过10年，并多次获得GE优秀供应商奖项。

## GE Commercial Finance Signs Equipment Leasing Deal with Sichuan Chengfa

On June 26, 2008, GE Commercial Finance signed an equipment leasing contract valued at RMB 105 million with Sichuan Chengfa Aero Technology Co., Ltd. (Chengfa) to support Chengfa's manufacturing equipment purchase, capacity expansion and business development after the quake. So far, RMB 68.85 million has been funded already.

The signing of this leasing contract, not only supports Chengfa in its next stage of growth, but also provides a new model to support the rebuilding of the earthquake-hit areas. This deal also complements GE's efforts to "Go West" in support of the Chinese government's vision to develop the west region of China.

Nancy Ku, President & CEO of GE Commercial Finance Greater China, said, "We are very glad to partner with GE Infrastructure to support

Chengfa, GE's partner. GE Commercial Finance can provide our clients with timely, innovative, and diversified financing solutions that enable them to capture business opportunities and grow consistently. This partnership is just the beginning. Going forward, we will further enhance our collaboration with local enterprises in the areas of investment and financing."

Chengfa is a strategic GE Infrastructure supplier and is the recipient of several GE supplier awards. The companies have collaborated with each other for over 10 years.

## GE为南航提供CFM56-5B/3发动机

2008年7月14日，GE CFM56-5B/3发动机被选用于为中国南方航空公司（南航）新的20架空中客车A320机队提供动力，同时GE还与南航就发动机维护签署了一份长期材料服务协议。

CFM56-5B发动机是CFM国际公司（GE和法国斯奈克玛发动机公司的平股合资公司）的产品。南航是CFM在中国的第一批客户，已运行CFM56发动机超过20年。此次南航选用的新CFM56-5B/3发动机是“新技术插件”配置，采用高新技术改善燃油燃烧效率，为运营商降

低维护成本。相比已在南航飞机上使用的CFM56-5B发动机，这20架配置了新“技术插件”发动机的飞机可每年为南航节省高达27.5万加仑的燃料，并大幅降低二氧化碳排放量。这批发动机将于2009年3月中旬至2011年交付使用，届时，南航运行CFM56发动机的A320空客数量将增加近一倍。

中国南方航空公司是中国最大的航空公司之一，航线网络通达全球841个目的地，连接162个国家和地区，到达全球各主要城市。

## GE Provides CFM56-5B/3 Engines to China Southern Airlines

On July 14, 2008, GE's CFM56-5B/3 engines were selected by China Southern Airlines to power a new fleet of 20 Airbus A320 aircraft. This large engine order is backed with a long-term material services agreement.

CFM56-5B engines are a product of CFM International (CFM), a 50/50 joint venture between GE and Snecma (SAFRAN Group). China Southern Airlines is one of CFM's first customers in China and has been operating CFM56 engines for over 20 years. China Southern Airlines' new CFM56-5B/3 engines are configured with CFM's highly efficient Tech Insertion, which incorporates advanced technologies to provide operators with improved fuel consumption and lower maintenance costs.

Compared to the base CFM56-5B engines currently in the airline's fleet, the Tech Insertion-powered fleet of 20 aircraft can save the airline as much as 275,000 gallons of fuel each year while significantly lowering carbon emissions. China Southern Airlines is scheduled to receive delivery of these engines between March 2009 and mid-2011, which will almost double the airline's CFM56-powered A320 fleet.

China Southern Airlines is one of the largest airlines in China, with a flight network covering 841 destinations in 162 countries and regions around the globe.



## 立足本土 借力奥运 更好地服务中国

——GE医疗在中国



“我们在国内发展的模式是依靠中国的成本、GE的技术、GE的质量，将GE备受信赖的产品在国内推广，继而推广到全世界。秉承这样的策略，我们会大步往前迈进。”

——陈治，GE医疗集团大中华区总裁

自1991年GE医疗集团入驻北京经济技术开发区，建立了在中国的第一个合资企业“航卫GE医疗系统有限公司”；到2003年GE医疗系统工业园在北京完工，建立起代表世界最先进水平的大型医疗影像诊断设备的全球研发与制造中心；再到助力北京奥运会，成为多项医疗设备的独家供应商，GE医疗集团在中国取得了快速而稳定的发展。近年来，GE医疗集团又在全球范围内通过创新的医疗高科技，致力于帮助医疗模式实现由“晚期疾病”向“早期健康”的转变，解决卫生领域最棘手的医疗花费过快增长问题，成为行业理念的倡导者和先行者。

十几年来，GE医疗集团在为中国医疗事业的可持续发展做出巨大贡献的同时，也实现了自身的快速发展，营业额保持着两位数的高速增长，成为GE在华成长最快的业务之一。目前，GE医疗集团在中国的近4000名员工正携手为客户提供从产品设计、开发、生产、制造，到出货、检修、售后支持的全方位服务。

### GE医疗集团在中国的成功，归功于其Glocalization（全球本地化）战略

1995年，GE医疗集团在中国遇到困境，陈治临危受命，以本土化战略决策为核心，对公司采取了强有力的变革措施。首先，他成功地说服总部继续对华投资，淘汰没有GE价值观的员工，并大力培养年轻有正气、有激情、有拼搏精神的本地员工；第二，全面控制合资公司的经营管理，广泛建立自身的销售服务网点，最大程度地贴近客户，向他们提供一流的服务，获取客户的绝对信任；三是贯彻GE的全球标准，保证质量的稳定一致，使得公司做到既能与跨国公司角力，又可以与本土企业竞争，使GE医疗集团得以高速发展。除了正确的决策之外，陈治提到，中国的改革开放也是GE医疗集团取得成功的一个重要因素，“没有改革开放的大环境，很多企业都不会取得今天的成功。改革开放带给中国巨大活力，也给企业带来前所未有的机遇，我们正是在恰当的时候，紧密融入到中国改革开放的大潮流中，才取得了很大的成功。”航卫GE医疗系统有限公司正是改革开放以来GE在中国的第一个合资企业。

在探索中成长，GE医疗集团逐步确定了研发、制造、销售、运营这四个有机链条的中国本土化策略，以市场为导向，管理也以GE的管理制度

原则，同时结合中国的文化与市场特色，鼓励员工深入市场、扎根一线。在此过程中，GE医疗集团排除了很多外企的通病，如一些领导只在办公室写报告，不去一线。

要实现全球本地化，人才和产品的本地化是关键。陈治说：“本地化过程中，一个大的挑战是人才问题。市场机会很多，但优质人才显得不够，因为很多人才是在计划经济的学习环境下成长起来的，所以我们不得不在培养本土人才上，加速填补一些市场经济环境下必须掌握的知识和技能。结合GE全球的人才发展项目，我们使很多本土人才迅速成长起来，在公司的快速发展中，发挥了重要作用。”2007年，GE医疗亚洲培训中心举办各种培训班124期，培训人数达9150人次，其中本地人员7939人次。从成立至今，该中心累计培训人数达49951人次，其中本地人员46893人次。同时，这支本地化团队在研发中国市场需求的产品时，以中国为起点和基地，利用本地的研发设计和生产制造人才对国内市场需求和应用环境的透彻了解，开发出最满足本地需求的产品。GE医疗集团在立足中国的同时放眼世界，在中国开发的产品70%出口海外，很多海外开发的产品也在中国生产；GE医疗集团还将其在全球应用成功的产品和经验带到中国，推动了中国医疗事业的发展。

为了更好地利用本地优势，2000年，GE医疗集团在无锡建厂。无锡有着改革开放的良好氛围，在促进外资企业发展方面有很多优惠和便利政策，长期以来也积累了大批专业技术和管理人才。GE医疗集团把这一切纳入了本土化的战略考量：要扩大在中国的研发生产，无锡是一个重要的战略基地。最初无锡工厂主要以超声产品等小型临床医疗高科技产品的开发生产为主，2002年中期从一个业务部（超声部）扩展为三个业务部（磁体部、超声部、医疗监护仪部）。无锡工厂也是GE医疗集团在中国第一个获得GE全球安全之星奖的工厂。目前GE医疗集团在中国已拥有北京、上海、无锡三个生产基地，极大地推动了集团的本地研发和市场开拓能力。

2003年在北京建成启动的GE医疗系统工业园则是GE医疗集团在中国发展的里程碑式投

资，有力地支持了GE在中国的业务发展战略。工业园建成后，GE医疗集团在中国的生产和出口能力提高两倍，成为了CT、MR、X光机和永磁式MR的生产中心，并填补了国内医疗设备生产的多项空白，帮助中国成为目前世界最大的CT生产国。GE医疗的“*In China For China*（立足中国，服务中国）”和“*In China For World*（立足中国，服务世界）”战略最终得到了公司和市场的认可，竞争对手也都在相繼效仿。

在全球本地化战略取得显著成果的同时，中国的市场也随着经济水平的提高和医疗体制改革，发生着巨大变化。陈治认为，GE医疗集团现在必须及时深入地调研一线市场的状况，吃透国家医疗政策的走向，并以最快的速度做好调整准备，与时俱进地尝试新的业务模式，开发适合未来市场的新产品，以此应对变化中的中国市场。

作为一家掌握世界尖端科技的医疗公司，GE医疗集团不仅致力于为中国及世界提供医疗设备与器械，还不遗余力地推广“*Early Health*（早健康·早安心）”这一全新的医学诊疗理念与模式。

在谈到这一模式时，陈治说：“我们知道，目前约有70%的费用花在治疗方面，而这种病人膏肓时的花费大多难以挽回局势，造成人财两空。随着生命科学的发展，新的医疗模式，将从研究基因开始控制疾病。GE一直走在这个潮流的前端，在研发相应的产品和技术的同时，极力推动这一模式在中国的发展。我们针对具有不同经济承受能力的群体做了不同的努力。对中产阶级以上或高端人士，我们从提供生命科学研究服务开始，这是最高档次的医疗模式。我认为GE医疗肩负着这一重大的责任——将高端医疗模式引入中国。这包括针对不同的医疗机构展开新的医疗模式的合作，真正地服务目标客户。”

“另一方面，中国有13亿人口，除了高端市场的人群外，还有更广大的人民群众。对这一群体，我们希望我们的医疗高科技能够以合理的价位为他们提供及早的诊断和治疗。我们的‘*Early Health*（早健康·早安心）’绝对不

止于服务高端人士，我们的目标是为全中国13亿人民服务，甚至把这一成功模式带到全世界所有发展中国家、发展中市场中去。”目前，GE医疗集团正在从引领“*Product-ICFC*（在产品上，立足中国，服务中国）”，逐步上升到“*Vision-ICFC*（在愿景上，立足中国，服务中国）”，持续领先。

GE医疗集团这一服务全中国各层次消费者的理念在“玲龙”系列X光机身上得到最好的印证。“玲龙”系列X光机是首款国内自主研发的普及型医学诊断影像产品，它完全从农村及社区医疗机构的实际需求出发，拥有高性价比，所以面市后市场反响非常好。在GE医疗在中国的远景目标——把公司最好的设备、高科技和理念传播到国内，供国内专业人士使用——之下，GE医疗同样关心能为中国的老百姓和中低端群体做些什么，让他们能享受到GE医疗带来的便利。因而GE医疗投入了大量的资金和人力研究该类型产品。目前，除“玲龙”X光机系列外，一些适合低端市场的超声设备和心律监护产品也已面世，如彩色超声LOGIQ C5、病人监护仪Dash 1800和便携式心电图机MAC C3等，以兑现用高科技提升中国医疗水平这一GE医疗对中国的长期承诺。

同时，GE医疗集团从产品设计角度提出了建设性的理念——“先普及，后升级”。经济承受能力欠缺的医院可以先采用GE医疗开发的基础产品，但是这些产品加入了可升级换代的设计，在日后可以一步步进行升级，最终让更多的中低端群体能享受到最好的设备带来的医疗服务。

在今年遭受地震之灾的四川省，GE医疗集团为中低端群体享受到更好的医疗服务而努力的理念得到了很好的体现。为灾区捐赠的心电监护仪、黑白超声仪、麻醉机、呼吸机、玲龙X光机等设备，为受灾地区民众的医疗救治提供了极大帮助。而且GE医疗集团在各地的维修工程师小分队也快速反应，为灾区医院的设备提供维修服务。在捐赠的设备中，GE医疗集团特别考虑到了设备应用于紧急突发灾害的状况，比如iVent201便携式呼吸机，是一种服务于重症监护的呼吸机，但设计上却非常紧凑、便于携带，仅重7kg，它的



智能算法能够自动跟踪患者的呼吸需求，并可以在没有交流电源的情况下展开工作。

在刚刚结束的奥运会中，GE医疗也做出了巨大的贡献。作为全球最大的医疗设备供应商，GE是北京奥运会“ECO磁共振”的独家供应商，为所有的奥运场馆提供了超过300多台心电图机、5台超声仪和1台骨密度仪，及时、便捷地帮助医生为运动员做出预测和诊断。而GE为北京奥组委提供的CASE Stress系统，能对训练中的运动员心脏功能进行评估，帮助预测疾病风险，有效保障了运动员的临场表现。除提供这些设备外，GE医疗集团还为奥运村综合医院及北京13家奥运定点医院、全国20家奥运定点医院制订了一整套维修计划，并在现场全天候提供最好的工程师和维修专家进行设备维护，以保证它们安全、正常地运

行。GE的高科技和先进设备得到国际奥组委和北京奥组委的一致认同。而通过北京奥运这一既是体育竞赛又是文化交流平台的可贵机会，更多中国用户加强了对GE的了解。通过全面参与奥运，GE向13亿中国人宣传了医疗影像高科技对“全民健康”的巨大价值，向大家普及了早期医疗的新理念，这些都将对GE医疗在中国的进一步发展起到推波助澜的作用。

正如GE董事长杰夫·伊梅尔特所说，GE将把中国作为第二故乡。在这一愿景下，GE医疗集团在中国将保持着稳健的发展步伐，继续立足于中国，生产用于中国市场和全球市场的高科技医疗产品，造福于全世界人民的健康事业。

## Taking Root in China, Taking Advantage of the Olympics to Better Serve China — GE Healthcare in China

**“Our development strategy in China is to promote GE’s trusted products in the China market and beyond by relying on China’s costs and GE’s advanced technology and high quality products. In executing this strategy, we will continue to move forward with great strides.”**

——Chih Chen, President of GE Healthcare, Greater China

In 1991, GE Healthcare first set foot in Beijing and started its first joint venture company GE Hangwei Medical Systems (GEHW) in the Beijing Economic-Technological Development Zone. The 2003 completion of the GE Healthcare Industrial Park (GEHIP) in Beijing estab-

lished a global R&D and manufacturing center representing a large-scale world-class medical care diagnostic facility. In addition, GE Healthcare exclusively provided a series of medical care equipment for the Beijing 2008 Olympic Games. All of these efforts have bolstered GE Healthcare’s rapid and stable development in China. In recent years, GE Healthcare has become an active advocate of transforming the medical care model from “Late Treatment” to “Early Health”. As an industry leader, the company has also been helping address the most pressing issue facing the industry - rapid growth in medical care costs.

