

Role of Industry

as

Launch platform for Innovation





Quick introduction of Defond

Acquisitions :

2000
Kautt & Bux
Power tools
switches Germany

2006
ODE
Solenoid valves
Italy

2007
BJA
Automotive switches
Germany

2016
ACL
High end valves
Italy

1st Factory in
China

Obtained HK Young
Industrialist Aware

Implement
LEAN in factory



Future expansion:
sensors, HMI controls,
widen portfolio

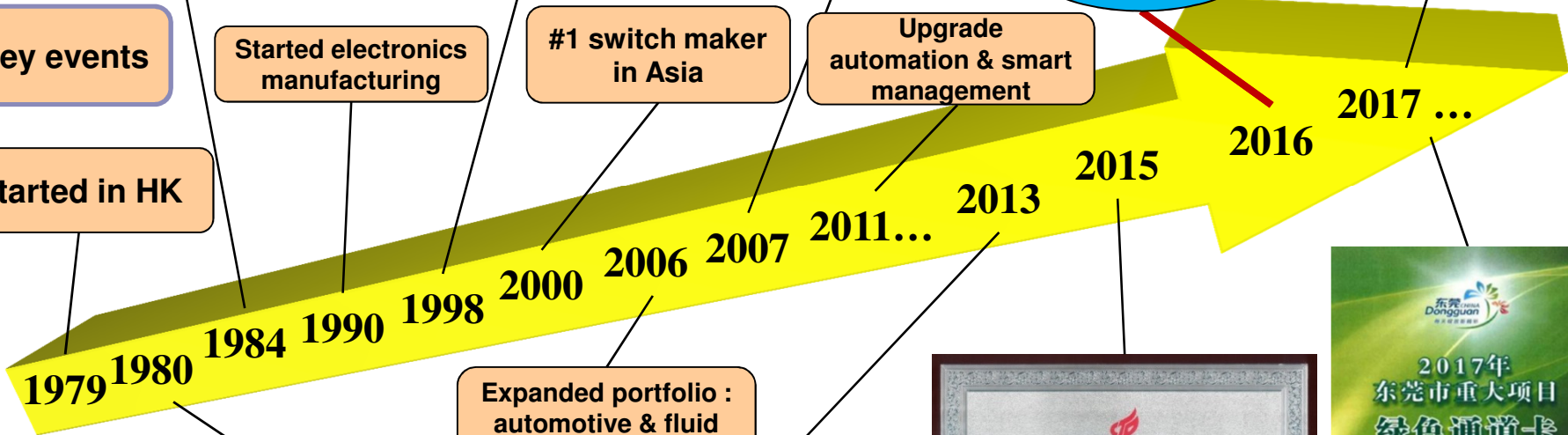
Key events

Started electronics
manufacturing

#1 switch maker
in Asia

Upgrade
automation & smart
management

Started in HK



First UL approved
switch in HK

Expanded portfolio :
automotive & fluid
components



> 300 patents



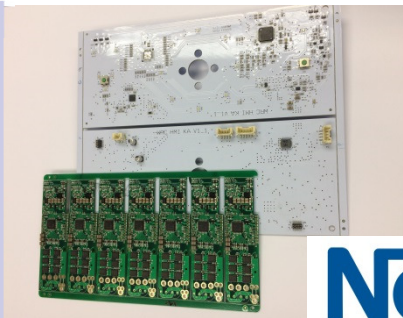
Appliances



Haier
北京 2008 年奥运会赞助商
Official Sponsor of the Beijing 2008 Olympic Games



PHILIPS



dyson

Nestlé





Audi



PORSCHE



BENTLEY