Over the past decade, GE Healthcare has made tremendous contributions to the sustainable development of Chinese health care industry while maintaining double-digit growth, becoming one of GE’s fastest growing businesses in the country. GE Healthcare has 4,000 employees in China providing various services including product design, development, manufacture, shipment, maintenance and post-sale support.

## GE Healthcare’s Successful Balance of Globalization and Localization - Glocalization

In 1995, GE Healthcare encountered great challenges in China. At that time, Chih Chen was assigned to confront these challenges and improve the situation. With localization as his core strategy, he carried out a forceful reform from inside the company. His first steps included successfully persuading GE to continue investing in China,



dismissing employees who lacked GE’s values and fostering local talents with integrity, passion and a striving spirit; second, he assumed total control over the operation and management of GE Healthcare’s joint venture company and won customers’ trust by building a strong after-sales service network providing first-class

service; finally, in line with GE’s global standards, he ensured GE’s consistently high quality to oust the competition making GE Healthcare competitive across both multinational and local companies and propelling the company’s accelerated growth. Besides these appropriate approaches which benefited GE Healthcare’s local business, he also contributed to China’s reform and opening-up policies. “Without the policies, many companies wouldn’t have succeeded in the China market. The policies boosted China’s vitality and brought unprecedented opportunities for numerous companies. We started our business at the right time, so we won a great success,” said Chih Chen. GEHW is GE’s very first joint venture company in China since the nation’s reform and opening-up.

In groping for the growth, GE Healthcare gradually developed a localized strategy of combining R&D, manufacturing, sales and operations as an organic chain that adhered to the orientation of the China market. Complied with GE’s management system, GE Healthcare combined its management with Chinese culture and market features, which encouraged employees to gain a deep understanding of the market and stick to the frontline. In this process, GE Healthcare avoided many common problems faced by foreign companies, for example, some management always stay in their office to write reports and never stood on the frontline, this is not the case in GE Healthcare.

Localization of talents and products are key to the glocalization process. “Talent shortages are one of the main challenges in the process of localization. There are many business opportunities in the market but the talent pool just isn’t big enough. Many talents were cultivated in the planned economy system, so we have to accelerate the fostering of local talents by providing them with some necessary knowledge and skills under the market economy system. Combined with GE’s global talent development project, we have cultivated many local talents and they have contributed a lot to the growth of the company,” said Chih Chen. In 2007, the GE Healthcare Asia Training Center organized 124 courses, providing training for 9,150 employees, among which 7,939 were locals. Since its establishment, the center has provided training for a total of 49,951 employees, of which 46,893 were local talents. Using China as a base and launch point, the localized team utilized local R&D design and manufacturing talents’ thorough understanding of the domestic market to develop suitable products for the China market. While emphasizing the importance of the China market, GE Healthcare also stretched its business to the rest of the world. Over 70% of products developed

in China are exported overseas while many foreign-developed products are made in China. GE Healthcare also brought products and services that were applied successfully both in China and globally in order to promote the development of the Chinese medical care industry.

To better leverage local advantages, GE Healthcare established a plant in Wuxi in the year 2000. China's reform and opening-up policies made Wuxi a great business environment with a lot of preferential policies that benefited the development of foreign funded companies. This healthy business environment attracted many technical and management talents to the area. GE Healthcare took this into consideration for its localization strategy. The final decision: Wuxi would undoubtedly be an important strategic base to enlarge the company's R&D manufacturing base in China. Originally, the Wuxi plant had only one ultrasound department which manufactured ultrasound products and other small clinical medical care high-tech products. By mid 2002, the ultrasound department was expanded into three departments: the magnet, ultrasound and medical care monitor departments. The Wuxi plant was also the first of GE Healthcare's plants to be awarded the company's highest safety and health excellence honor – the GE Global Star Award. To date, GE Healthcare has established three manufacturing bases in China – respectively in Beijing, Shanghai and Wuxi – which greatly improved the local R&D and market development capability of GE Healthcare.

Opened in 2003, GEHIP is one of GE Healthcare's milestone investments in China, which tremendously supported GE's business development strategy in the nation. After the foundation of GEHIP, GE Healthcare's productivity and export capability doubled and GEHIP became the manufacturing center for the CT, MR, X-ray machines, and permanent magnet type MR, which filled many gaps in the domestic medical care equipment manufacturing market and made China the world's current largest CT producer. The "In China for China" and "In China for World" strategies have been acknowledged by both the company and market alike and have attracted imitating competitors from all over the industry.

While the global strategy of localization has made remarkable progress, the China market has been experiencing tremendous changes with the development of the economy and the reform of the medical care system. In Chen's opinion, GE Healthcare must investigate and study primary market trends, gain a deeper understanding of the government's policy towards medical care, be perpetually prepared for adjustment, and keep pace with the times by trying new business approaches and developing future market tailored products to tackle the changing China market.

As a world leading and technologically innovative healthcare company, GE Healthcare is not only devoted to providing the best healthcare equipment and instrumentation to China and the world, but is also devoted to promoting the brand new "Early Health" healthcare pattern in China.

While commenting on "Early Health" Chen stated, "We know, at present, nearly 70% of medical care expenses are spent on treatment, while severe stage spending has a statistically low effect on saving lives. The result can be losing both life and money. As medical science develops, new forms of medical care have emerged, which includes controlling disease from the genetic level. GE has always been on the forefront of this medical development and actively promoted the application of this healthcare pattern in China while developing other related products and technologies. We developed all levels of products according to different groups' economic affordability. For middle to upper class customers, we offer our life scientific research services, the highest level of medical care. I believe GE Healthcare is responsible for bringing high-end medical care to China, which includes starting cooperative partnerships with different medical organizations on new medical care models to provide the best services to our target customers."

"On the other hand, China has a population of 1.3 billion and aside from our high-end customers, there is an even larger group of non high-end consumers. We hope that our high-tech medical care can provide them with early diagnosis and treatment at a reasonable price. The "Early Health" concept was not designed for high-end customers only. We aim to serve the 1.3 billion people of the whole country and further bring this successful pattern to all developing countries and their markets around the world." To date, GE Healthcare is successively upgrading itself from leading "Product-ICFC" to "Vision-ICFC".

GE Healthcare's idea of serving all levels of consumers in China is best represented by

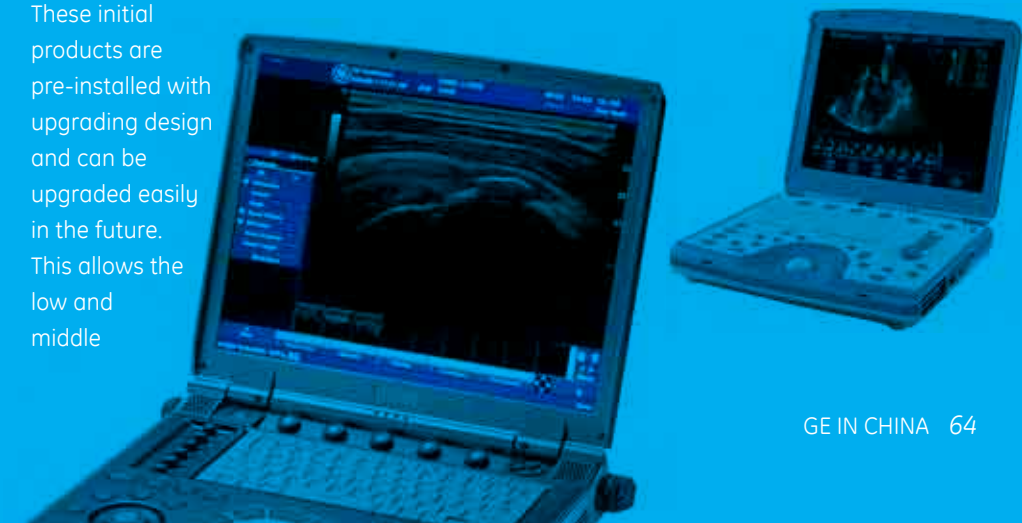
the series of LingLong X-ray systems. The LingLong product series is the first popularized medical diagnostic imaging product domestically developed in China. With its high level of adaptability in meeting the diverse needs of the medical care community and its high performance to price ratio, the series has been warmly welcomed by the market ever since its launch. GE Healthcare's long term prospects include the introduction of the company's best equipment and high-tech solutions to China's medical professionals. GE Healthcare has also paid attention to the low and middle market segments by focusing on their needs through providing GE Healthcare's convenient, high quality products. GE Healthcare has invested huge amounts of money and labor in performing such market research. To date, besides the LingLong X-ray series, some ultrasound equipment and heart beat monitor products that were designed for the low and middle market were already launched, such as the LOGIQ C5 color ultrasound, Dash 1800 patient monitor and portable MAC C3 ECG to fulfill GE Healthcare's long term commitment to China to raise the level of medical care through technological innovation.

Meanwhile, GE Healthcare proposed a constructive solution from a product design angle – promoting before upgrading. Hospitals with low economic capacity can use GE Healthcare's basic products first. These initial products are pre-installed with upgrading design and can be upgraded easily in the future. This allows the low and middle

market groups to enjoy the best range of medical care services brought by the best equipment.

GE Healthcare's efforts of providing the low and middle market groups with the best possible medical care services were well represented in Sichuan after the devastating Wenchuan earthquake this year. GE Healthcare provided an enormous amount of aid for the medical treatment of the disaster area's many victims by donating ECG monitors, black/white ultrasound units, anesthesia equipment, ventilators and LingLong X-ray machines. Moreover, GE Healthcare's engineer maintenance teams quickly reacted by dispatching to different areas to provide service for the medical equipment in the disaster area's hospitals. GE Healthcare specifically donated medical equipment that was suitable and easily applied in emergency circumstances. The iVent201 portable ventilator, a kind of ventilator used for intensive care, weighs just 7kg making it both compact and portable. Its intelligent algorithm can automatically track the patient's breathing demands and can work in the absence of an electrical supply.

GE Healthcare made tremendous contributions to the recently concluded Olympic Games. As the largest medical care equipment supplier in the world, GE was the only company to



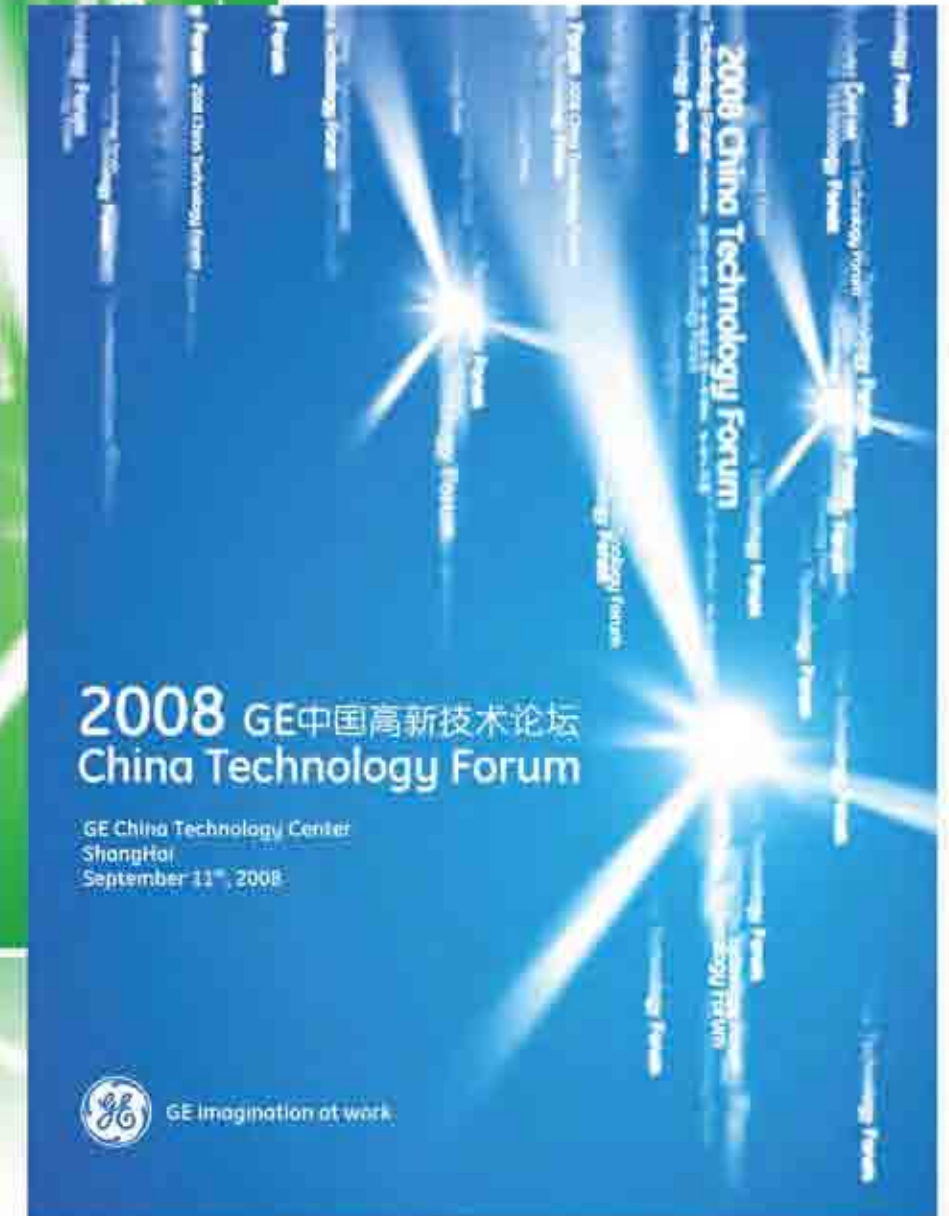
provide "ECO MRI" to the Beijing Olympic Games as well as over 300 ECGs, five ultrasound machines and one bone density meter to all Olympic venues to help doctors make informed medical diagnoses and forecasts to best serve Olympic athletes. The CASE Stress system provided to the BOCOG helped estimate the heart function of training athletes and forecast the risk of disease, which effectively ensured the onsite performance of all athletes. Besides this equipment, GE Healthcare also provided the Olympic Village Polyclinic, 13 Olympic designated hospitals in Beijing and 20 other hospitals around the country with a set of maintenance plans and the best engineers and experts providing 24 hour service to ensure the medical equipments' safe and normal operation. GE's high-tech and advanced equipment obtained the recognition of both the IOC and BOCOG. Through the Beijing Olympic Games, the sports

competitions and culture exchange platform, more Chinese customers obtained a deeper understanding of GE and GE's products. GE's participation in the games publicized the huge value of high-tech medical equipment to 1.3 billion Chinese and raised awareness of nationwide health issues as well as the new idea of early medical care, which will promote the further development of GE Healthcare in China.

Just as GE Chairman Jeff Immelt said, China is GE's second home. Under this great vision, GE Healthcare will keep a steady growth pace in China and carry on its "In China For China" policy to produce high-tech medical care products for the Chinese market and beyond to benefit the health and well-being of people around the world.

GE医疗集团中国办事处分布图

Distribution of GE Healthcare China offices and headcounts



# GE中国研发中心八周年共庆多方成就

2008年6月6日，GE中国研发中心的员工走入办公楼后都惊奇地发现，大堂里一夜之间多了两座“时光隧道”。疑问马上在身边飘过的心形气球上解开：“今天，GE中国研发中心——CTC，八岁了！”

当天，中国研发中心展开了一系列活动来庆祝成立八周年，当“时光隧道”在强烈闪烁的镁光灯下盛大揭幕，巨大的生日蛋糕从隧道中缓缓推出时，庆典气氛达到了巅峰。大家都迫不及待地涌入隧道，共同回首研发中心八年来取得的科技成就和重大历史事件。答谢晚宴上，GE大中华区总裁罗邦民和中国研发中心总裁陈向力出席并致辞。陈向力提到：“过去的八年，CTC的快速成长离不开政府、客户及合作伙伴的大力支持。中国是CTC的故乡，也是GE的第二故乡，未来我们将加快CTC在中国发展的步伐。”此外，他还带领所有员工和前来参加庆典的一百多名政府官员、重要客户、合作伙伴和媒体一起，回顾了中国研发中心八年来在技术研发、人才培养、组织发展和社会责任等方面的成就。

### 技术研发：推动GE在中国及全球的增长

2008年6月11日，GE中国研发中心宣布其数字心脏研发小组在心脏活动建模研究方面取得重大突破，成功开发出一个能够准确预测从单个心肌细胞到整个心脏活动的软件——“数字心脏”模型。诊断医师只需以心电图和核磁共振等常规报告与“数字心脏”模型所提供的健康心脏和患病心脏的数据进行比对，即能更好地理解患者的心脏活动，评估病情并作早期诊断。通过这一模型，将有可能将心猝死病人的早期诊断率从目前的50%提高到100%。同时，这一技术的应用还将大幅降低药物研发成本。目前，数字心脏模型的仿真工作已完成，与GE医疗集团的合作研究正进入新的阶段。



### 新闻链接：

八年来，GE中国研发中心不断壮大，已拥有1400多名研发人员，60多个世界一流的实验室，在清洁能源、水处理、材料科学、电子电力与实时控制、安防、先进制造、影像、化学技术等领域处于全球领先水平，是国内规模最大、功能最完备的独立外资研发机构之一，也是国内极少数具有基础科学研究能力的企业研发中心。研发中心每年投入研发资金4亿多人民币（约6000万美元），完成100多个项目，其中三分之一为尖端的基础技术研发项目。截止2007年底，中心共申请专利近300项。

随着GE全球化战略的展开，研究开发适合中国市场的产品和技术已成为GE中国研发中心的主要任务。从能源、环保、农业、健康、交通到生产制造，GE的研发与中国发展的重点领域有着良好的契合。

### 人才培养：打造世界级本地人才资源

2008年4月1日，章楠成为GE能源集团在GE中国研发中心工程师团队的第一位本土主任工程师，他也是中国研发中心第一位主任工程师。对于大部分选择技术类道路的GE工程师和科学家来说，能够赢得职责在于把握团队技术发展的战略走向、地位仅次于全球首席工程师的主任工程师职位，是职业生涯中最重要的里程碑之一；5月8日，黄先锐成为GE全球研发中心上海部的第一位主任工程师。GE在中国的技术队伍正在进行的结构性“进化”充分体现了GE“立足中国、服务中国”战略在本地技术领导力发展上的影响。

### 新闻链接：

八年来，中国研发中心利用本地人才资源，在中国培养了大量科技人员，产生了人才的溢出效应。技术类职业生涯（TCP）是2004年起GE中国研发中心特别针对工程师和科学家设计的职业发展道路，它构建出技术类核心竞争力的框架，以指导技术类员工在技术道路上的成长方向，提供广阔的分享平台和学习机会，以及最重要的：一条专属晋升途径。

### 组织发展：构建本土化研发通道助力业务发展

2008年6月，GE石油天然气集团中国研发团队在中国研发中心正式成立，吴平川担任油气集团中国区技术经理。该研发团队的成立旨在加强GE油气技术在中国的开发能力，在全球框架下对产品进行本土化开发，从而进一步支持油气集团在华业务发展。油气集团技术和采购团队在研发中心的建立是油气集团发展的重要里程碑，这也印证了油气集团在中国加快技术发展的承诺。

### 新闻链接：

八年来，随着GE各主要业务集团研发团队的进入，GE中国研发中心已发展成为跨业务集团、跨研究领域的研发机构，具备基础科学研究、新产品开发、工程开发和采购服务等综合能力，为GE各业务集团在全球和中国的发展提供强劲支持。

### 社会责任：研发中心志愿者团队被授予CEO志愿者奖

2008年6月，GE中国研发中心被授予“2007年志愿服务超出目标小时数最多志愿团队奖”（目标志愿服务时间为3773小时，研发中心志愿者团队超过目标时间1537小时）。此外，在6月6日的研发中心八周年庆典活动中，47名研发中心员工被授予2008年CTC志愿者奖。

### 新闻链接：

八年来，在从事技术研发的同时，GE中国研发中心积极履行企业公民责任，发挥自身学术优势，设计了多种形式的社区服务和中小学教育等活动，为社会贡献了三万余小时的服务。2008年上半年，研发中心的志愿者已陆续组织了电话机回收义卖、植树日、ECO版定向越野等活动；传统的“外来务工人员子弟小学课外兴趣小组”和新创的“社区高中顾问团”活动齐头并进；还为汶川地震受灾群众发起“绿丝带”祈福活动。

在未来，GE中国研发中心将继续秉承GE公司100多年的创新传统，以雄厚的科技力量和执著的创新精神，支撑GE在中国和全球的发展，并在社会各界的支持下，为中国的科技实力发展贡献力量。

## GE China Technology Center Celebrates Eight Years of Success

On the morning of June 6, 2008, GE's China Technology Center (CTC) employees were surprised while entering their office by the two tunnel-shaped structures in the building's lobby that appeared overnight. Their confusion was soon cured by the heart-shaped balloons floating around the display - it was the CTC's eighth birthday!

A series of activities were held to celebrate the CTC's eighth anniversary. The ceremony reached its climax when the large birthday cake was presented. Employees swarmed into the "time tunnels" to review the technological achievements and historic events of CTC over the past eight years with great enthusiasm. During a celebratory banquet the same evening, Mark Norbom, president and CEO of

GE Greater China, and Chen Xiangli, president of GE China Technology Center, joined together to deliver speeches. "CTC owes these past eight years of rapid growth to the great support of the government and our customers and partners. China is CTC's hometown and GE's second hometown, and we will all work together to further accelerate our development in our hometown," remarked Chen. He also reviewed CTC's many achievements in technology research and development, talent cultivation, organization development and social responsibility over the past eight years with employees and more than 100 government officials, key customers, partners, and media attending the event.





### Technology research: CTC promotes GE's growth in China and the world

On June 11, 2008, GE CTC's "digital heart" research team acquired a major breakthrough: they successfully developed a computer program, the "digital heart" model. The model can predict the activities of the heart, from a single cell to the whole organ. This computer program is able to analyze the Electrocardiograph (ECG) or magnetic-resonance imaging (MRI) scan, measuring the motion of a patient's heart and comparing it to that of a "healthy" virtual heart constructed not of blood and tissue but from mathematical equations. It can raise the early diagnostic rate of sudden cardiac death (SCD) from 50% to 100% and reduce diagnostic costs. Based on the long-time research and clinical experience, the research team has successfully delivered the model to GE Healthcare for the further SCD ECG Biomarker study in medical field.

#### News Link:

Over the past eight years, the CTC has continuously grown. The facility now has more than 1,400 researchers and engineers and over 60 world-class labs. The CTC's expertise in the fields of clean energy, water treatment, specialized materials, electronics, real time control, security, advanced manufacturing, imaging technology, chemicals, and more, has established the center as a world-leading research organization. The CTC is now one of the largest and

functionally complete enterprise research centers. The facility is independently funded by investors with foreign capital and is one of very few enterprise R&D centers that have fundamental research capabilities. The CTC invests RMB 400 million (~USD 60 million) each year on over 100 projects, a third of which are high-end research projects. By the end of 2007, the CTC has applied for nearly 300 patents.

With the implementation of GE's globalization strategy "In China for China", researching and developing suitable products and technologies for China market has been marked as the primary mission in the CTC. From energy, environmental protection, agriculture, healthcare, transportation to manufacturing, GE's R&D complied well with the priority research areas of Chinese strategic development plan.

### Talent cultivation: CTC turns local talents into world-class scientists

On April 1, 2008, Zhang Lin became the GE Energy engineering team's first Principal Engineer (PE) and he was also the first PE of CTC. PEs have total authority over the strategic direction of research teams and are second only to the Global Chief Engineer, making this position a critical milestone in the development of any technician's career. On May 8, Huang Xianrui became the GE Global Research team's first PE in Shanghai. The CTC's structural "evolution" is fully demonstrating GE's "In China, For China" strategy in terms of the local development of technical leadership.

#### News Link:

Over the past eight years, the CTC employed local talents and trained them into world-level scientific professionals, bringing the center a welcomed "talent overflow". The Technical Career Path (TCP) established in 2004 was to help CTC engineers and scientists develop rewarding technical careers with GE, in addition to Leadership Career Path. TCP provides a framework linked to core competencies so that individuals can track and grow in their technical careers with vast learning opportunities, and the most significant tailor-made career path for promotion.

### Organization development: CTC has become a cross-business, cross-field R&D facility

In June 2008, GE Oil & Gas China R&D team was set up in the CTC. Wu Pingchuan was assigned as Engineering Manager of the team. The team aims to build up GE's R&D capability in the oil and gas field and explore product localization options on global configuration thereby further boosting business growth in China. The establishment of GE Oil & Gas engineering and sourcing teams at CTC is an important milestone of GE Oil & Gas and it further demonstrates GE's commitment to accelerating technology development in China.

#### News Link:

Over the past eight years, with the combining of all R&D teams from all major businesses, the CTC has grown into a cross-business, cross-field R&D organization with comprehensive capabilities in fundamental research, new product development, engineering, sourcing, and more. The facility has now become a strong force behind the development of all GE's major businesses in China and around the globe.

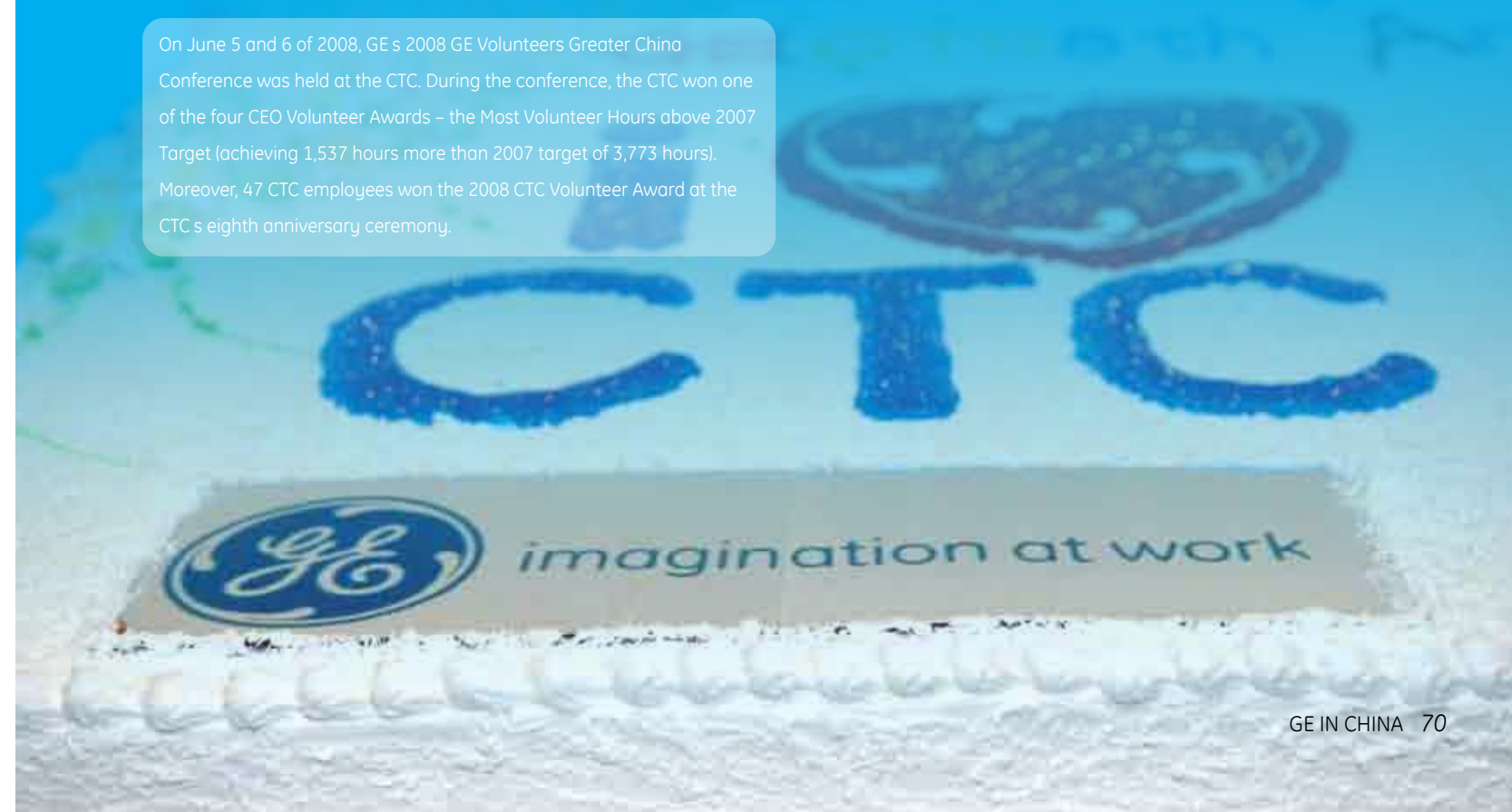
### Social responsibility: CTC's volunteer team wins CEO Volunteer Awards

On June 5 and 6 of 2008, GE's 2008 GE Volunteers Greater China Conference was held at the CTC. During the conference, the CTC won one of the four CEO Volunteer Awards – the Most Volunteer Hours above 2007 Target (achieving 1,537 hours more than 2007 target of 3,773 hours). Moreover, 47 CTC employees won the 2008 CTC Volunteer Award at the CTC's eighth anniversary ceremony.

#### News Link:

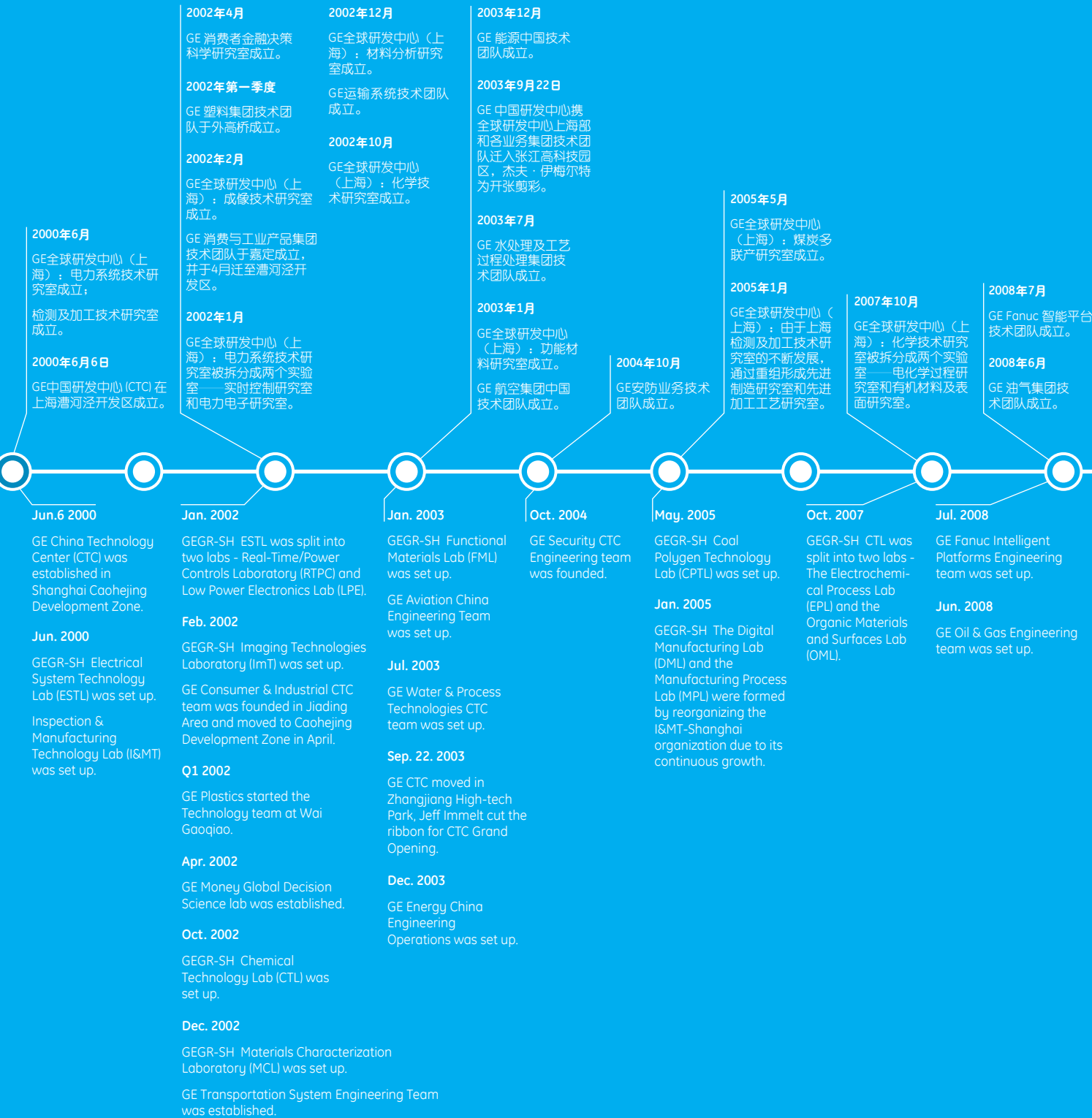
Over the past eight years, the CTC has actively pursued corporate social responsibility activities. CTC volunteers used their highly advantageous academic backgrounds to contribute to society through community service which included educational activities in primary and secondary schools. In the first half of 2008, CTC volunteer team held a variety of other activities beyond education, such as a phone charity sale, the CTC tree planting day and an ECOcommunity activity. The CTC also engaged in more traditional programs such as the migrant school project – a successful offering of science courses and counseling to top high schools in the community. In May, a cash-donation and "green-ribbon" activity were launched to help aid the Sichuan earthquake victims. To date, CTC volunteers have spent over 30,000 volunteering hours on community services gaining the widespread appreciation from both within and outside GE.

With the tradition of GE's over-100-year history of innovation, the CTC will continue to drive GE's development in both China and around the world through its strength in technology well into the future. With the support of all partners, the CTC will also continue to drive Chinese scientific and technological development.



# GE中国研发中心成长史

## Evolution of GE China Technology Center



## 人物专访 罗邦民

**问：首先恭喜您被任命为GE大中华区总裁兼首席执行官。您在新职位上的职责和关注的主要领域是什么？**

**罗邦民：**对我而言，新的职位是激动人心的机遇。我的职责是继续推进GE在中国的增长，同时发展优秀的人才为公司的进一步增长提供动力。增长对我们的员工即意味着更好的职业发展机会。

我们的目标是将2008年50亿美元的销售收入在2011年实现翻番，达到100亿美元。这是一项富有挑战但可达成的任务。为了达成这一目标，我们需要调动GE的全球资源，继续为中国引进和开发优质的产品，与本地企业和政府建立富有成效的合作伙伴关系。这一过程中，我们得到了包括董事长杰夫·伊梅尔特在内的管理层一直以来的巨大支持和帮助。

**问：您对亚洲市场有着丰富的经验，您如何看待中国这一战略市场？在全球背景下，中国对GE又意味着什么？**

**罗邦民：**过去的20年，中国一直是GE非常重要的市场，GE也成为中国强有力的战略合作伙伴，不断通过领先的产品和服务助力中国的发展。

我们所有的产业集团都已在中国开展业务，我们与中国建立了稳固的战略合作伙伴关系，赢得了政府和客户的高度认可。我们建立了本土的研发基地——中国研发中心，有1400名研发人员从事各类技术开发项目，为本土和全球市场服务。我们还创建了本土制造、采购和服务体系。所有这些努力都为我们目标的实现奠定了坚实的基础，并帮助我们的业务健康长足地发展。

中国的发展速度位居世界前列，我们需要以更快的速度发展自身以获取市场份额。正如我们已看到的，近期出现的次贷危机对欧美市场和消费者信心都造成了消极影响，尽管存在油价上涨，通货膨胀和人民币浮动等趋势，我们仍对中国经济的长期增长持积极乐观的态度。事实上，上涨的油价和对环境问题关注度的增加，更加凸显GE节能减排的绿色创想产品在市场中的重要性。我们会坚定不移地继续在中国不断投入与实现，把中国的增长需求和GE的优势结合起来，提供基础设施和环境解决方案，建立同中国重要企业的战略合作伙伴关系，在中国生产和采购更多的产品。

在未来20年，中国预计有200个城市的人口将超过百万，而在欧洲，超过百万人口的城市只有35个，中国会新建大约100个机场，增加超过2500架飞机，建设170个公共交通系统。可以想象这将产生对于基础设施、医疗及环境解决方案的巨大需求，而GE的业务刚好与之完美匹配！我们所有的业务集团将抓住这一难得的增长契机，并正为之努力。

中国是我们的未来，也是我们必须推动增长的市场，意识到这一点对我们十分重要。我们已经实现了50亿美元的销售收入，但这仅仅是一个开始。

**问：2008年，GE在中国的发展进入第二阶段，其发展战略是什么？**

**罗邦民：**GE董事长杰夫·伊梅尔特说：“中国是GE的第二故乡”，这道出了GE在中国的长期愿景和最终目标。中国现在是，并将长期成为GE的重要市场。

与此同时，本地竞争对手的发展速度之快让我们刮目相看。为了应对这个挑战，我们需要将中国看作“国内市场”，发展本土化能力，即本土化业务以及本土化的管理、工程、销售、营销和制造。只有这样才能赢得中国市场，我们正为之大步迈进。

为了实现目标，我们需要关注以下几点：

- 建立“立足中国，服务中国”及“立足中国，服务世界”战略。我们需要引进更多适应中国客户需求的产品，并将其推广到全球市场。
- 发展可扩展的、跨业务的地区性战略与平台。我们增加了七个地区总部以扩大市场覆盖面。为了贯彻“走进西部”战略，在上海和北京等城市之外，我们还将进一步发展在中国中部、西部、北部和南部的业务基地。
- 加强与本地企业，特别是重要国有企业的合作，寻求建立合资企业的机会或建立战略合作伙伴关系，以扩大GE在中国的业务。
- 通过增加建立合作或并购上的资源，加速我们的业务发展。
- 继续推进绿色创想，大力配合中国的发展计划。GE在中国2007年总收入中的10%来自于绿色创想产品和技术，但这还不够，我们将继续推动绿色创想产品在中国的销售。

### 罗邦民

GE大中华区总裁兼首席执行官

罗邦民的职业生涯于1980年始于GE，在GE的24年间，他在美国和亚洲地区先后担任了一系列高级管理职务。在亚洲，他曾担任GE金融台湾地区负责人、GE金融印度尼西亚总裁、GE金融泰国首席执行官、GE泰国首席执行官，以及负责GE日本运营的总裁兼首席执行官。2008年4月，罗邦民被任命为GE大中华区总裁兼首席执行官。

罗邦民1958年2月20日出生于美国华盛顿特区。1980年，他以极其优异的成绩毕业于宾夕法尼亚州立大学，获经济学学士学位。

问：奥运会为GE带来了巨大机遇，您怎么看待奥运会之后GE在中国的发展？

罗邦民：GE赞助北京2008奥运会的收获首先在于从销售和广告方面获得的17亿美元收入，但更重要的是我们与众多中国及全球客户建立的紧密联系将在今后为GE带来更多收入。

我认为最重要的一点是，在中国向世界展示自己的过程中，GE发挥了关键作用。GE的形象和宗旨被成功传达给上百万的人，不仅包括媒体和客户，还包括中国政府和大众。在支持奥运会成功举办的同时，GE成功地深化了其在中国的品牌认知度。

我对GE在中国的发展充满信心。奥运会只是我们支持中国的基础设施建设的一个范例，今后在中国，我们还可以将同样的模式运用到其他项目中去，如2010年的上海世博会和在广州召开的亚运会。此外，我们还将继续采用同样积极的方式为中国西部和北部的基础设施建设提供支持。

问：作为GE的一份子，您最大的收获是什么？

罗邦民：我最看重的是能与全球最出色的管理者和员工一起工作。GE的员工都是各自领域的专家，并共同拥有携手推进业务增长的雄心壮志。个人的力量是有限的，在GE我们集合众人的力量和专业知识和专业知识，就能达成伟大的事业——帮助解决全球面临的挑战。

问：您能和我们分享自己不为大家了解的方面吗？

罗邦民：我可以想到几件事。首先，可能很多人不知道我在大学期间曾经在一家法国餐厅做厨师。当时我差点就走上成为一名主厨的职业道路，但是我想，我可以拿着商业文凭做厨师，却很难拿着厨师文凭进入商界。现在只要有机会，我还是会下厨，这是很好的放松方式，同时还可以享受美食。

第二件事是，我在GE工作了24年，但我在2004到2007年曾离开GE三年。当时是因为看到了一个很好的机会，但之后我才发现我非常怀念GE的文化和优秀的同事。去年当我看到有重新加入GE日本的机会时，我马上就尽力争取，能够重返GE我非常高兴。随后，当公司提出想派我来中国工作时，我立刻接受了这个任命。杰夫·伊梅尔特总是说他拥有全球最棒的工作，我认为我也是。



## Meet New GE China CEO Mark Norbom

**Mark Norbom**  
President & CEO of GE Greater China

Mark Norbom began his career at GE in 1980 and during the following twenty-four years with GE served in a number of senior management positions in the US and in Asia. Mark's extensive experience with GE in Asia included being head of GE Capital Taiwan, Country President of GE Capital Indonesia, CEO of GE Capital Thailand and National Executive for GE Thailand, and President & CEO for GE Japan with oversight responsibility for all of GE's activities in Japan. In April 2008, Mark was appointed to his current role of President & CEO, GE Greater China.

Mark was born on February 20, 1958 in Washington DC. He graduated summa cum laude from Pennsylvania State University with a Bachelor of Science degree in Honours Economics in 1980.

**Q: First, congratulations on your appointment as President & CEO of GE Greater China. In this new role, what are your vision and key areas of focus?**

**Norbom:** This is a very exciting opportunity. My role is to continue to drive GE's growth in China and, at the same time, develop good people to support that growth. Strong growth will then provide better career opportunities for our people.

Our target is to double our revenue from USD 5 billion in 2008 to USD 10 billion by 2011. This is a challenging but very doable task. We need to mobilize our global resources, continue to bring in and develop good products for China and build effective partnerships to achieve this goal. We've got great support and buy-in all the way through management right up to our Chairman Jeff Immelt.

**Q: You've had rich experience in Asia, how do you see China as a strategic market? What does China represent for GE today within the global context?**

**Norbom:** Over the past 20 years, China has been a very important market for GE, and GE a strong strategic partner for China, with businesses and products that can help fuel the country's growth.

We have established a presence with every one of our businesses in China. We have built strategic partnerships and won recognition





development programs serving both China and global markets. We have also created domestic manufacturing, sourcing and servicing systems. All these efforts have laid a solid foundation to realize our objectives and grow our businesses here at a healthy pace for many years to come.

China's pace of growth is among the highest in the world and we need to grow even faster to gain share. As we have seen, the recent subprime crisis has had a negative impact on the market and on consumer confidence in both the US and Europe. Despite the trends in the rising oil price, inflation and fluctuating RMB, we continue to hold a very positive view on the long-term growth of China's economy. In fact the rising oil price and increased focus on environmental issues make our energy efficient ecomagination products even more important for this market. We are very committed to continuing to invest and deliver in China. We will align our strengths with China's growth needs by providing infrastructure and environmental solutions, entering more strategic partnerships with China's key enterprises, and manufacturing or sourcing more and more products in China.

In the next 20 years, China is forecast to have more than 200 cities with a population greater than one million – Europe only has 35 cities of that size today. China will build around 100 new airports, add more than 2500 aircraft, and build up to 170 mass transit systems. Just imagine the need for infrastructure, healthcare and environmental solutions, a perfect match for what GE has to offer! All of our businesses are investing in China to take advantage of these incredible growth prospects.

I believe it is very important for GE to recognize this is where our future is, and this is where we have to drive growth. We've grown to USD 5 billion, but this is just the beginning.

**Q: Year 2008 brings GE into its second stage of growth in China. How would you identify GE's China growth strategy?**

**Norbom:** Our chairman Jeff Immelt says, "China is GE's second home." This fits GE's long-term vision and objectives. China is a very strategic market for GE and will be more and more important going forward.

At the same time, it is surprising how fast the local competition is gaining strength. We need to meet this competition face to face by treating China as a home market. We need to build strong local capability - local presence, local management, engineering, sales, marketing, and



manufacturing. This is the way to win in China. And that's what we are going to do.

To achieve our goal we need to focus on the following:

- Building "In China For China", and "In China For World" strategy. We have to introduce more products that fit the needs of customers in China, and then take them to the global marketplace.
- Developing scalable, cross-business regional strategies and platforms. To broaden our market coverage, we are adding seven regional headquarters. Following on our "Go West" strategy, we will further develop our business base outside of Shanghai and Beijing - in central, west, north and south China.
- Strengthening our cooperation with local enterprises, especially major state-owned enterprises, to seek opportunities for joint ventures or enter strategic partnerships to expand GE's presence in China.
- Accelerating our business development activities by increasing our resources focused on partnerships and M&A activities.
- Advancing our ecomagination initiative, which is so well suited to China's growth plans. About 10% of GE's 2007 revenue in China came from its eco products and technologies but this is just not enough. We will continue to drive eco sales in China.

**Q: The Olympics means tremendous opportunities for GE. How do you see GE's growth in China after the Olympics?**

**Norbom:** The value of GE's sponsorship to the Beijing Olympic Games starts with the USD 1.7 billion worth of revenue generated from sales and advertising. But the relationships we have built with our customers both in China and around the world will bring even more revenue in the future.

But perhaps the most important thing was that GE has been a key player in China's showcase to the world. GE's image and messages were conveyed to millions of people - not only media and our customers - but also to the Chinese government and the general public. By helping to

make the Olympics a success, GE has deepened brand recognition in China.

I am very confident of GE's growth prospects in China. The Olympics is just one example of the opportunities we have to help build China's infrastructure. We can use the same model for other major events in China such as the Shanghai World Expo and the Asian Games in Guangzhou in 2010. And we will take the same aggressive approach to infrastructure opportunities in west and north China.

**Q: What do you value most about being part of GE?**

**Norbom:** I think it's the opportunity of working with the world's best management and people; people who are experts at what they do and share the ambition to grow our business together. Each of us is limited by what we can do alone, but at GE we combine the strength and expertise of many to do great things - to help solve the world's problems.

**Q: What is something that most people don't know about you?**

**Norbom:** I can think of a few things - first is that people might not know that I worked my way through college cooking at a French restaurant. I came very close to pursuing a career as a chef but decided I could always cook with a business degree but it would be hard to go into business with a cooking degree. I still cook whenever I can - it's a great way to relax and eat well at the same time.

The second thing is that I've worked at GE for 24 years but that I left the company for three years from 2004 to 2007. I left for what I saw as a very good opportunity, but found that I really missed the excellent people and culture of GE. When I saw the opportunity to come back to GE in Japan last year, I jumped at it and couldn't be happier to be back. And then when I was offered the chance to come to China, it only took me a second to say yes. Jeff Immelt often says he has the best job in the world, but I think I do!



## 学无止境，与GE共成长

未来领导者最关键的素质是什么？“是学习能力！”GE全球克劳顿维尔领导力培训中心亚太区首席教育官戴一楠这样回答，“这包括快速学习和掌握知识并将其灵活运用，及适应不同文化。领导者必须时刻了解外部局势，及其可能对公司产生的影响。在GE，你必须不断学习。”

2003年，GE将其声名远扬的美国“克劳顿村”成熟运转了多年的培训体系成功移植到中国，在上海建立了GE中国培训中心，这是GE在美国以外最大的培训发展中心。为使GE的领导力培训在全球保持原汁原味和同一性，GE中国培训中心“几乎复制”了克劳顿村，唯一的不同在于它的阶梯教室多了“两把椅子”，因为“中国总是要比世界上其他地方需要更多空间”。GE中国培训中心位于上海张江GE中国研发中心的三楼，经过五年的稳步发展，已成为开展中国和亚洲培训项目的大本营。2007年，戴一楠领导的12人团队共开设了近200门课程，为约4800人次的GE员工、合作伙伴及客户提供了培训。截止2008年上半年，GE中国培训中心共接待了大约2500人次的学习者，总培训时间达到5000个小时。

戴一楠认为：“中国培训中心提供的学习机会与单纯的培训是有区别的，它更考虑为每个人量体裁衣，对个体的职业发展需求有着更为清晰的关注，并以打造未来领导者为主要目标。”她的团队正在运用自己的专业知识，设计、组织和开展课程，并且为各业务集团组织的培训提供支持。

GE的学习可分为三个部分：业务集团内培训、技能培训和领导力培训。其中，业务集团内培训由各业务部门的培训人员根据具体的业务

GE鼓励所有的员工主动安排自己的学习。经理可能会留意到下属的不足并建议他们参加相应的培训项目，但无论如何，最了解自己的人还是自己。所以，GE非常希望能直接听到员工的建议，并鼓励每名员工更好地利用培训资源。

**“你的发展由你决定。”**

在设计课程内容时，戴一楠和她的团队会进行培训需求分析。首先要进行与员工的面对面交流，了解他们的学习目标；之后还会多方采集信息，从教育专家到“门外汉”不一而足。同时各业务的团队领导也成为受访对象，提供Session C方面的反馈意见。Session C是GE内部从上至下对组织变化、员工表现和潜能以及继任计划的年度总结，它也

需求来组织实施。中国培训中心则主要提供场地和后勤支持，同时对课程教学提出专业的参考意见。技能培训由中国培训中心开展，旨在提高不同员工的工作技能，如为市场营销人员提供加强市场调查能力的培训。培训中心会根据学员的反馈对课程进行重新设计、调整和改进。领导力培训可分为三块：克劳顿维尔领导力项目、基本技能培训和在线学习。克劳顿维尔领导力项目分为好几种，面向各个层次的员工，为期一周的学习旨在强化他们的领导技巧。而一至两天的基本技能培训则主要在于培养员工在诸如项目管理、时间管理或沟通技巧等方面的能力，帮助他们提高日常工作效率。在线学习是为那些无法亲临教室的员工所制作的个性化的在线课程，“当员工觉得需要充电的时候，上网寻找所需课程是最便捷的方式。”



是发掘员工培训需求的有效工具。集合了所有访问结果、专家建议和行业反馈后，中国培训中心团队才开始着手设计课程。

大多数中国培训中心的项目源自已经非常成功的克劳顿村项目。但是，在保持克劳顿的核心价值的同时，中国培训中心在杰夫·伊梅尔特“Connected Localization（紧密联系的本土化）”理念的指导下进行了本土化改革，使员工既能接受到原汁原味的课程精髓，又在具体教学形式上有所区分。中国培训中心开发的“中国领导力发展课程”就是例证，它包含了具有中国特色的案例、练习和市场分析。此外，中国培训中心团队正计划将中国开发的项目推广到海外。例如，“Leading through to Excellence（通向卓越）”这一在中国开发、面向拥有四至五年工作经验员工的课程正被计划“出口”到GE在全球各地的培训中心，正如全球课程被引入中国的做法一样。

在课程设计过程中，中国培训中心团队不仅在全面调查的基础上对课程内容深思熟虑，而且在教学方法上下足工夫。这包括考虑如何更好地传达某项知识，是通过辩论、课题报告还是游戏？他们同时密切关注不同环境下人们学习的习惯，例如，他们更乐于表达还是倾听。在中国，培训中心微调了教学计划以更好地适应亚洲学员较少讨论、较多思考的学习习惯。

**“完成一项课程设计通常需要花费数月的时间。”**



中国培训中心汇集了大量资深的培训师。其中，40%来自外部，60%来自GE。虽然GE对邀请到的外部培训师的授课内容有话题的限定，但欢迎他们能够带来亲身的实例以充实课程。同时，GE会邀请表现优异的GE员工参与培训，和同事一起分享他们的成功经验。员工授课的好处在于，在教授技能时，他们必须首先对自己的成功案例进行分析，而分析过程显然将提高他们对自身能力和技巧的认知，进而促使他们在将来做得更好。此举对学员也大有裨益，因为他们能看到技能在实战中的成功应用。在培训结束后，学员们都会填写一份反馈信息表，提出他们对培训师、课程内容、学习环境以及其它细节的意见。培训中心会认真对待这些反馈。如果培训师的平均分低于四分（满分五分），中心会与他们讨论原因并制订改进计划。

**“从一项技能的最佳应用者身上学习，这是我们成就领导者的独特方式。”**

GE的领导力项目在培训领域赢得了全世界的赞誉。而亲赴克劳顿村接受领导力培训更是成为了GE培训皇冠上的一颗明珠。在选拔员工参加克劳顿村的领导力培训项目时，GE既观察员工以往的表现又注重其在未来取得成功的潜力。合格的员工将被提名适合的项目，在培训过程中，他们可以见到来自不同国家和地区的学员，相互学习，开阔眼界。

使GE领导力培训项目与众不同的另一方面在于它将卓越的培训课程和紧密的同学网络相结合。参加培训的学员不仅仅是来学习，同时带来了各自的许多专长。因此，他们不仅从培训师、顾问或导师那里学到知识，还可以从身边的同学身上学到更多。

“当你问起人们是通过何种方式学习，你会听到这样的答案——70%通过工作，20%通过导师，而仅有10%的学习在课堂上进行。虽然课堂学习占的比率最低，但它对其它的学习方式起着至关重要的作用，”戴一楠说：“当你在课堂上学习，你拥有足够的时间进行思考。你能得到最新的资讯，见到同样出色的同伴。这一切都将助你成长。在GE，你所做的就是不断地学习，同时不断地成长。”



## Keep Learning, Keep Growing with GE



What is the key qualification for future leaders? “Their ability to learn,” responds Nina Dankfort-Nevel, Chief Learning Officer of GE Global Learning, Crotonville Leadership, Asia Pacific, “to learn and grasp knowledge quickly, and apply it flexibly. This also includes being global, being able to adapt to different cultures. Leaders have to know what is going on around them and how it will impact GE. You have to keep learning.”

GE China Learning Center (CLC), modeled after the globally renowned campus, Crotonville, was set up in Shanghai in 2003 and was GE's first and largest corporate learning center outside of the United States. Almost everything in the CLC was inherited from Crotonville in order to adhere to the one leadership across GE concept; the only

exception is that the CLC auditorium has “two more seats” since “China always needs more room than the rest of the world”. Located in GE's China Technology Center in Zhangjiang, Shanghai, the center is home to both China-based and other Asia-based programs. In 2007, a twelve person team led by Nina organized 200 courses in the center. They provided training to a total of 4,800 GE employees, partners and customers. In the first half of 2008 the CLC hosted 2,500 participants who spent 5,000 hours of learning there.

“Learning and training are not the same. Learning is more personalized and has a clearer focus on your career development needs which helps you grow into a leader,” said Nina. Her team is helping each employee with their expertise to design,

organize and execute programs, and provide assistance to businesses.

GE's global learning comprises of three groups of training: in-business training, functional training and leadership training. In-business training is carried out by trainers in each business based on industry-specific needs while the CLC's role is to provide logistic support and instructional suggestions from a professional angle. Functional training is focused on enhancing people's working skills in their own field, for example, providing market survey skills training for marketing staff. The CLC not only leads the functional training program but also works closely with participants, getting suggestions and feedback from them to design, adjust and amend their courses. The CLC directed leadership training can be divided into three parts: the Crotonville program, essential skills training and e-learning. The Crotonville one-week programs are globally delivered programs tailored for different levels of staff to strengthen their leadership skills. The one to two-day essential skills training program feature courses such as project management and communication skills to help participants better deal with day-to-day work tasks. The e-learning program offers online classes that satisfy the individual learning needs of the have who cannot make it to the classroom. “You get to learn the moment you need it. You go online, you learn what you need.”

GE encourages all employees to take initiative in arranging their own learning. Managers may note subordinates' deficiencies and recommend they improve through these programs. However, everyone is their own expert so GE is happy to hear recommendations from all employees and encourages each of them to take advantage of these great programs.

**"You own your development."**

Training needs analysis is carried out at the CLC for course content design. As the first step, face-to-face interviews with employees are conducted in order to determine their learning objectives. Nina and her team also seek input from a range of sources, from educational experts to the educationally inexperienced. They also speak to business leaders, who provide feedback from Session

C, an annual process to review organization issues and changes, employee promotability and performance, and succession planning, which serves as a great tool to monitor employees' training needs. After combining all of the interview responses, professional suggestions and industry feedback, the CLC team can design course content.

CLC programs are mainly derived from the highly successful Crotonville programs. However, while maintaining the core values of Crotonville, the CLC programs are also localized, guided by Jeff Immelt's idea of "connected localization" that recognizes both the importance for employees to understand the whole company strategy as well as the need to diversify teaching methods. For example, the CLC has developed the Chinese Leadership Development Course which includes programs with

China-specific cases, exercises and market analysis. Moreover, the CLC team is planning to export China-developed programs overseas. For example, the "Leading through Excellence" program, which was designed in China for employees with four to five years of experience, is now being considered for global implementation after a few modifications - the same way global courses are imported to China.

Apart from comprehensive investigation on course content, the CLC team also carefully considers the training methods, such as whether the knowledge is best transferred via debates, presentations, or games. They also pay close attention to everyone's individual preferences when learning in different environments, for example, whether they are expressive or prefer to listen. The teaching agenda is adjusted by the CLC team to better suit the learning habits of Asians who tend to be less discussion and more reflection oriented.

**"A perfect designed program usually takes months to prepare."**



The CLC has a pool of experienced professionals to teach their courses. Among them, 40% are from external organizations while 60% are from GE. Though external trainers are given instructions on course content, they are expected to bring their own examples and cases to enrich their courses. When GE employees give outstanding performance in their work areas, GE invites them to share their experience during relevant lessons. The idea is that when people teach, they also analyze their own actions, which will increase their awareness of their own abilities and skills and enable them to do even better in the future. Having GE speakers is also beneficial to participants because they see the application of real skills in real-life working situations. After each training course, all the participants need to fill in a feedback form with questions that cover trainer and course content quality as well as logistics and other program details. The CLC takes this feedback very seriously. If trainers receive an average score of below four out of five, the center will discuss the reasons behind the low score with them and form an improvement plan.

**"You learn from the best applier of the skill, That's the uniqueness of how we build our leaders."**



GE's leadership program has won worldwide acclaim in the training field. At the center of this acclaim is Crotonville, which has become an icon of high quality training. In selecting employees to take part in leadership programs, GE focuses on their past performance and potential to succeed in future. Qualified individuals will be nominated for the programs where they will meet and learn aside people from different countries and regions to broaden their insights.

Another aspect that differentiates GE's leadership training program is its combination of superior training content and a close peer network. People not only come to learn, but also bring a lot of their own expertise. Therefore, they not only learn from trainers, consultants or mentors, but also from their peers.

"If you ask people how they learn, they will tell you that 70% is on job, 20% from coaching and mentoring, and 10% in the classroom. Classroom learning has the lowest percentage, but it's essential to the other 70% of on job training," said Nina. "When you sit in a classroom, you have time to reflect. You're exposed to the most updated information, and you meet incredible people that are all experts in your area. This will help you grow. In GE, you keep learning and thus growing."

## CNBC高端访谈节目《商业新思维》登陆中国



角度解读如何在企业中营造创新文化、如何避免创新中的陷阱等广受关注的话题，为观众带来真实的案例和实用的策略，将给中国观众带来全新的国际视野。包括GE前任首席执行官杰克·韦尔奇在内的许多商业杰出领袖都将受邀参加访谈。

CNBC财经电视台亚太总裁兼执行董事杰里米·品克表示：“《商业新思维》推崇那些已得以成功运用的创新思想和管理准则，所有企业都可从中获得启示，并付诸实践。CNBC与第一财经频道已建立了长期、良好的在华合作。我们相信通过此次节目在第一财经频道的播出，双方的合作关系将进一步得到巩固。”

2008年7月4日，CNBC财经电视台在第一财经频道推出一档关于如何在组织中创新的商业高端访谈节目《商业新思维》，该节目将于每周五晚上首播，周六下午重播。节目邀请各行业的商业领袖以及资深商学院教授，分别从全新

CNBC财经电视台在中国与上海第一财经频道结成战略合作伙伴，共同制作推出的节目还有每周一次的《中国经营者》和《亚洲经营者》，介绍中国本土及亚太地区商业精英的成功经验。另有《环球财经连线》和《环球第一财经》等每天滚动播出的实时财经资讯，以及在上海外语频道播出的《巅峰时刻》。此外，CNBC财经电视台还与第一财经频道合作举办每年一度的“中国最佳商业领袖奖”评选。

CNBC财经电视台由NBC环球全权拥有和管理，其亚太总部位于新加坡，每日实时播送八小时的亚洲节目，并且同步报道欧洲和美国的动态，已覆盖亚太地区21个国家。

## CNBC Launches “Business of Innovation” Program in China

On July 4, 2008, CNBC's new interview program, the “Business of Innovation”, a program focusing on how to innovate within an organization, was debuted on China Business News (CBN). The new program is scheduled to air every Friday night and re-air on Saturday afternoons. The “Business of Innovation” program will invite business leaders and economic scholars from various industries and universities to discuss current hot topics such as how to cultivate a business culture of innovation and how to avoid getting trapped in the innovation process. The show will provide real case studies and solutions to bring Chinese audiences fresh global perspectives. Many outstanding business leaders, including Jack Welch, former CEO of GE, will appear on the program.

“‘Business of Innovation’ highlights successfully employed innovative ideas and management principles which all companies can learn from and put into practice,” said Jeremy Pink, President and Managing Director of CNBC Asia Pacific, “CNBC and CBN have enjoyed a long and prosperous relationship in China, and we are delighted to

strengthen this partnership with the broadcast of this new program on CBN.”

Through their strategic alliance, CNBC and CBN have co-developed the outstanding weekly programs “Managing China” and “Managing Asia”. These programs highlight the region’s business management success stories. Chinese audiences also enjoy non-stop financial news on the networks’ “Worldwide Exchange” and “Global Business Centre” programs. Meanwhile, “High Net Worth” on International Channel Shanghai (ICS) provides a glimpse of elite lifestyles and investment tips. Moreover, CNBC and CBN also co-hold the annual “China Business Leaders Awards”.

CNBC is fully owned and managed by NBC Universal and operates an Asia Pacific bureau in Singapore. The network provides eight hours of live Asia-produced programming to over 21 countries across the Asia Pacific region which is complemented with coverage of live market action from Europe and the U.S.

# GE水处理技术全球巡演上海站成功举办



GE水处理及工艺过程处理集团大中华区总裁周威方在活动上发表演讲  
Zhou Weifang, President of GE W&PT, Greater China, delivers a speech at the event

2008年6月5日至6日，GE水处理技术全球巡演来到中国，在位于上海张江的GE中国研发中心拉开了其亚洲之行的帷幕。作为GE水处理及工艺过程处理集团一项全球市场营销战略，从2007年开始，GE水处理集团在全世界主要水资源匮乏国家，如美国、墨西哥、智利、加拿大、澳大利亚、巴林等举办水处理技术全球巡演，上海是该巡演的全球第九站，也是亚洲首站。

为期两天的会议得到了中国政府、高等院校、行业协会以及各行业用户的广泛支持，共吸引170多名来宾，其中包括国家建设部和上海市水务局的领导，清华大学和中国化学工业委员会的教授，及来自全国各省市及台湾地区的120多名各行业客户代表，参加人数为历次之最。

GE技术基础设施集团中国区总裁兼首席执行官史威德在致开幕词时说到：“GE长期以来一贯的战略思路就是投资中国，不仅把中国看作一个重要的市场，并且把中国目前面临的问题看作重要的挑战，从国内客户的需求出发，为他们解决最棘手的环境问题。立足于节能、环保，正是解决现今中国面临的能源与环保双重制约的主要途径。”

GE水处理及工艺过程处理集团大中华区总裁周威方在活动结束后说到：“这是一个非常有意义的客户活动。在会议期间，我已经得到了客户对这次技术巡演活动非常好的评价。我相信这对推动我们中国业务的增长有很积极的作用。”

始于2007年的GE水处理技术全球巡演，旨在把当今应对全球水资源匮乏的最新节水解决方案和经验通过交互式平台和全世界的专家、用户进行交流与分享，并希望借助GE在水处理方面的先进技术和丰富经验，帮助全世界各行各业的客户解决棘手环境问题、节省并高效利用水资源，为推动经济的可持续发展献力。

# GE Water Brings Its World Water Tour to Shanghai

On the 5 and 6 of June of 2008, GE Water & Process Technologies (W&PT) World Water Tour (WWT) arrived in China and opened its Asia tour in GE's China Technology Center (CTC). As part of its global marketing strategy, GE W&PT's WWT has expanded since 2007 to such water-scarce countries as the U.S., Mexico, Chile, Canada, Australia, Germany and others. Shanghai is the ninth stop of the WWT and the first stop in Asia.

Supported by the Chinese government, universities, industrial associations and representatives from various industries, the two-day event attracted a record level of participants - over 170 people. The guest list included government officials from the Ministry of Construction and Shanghai Water Authority, professors from Tsinghua University and representatives from the China Chemical Engineering Committee who delivered keynote speeches. The remaining participants included over 120 customer representatives from the different provinces of China.

“GE's long term China strategy is to invest in China. China is not just an important market, it's an imperative one, and GE will therefore take on China's problems as if they were our own. We are committed to resolving the toughest environmental problems facing the nation. Given the constraints of both energy and sustainability, energy saving and environmental protection are the solutions to these problems.” said Tim Schweikert, CEO of GE Technology Infrastructure China in his welcome speech.

“This is a very meaningful event. We've already received a lot of good feedback from participating customers. I believe that this event will play an active role in promoting our business growth in China,” stated Zhou Weifang, President of GE W&PT, Greater China, after the event.

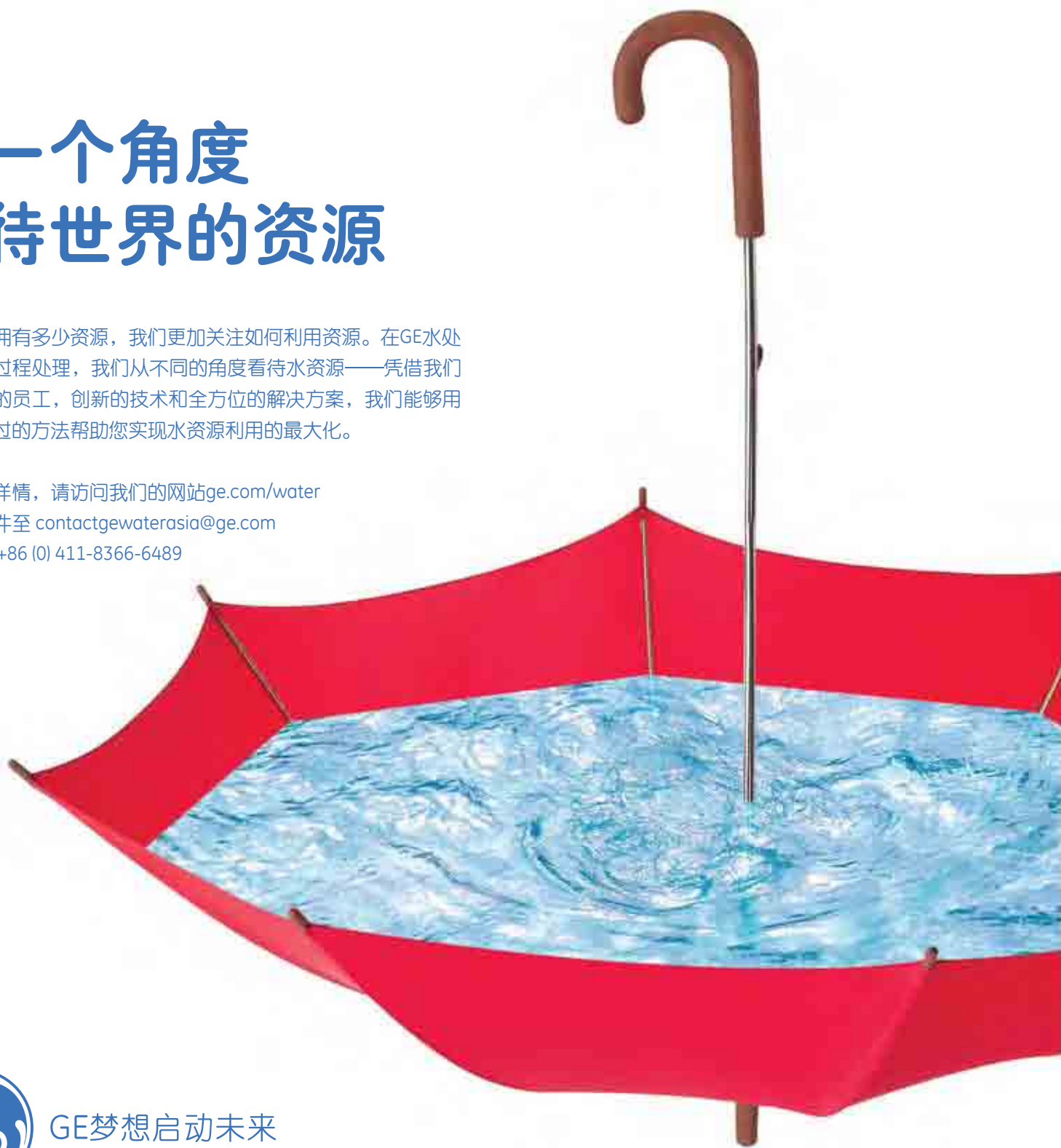
GE W&PT's WWT was first launched in 2007 and aims to share leading water conservation solutions and experience with global water experts and customers through the interactive platform and use GE's advanced technologies and rich experience to help customers resolve challenging environmental problems, save and efficiently utilize water resources and contribute to China's sustainable development.



## 换一个角度 看待世界的资源

不仅关注拥有多少资源，我们更加关注如何利用资源。在GE水处理及工艺过程处理，我们从不同的角度看待水资源——凭借我们经验丰富的员工，创新的技术和全方位的解决方案，我们能够用您从未想过的方法帮助您实现水资源利用的最大化。

欲知更多详情，请访问我们的网站[ge.com/water](http://ge.com/water)  
或者发邮件至 [contactgewaterasia@ge.com](mailto:contactgewaterasia@ge.com)  
咨询热线 +86 (0) 411-8366-6489



## GE水处理亮相荷兰阿姆斯特丹国际水处理展中国展 GE Water Showcases at Aquatech China 2008

2008年5月21日至23日，GE水处理及工艺过程处理集团携手GE Fanuc智能平台参加了在上海举办的荷兰阿姆斯特丹国际水处理展中国展。作为此次展览最大的参展商，GE展台全方位展示了GE在工业、市政和家庭水处理方面的先进技术、设备以及解决方案。

作为2008年北京奥运会的合作伙伴，GE展台的一大亮点是着重突出膜技术在北京奥运场馆和奥运相关的周边设施中的应用。同时，GE水处理将其为四川地震灾区捐赠的Homespring便携式超滤净水系统设备作为核心展品之一进行了展示，引来众多观众的驻足观看。在了解GE领先技术的同时，观众们也感受到了GE作为一个优秀企业公民的社会责任感。

荷兰阿姆斯特丹国际水处理展是世界上最大的、专注于水处理行业的国际专业展会，拥有40多年的历史。此次中国展是其全球系列展会之一。

From May 21 to 23, 2008, GE Water & Process Technologies attended Aquatech China 2008 in Shanghai together with GE Fanuc Intelligent Platforms. As the largest exhibitor, GE showcased its advanced water processing technologies, equipment and solutions for industrial as well as municipal, and home water/wastewater utilities.

As an official worldwide partner of the Beijing 2008 Olympic Games, GE also highlighted its contribution to the event. GE's advanced membrane technologies and products are being used in the National Stadium, or Bird's Nest and other Olympic venues in Beijing. Another featured product on display was the "Homespring" – a highly

effective and portable ultra filtration system. Sixty of these "Homespring"s were donated by GE to help aid the Sichuan Province's earthquake disaster area. While learning about GE's leading technologies, visitors also saw GE's corporate social responsibility.

With a history of over 40 years, Aquatech is the largest international exhibition focusing on the topic of water treatment. Aquatech China 2008 in Shanghai is the sole China location of its world tour.



## GE传感与检测科技业务常州新厂落成



GE企业解决方案集团全球总裁兼首席执行官莎琳·贝格丽（左三），GE企业解决方案集团中华区总经理、GE传感与检测科技大中华区总裁黄克强（左一），GE企业解决方案集团技术副总裁麦克·哈什（右一），与常州市委常委、武进区委书记沈瑞卿（左二），武进区副区长凌光耀（右二），为启动仪式剪彩  
Charlene Begley (third from left), President & CEO of GE Enterprise Solutions International, Albert Wong (first from left), General Manager of GE Enterprise Solutions China, President of GE Sensing & IT, Greater China and Mike Harsh (first from right), Technology Vice President of GE Enterprise Solutions, join the opening ceremony with Shen Ruiqing (second from left), Member of the Changzhou Municipal Government Standing Committee and Secretary of the Wujin District Committee of the Communist Party of China, and Ling Guangyao, Deputy District Head of Wujin District

2008年6月28日，GE传感与检测科技业务位于常州武进高新区津通工业园的工厂正式落成启动。GE传感与检测科技业务所属的GE企业解决方案集团全球总裁兼CEO莎琳·贝格丽和常州市委常委、武进区委书记沈瑞卿为启动仪式剪彩。

GE新工厂占地15,000平方米，共3层楼，总投资超过2000万美元。该工厂的建设得到了武进高新开发区政府一站式服务的大力支持，从立项到审批完成仅用了两个月时间。第一期项目主要生产传感器、超声波探头等产品。常州工厂拥有专业的驻厂技术工程师，客户将会享受到更快捷的专业支持和服务。贝格丽表示GE会把更多更好的技术和产品本地化，立足中国，服务中国。

GE传感与检测（常州）有限公司将建成为GE传感与检测科技业务在中国乃至亚洲的最大的生产基地。GE传感与检测科技大中华区总经理黄克强谈到：“通过本土化的生产，工厂将为中国市场提供世界一流的产品，更贴近市场、贴近客户，为客户提高生产效率和效益。帮助客户在不断变化的全球环境中赢得竞争。”

武进是江南文化古城，改革开放30年以来，常武地区一直走在中国的前列。GE与常州市于2008年2月签订了战略合作备忘录，双方已经建立了良好的合作基础。

## GE Sensing & Inspection Technologies Opens New Factory in Changzhou

On June 28, 2008, GE Sensing & Inspection Technologies (Sensing & IT) opened its Changzhou factory in the Wujin High-tech Industrial Zone's Jintong Industrial Park. Charlene Begley, President & CEO of GE Enterprise Solutions (GEES) International, to which GE Sensing & IT belongs, and Shen Ruiqing, Member of the Changzhou Municipal Government Standing Committee and Secretary of the Wujin District Committee of the Communist Party of China, joined together to cut the ribbon at this important opening ceremony.

Changzhou factory occupies an area of 15,000 square meters spreading over three stories and has a total investment of more than USD 20 million. It took merely two months for the project to gain approval with the strong support from the Wujin High-tech Industrial Zone government. The first phase of the factory is fitted to produce advanced sensors and ultrasonic probes and other high tech products. In addition, the facility has onsite technical engineers to provide customers with swift and convenient professional support and service. After the ceremony, Begley expressed GE's strong commitment to its "In China, For China" strategy and how GE will continue localizing more and better technologies and products to serve this important growth region.

The GE Sensing & IT (Changzhou) Co., Ltd. factory will be the company's largest production base in

not only China but the whole of Asia. "Through localization, the Changzhou factory will provide China with world-class products tailored to meet the needs of the market and customers and help them raise production efficiency and profits and ensure success in the changing global market," said Albert Wong, President of GE Sensing & IT, Greater China.

Wujin is a town in Southern China with a rich cultural heritage. Since the reform and opening up, the area has been a model of economic development. In February of this year, GE signed a Strategic Partnership Memorandum with the Changzhou Municipal Government, which set the foundation for the two parties' cooperation.





## GE企业解决方案集团在上海全面展示最新科技



2008年6月27日，GE企业解决方案集团于GE中国研发中心举办了题为“创新科技 引领未来”的客户见面会暨宣传展示活动。该活动是包括传感与检测科技，安防，GE Fanuc智能设备和数字能源4大业务的GE企业解决方案集团自去年8月组建以来在中国的首次正式亮相，分为媒体专访、产品展示和CTC参观及客户见面会三个部分。GE企业解决方案集团全球总裁兼首席执行官莎琳·贝格丽、技术副总裁麦克·哈什、GE Fanuc智能平台总裁兼首席执行官Maryrose Sylvester、GE企业解决方案集团中国区总经理黄克强及企业解决方案四大业务部门的高层领导，以及来自能源、航空、汽车、石油天然气等行业的80多名客户和媒体代表参加了本次活动。

莎琳·贝格丽表示，企业解决方案集团不仅仅是四个业务的简单相加，它的目标是集各业务所长，为水处理、石油天然气、航空航天、医疗等重点行业提供综合的解决方案。黄克强则向客户介绍了GE在中

国的增长、绿色技术和在公司管理和企业社会责任方面取得的成就，并列出了各业务在中国取得的成功事例。他将企业解决方案集团在中国的发展战略归纳为“本土化”和“简单化”两点，表达了与客户携手，共同发展、赢在中国的希望。

在产品展示区，企业解决方案集团四大业务部门展示了全方位最尖端解决方案、领先技术和创新产品。GE传感与检测科技展示了最新的一体化手持式工业内窥镜XLGo和即将在中国生产并推出的便携式X射线机GECCO。GE Fanuc智能平台展示了第一款基于Intel处理器的3U VXP单板计算的SBC340，符合SIL2安全认证的系统SafetyNet、DSP230和Transphere Wireless（综合的、可扩展的工业产品家族，包括无线IP/以太网和串行通信解决方案）。GE安防则展示了一款可以提供高质量视频图像输出的摄像机DM-1500S，以及一款专门为中国市场需求而开发的数字硬盘录像机产品SymDec-C。

## GE Enterprise Solutions Showcases Latest Technologies in China

On June 27, 2008, GE Enterprise Solutions (GEES) held a customer meeting & product exhibition themed “Innovative Technologies Lead the Future” in GE China Technology Center (CTC), the official debut of GEES since foundation in August 2007. The event covered three parts, the media interviews, product exhibition and CTC tour & customer meeting. Charlene Begley, President & CEO of GEES International, Mike Harsh, Vice President of Technology, GEES International, Maryrose Sylvester, President & CEO of GE Fanuc and Albert Wong, General Manager of GEES China attended the event together with other senior managements of the four businesses under GEES, over 80 customers from energy, aviation, auto and oil & gas segments and media representatives.



Charlene stressed that GEES is not a simple addition of four businesses, but a profound combination of the four leveraging each other's expertise to deliver comprehensive solutions to key segments including water, oil & gas, aviation and healthcare. And Albert Wong introduced GE's growth in China, green technologies and achievements in terms of company management and social responsibilities and provided successful cases each business has achieved in China. He summarized “localization” and “simplification” as GEES's strategy in China and expressed his hope for developing and gaining success together with customers in China.

innovative products. GE Sensing & Inspection Technologies showcased the latest video probe XLGo and X ray inspection GECCO. GE Fanuc unveiled the new products including the SBC340 which is the first Intel processor-based offering on the 3U VPX form factor, SafetyNet which is a SIL2 certified system that provides a comprehensive solution for safety-related applications, DSP230 and Transphere Wireless. GE Security unveiled DM-1500S which is a vari-focal fixed dome camera and SymDec-C, a digital video streaming recorder that GE Security exclusively designed for China market.

In the new products exhibition area, the four businesses under GEES illustrated comprehensive solutions, leading technologies and



## GE参加2008年亚洲风能展



GE能源集团可再生能源总裁Victor Abate在开幕式上畅谈中国风能产业的发展机会  
Victor Abate, Vice President of Renewable Energy, GE Energy, delivers a speech about the opportunities of wind power industry in China at the opening ceremony



2008年6月25日至27日，GE参加了在北京举行的第五届亚洲风能大会暨国际风能设备展览会。作为世界最大的风轮机供应商之一，GE在其144平方米的立体展台上展出了包括其1.5兆瓦风机在内的先进技术与绿色能源理念。GE的1.5兆瓦风机在世界风能产业中应用广泛，目前共有8500台机器在包括中国在内的世界各地运转。最近，GE的1.5兆瓦风机组的运营服务时间超过了1亿1千500万小时，打破了单型号风机服务时间的行业纪录，成为最为可靠的风机之一。

GE能源集团可再生能源总裁Victor Abate作为大会主要发言人之一，在开幕式上就中国风能产业的发展机会进行发言，并与众多业内人士分享中国风能领域未来的发展趋势与面临的主要挑战。

中国是GE风能发展最快的市场之一。在沈阳，GE拥有一个风电设备生产厂，是其全球6家风电设备厂之一。GE在中国共成功安装337台风力发电机，其中240台就来自GE沈阳风机组装机。另外，已投入运营的河北尚义风电厂的GE风机，也成为此次参展的亮点。

亚洲风能大会是亚洲规模最大的风电专业展览会，展商几乎涵盖所有重要的风电设备制造和供应商、技术与服务供应商等，已经成为中国、亚洲和国际风电行业之间开展技术交流、建立业务合作的重要平台。

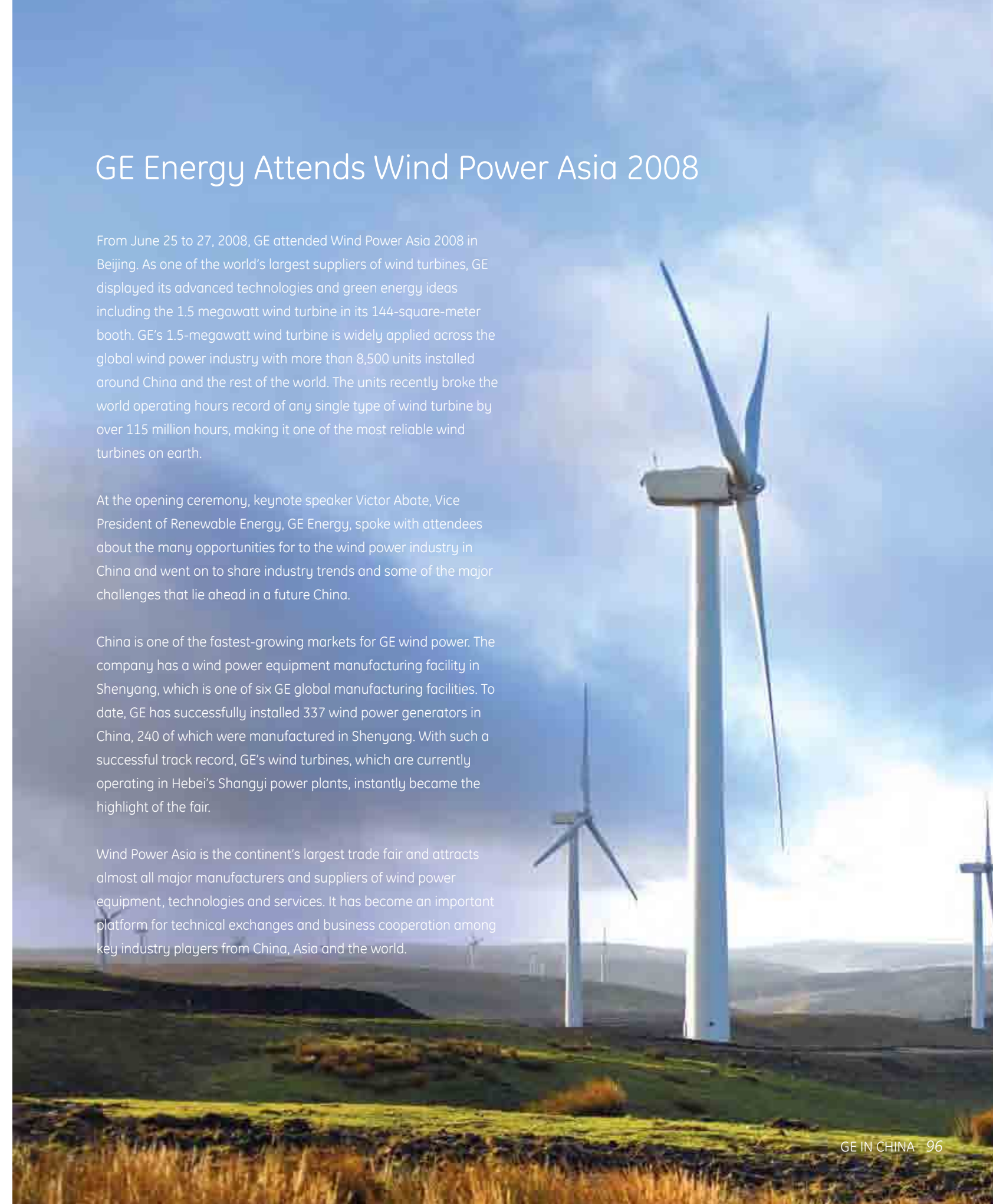
## GE Energy Attends Wind Power Asia 2008

From June 25 to 27, 2008, GE attended Wind Power Asia 2008 in Beijing. As one of the world's largest suppliers of wind turbines, GE displayed its advanced technologies and green energy ideas including the 1.5 megawatt wind turbine in its 144-square-meter booth. GE's 1.5-megawatt wind turbine is widely applied across the global wind power industry with more than 8,500 units installed around China and the rest of the world. The units recently broke the world operating hours record of any single type of wind turbine by over 115 million hours, making it one of the most reliable wind turbines on earth.

At the opening ceremony, keynote speaker Victor Abate, Vice President of Renewable Energy, GE Energy, spoke with attendees about the many opportunities for to the wind power industry in China and went on to share industry trends and some of the major challenges that lie ahead in a future China.

China is one of the fastest-growing markets for GE wind power. The company has a wind power equipment manufacturing facility in Shenyang, which is one of six GE global manufacturing facilities. To date, GE has successfully installed 337 wind power generators in China, 240 of which were manufactured in Shenyang. With such a successful track record, GE's wind turbines, which are currently operating in Hebei's Shangyi power plants, instantly became the highlight of the fair.

Wind Power Asia is the continent's largest trade fair and attracts almost all major manufacturers and suppliers of wind power equipment, technologies and services. It has become an important platform for technical exchanges and business cooperation among key industry players from China, Asia and the world.





## GE为地震灾区捐赠总额已超过3000万元人民币



GE董事长兼首席执行官杰夫·伊梅尔特（前排右二），GE高级副总裁、国际业务总裁兼首席执行官纳尼·贝加利-法尔科（前排右一），考察地震灾区绵竹灾后重建情况  
Jeff Immelt (second right at front row), GE Chairman & CEO, and Nani Beccalli-Falco (first right at front row), GE Senior Vice President and President & CEO of GE International visit Mianzhu city in Sichuan Province and examine the post-earthquake reconstruction work

2008年8月19日，GE董事长兼首席执行官杰夫·伊梅尔特，GE高级副总裁、国际业务总裁兼首席执行官纳尼·贝加利-法尔科，在与四川省政府进行会晤之后，访问了地震灾区绵竹，并考察了当地灾后重建情况。伊梅尔特对于四川灾后重建给予了高度评价，他表示：“中国地震灾区的恢复和重建速度之快让世人为之惊讶，此行让我看到了中国人民的伟大精神和坚不可摧的力量。这次虽然是我第一次来到四川，但这里蕴含的勃勃生机和人文力量给我留下了深刻的印象。四川灾情严重，重建计划艰巨，我们将利用GE的技术资源优势，继续向受灾地区提供持续、有效的支持。”

汶川大地震发生后，GE及全体员工迅速反应，用实际行动全力支持震区。截至目前，GE向四川省受灾地区累计捐赠总额已经超过3000万元。在汶川大地震发生两天内，GE即通过GE基金会向中国红十字会捐赠了1000万元现金。与此同时，GE员工也纷纷为灾区捐款。目前为止，超过9800名GE员工共筹集赈灾款370万元。GE基金会配比同等金额经中国红十字会核实后，将达到740万元。

除了捐款，GE各业务集团还为灾区送去了价值超过1500万元的急需设备。其中，GE水处理及工艺过程处理集团捐赠了60套家庭用便携水处理设备；GE医疗集团捐赠了153台病人监护仪、61台便携黑白超声仪以及其它急需设备；GE消费与工业产品集团提供了泛光照明、室内照明、道路照明等照明设备。特别值得一提的是，GE医疗集团的维修工程师冒着生命危险，在震后36小时内赶到都江堰人民医院，对在地震中受到影响的GE设备进行检查。

在抗震救灾过程中，GE捐赠的赈灾款和设备为灾区提供了有效的帮助。每台GE家庭用便携水处理设备日处理3万公升清洁饮水，可完全满足5000人的基本需求，从而缓解了灾区用水的燃眉之急。GE的医疗设备也被应用在四川的31所医院、陕西的7所医院以及一些政府部门，为救治伤员提供支持。同时，在受灾最严重的地区，GE的照明设备保证了营救和重建的顺利开展。GE产品以其出色稳定的性能，在抢险救灾和重建工作中发挥了重要作用。

## GE Donation to China Earthquake Relief Exceeds RMB 30 Million

On August 19, 2008, Jeff Immelt, GE Chairman & CEO, and Nani Beccalli-Falco, GE Senior Vice President and President & CEO of GE International, visited Mianzhu city in Sichuan Province, devastated by the magnitude 8 earthquake and examined the post-earthquake reconstruction work, after meeting with officials from the Sichuan provincial government. "The fast paced recovery and reconstruction work in Sichuan has indeed surprised the whole world," said Jeff Immelt, applauding the reconstruction work. "It has truly revealed the great spirit and vigor of the Chinese people. Though it is my first time in Sichuan, I'm really impressed by the humanism of the people here. Taking into account the severity of the quake, the reconstruction work will be an arduous task. We will remain committed to delivering the required aid for the reconstruction of the earthquake affected areas, and supply GE's professional products and solutions."

After the Wenchuan earthquake, GE and its employees rapidly responded through joint

efforts to support the earthquake devastated areas. To date, GE has donated over RMB 30 million to Sichuan province's earthquake impacted areas. Within two days after the earthquake, GE made donations of RMB 10 million in cash to the Red Cross Society of China through the GE Foundation. Meanwhile, over 9,800 of GE's employees raised RMB 3.7 million in cash which the GE Foundation matched making the final donation RMB 7.4 million - this sum also went to the Red Cross Society of China.

Besides cash donations, many of GE's businesses provided urgently needed equipment valued at RMB 15 million to the affected area. GE Water & Process Technologies donated 60 Homespring portable water treatment units; GE Healthcare donated 153 patient monitors, 61 portable black/white ultrasound units and other urgently needed equipment; GE Consumer & Industrial donated flood lighting fixtures, indoor lighting fixtures and roadway fixtures. In addition, despite the high risk of losing lives, GE Healthcare

service engineers did their best to get to the Dujiangyan People's Hospital within 36 hours to check the GE equipment that was affected in the earthquake.

GE's donations of cash and equipment provided effective relief to the disaster area as well as during the initial rescue efforts. Each Homespring unit produced 30,000 liters of clean drinking water a day, enough to accommodate the basic needs of 5000 people, which helped relieve the pressing drinking water problem. GE's healthcare equipment supported the emergency medical care in 31 of Sichuan's hospitals, seven of Shaanxi's hospitals, as well as in some government organizations. Meanwhile, in the worst hit areas, GE lighting equipment ensured the success of search and rescue efforts and rebuilding work. GE's products played an important role in the rescue, disaster relief and re-building efforts with the company's leading technologies and solutions which offered excellent and stable performance.



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### Your personal data

Name \_\_\_\_\_ (Sir/Madam)

Position \_\_\_\_\_ Company or Institution \_\_\_\_\_

Address \_\_\_\_\_ Department \_\_\_\_\_  
Postcode \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

### The relation of your company with GE is

- customer    agent    supplier    partner

### You take up a post in

- government institution    financial business    education system    energy system  
 manufacturing industry    medical system    logistic system    retailing  
 civil aviation system    media    transportation system  
others \_\_\_\_\_

### The role you play in your company is

- a policymaker    an administrator    neither

### The employee number of your company or institution is

- less than 50    50-99    100-499  
 500-999    1000-4999    more than 5000

### The information of GE you most expect to get is about

- company introduction    manufacture techniques    trades  
 service    training    corporate culture

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您的个人情况

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职位 \_\_\_\_\_ 所在公司或机构 \_\_\_\_\_ 邮编 \_\_\_\_\_  
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### 意见&建议

您阅读的是本刊第 \_\_\_\_\_ 期

本期杂志中，您最喜爱的文章在哪个栏目？

奥运聚焦  绿色创意  业务发展  特别报道  
 GE人物  人才园地  业务动态  爱心满中国

您对本刊的意见和建议：

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您只需填写以上资料，并以任何一种方式反馈给我们，即可获得我们向您赠阅的下一期期刊。

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● 邮寄至：上海市浦东张江高科技园区华佗路1号1号楼8楼GE（中国）有限公司公关传播部，201203

北京朝阳区光华路7号汉威大厦西区6层，100004

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# 信心十足



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\*与其替代的发动机相比。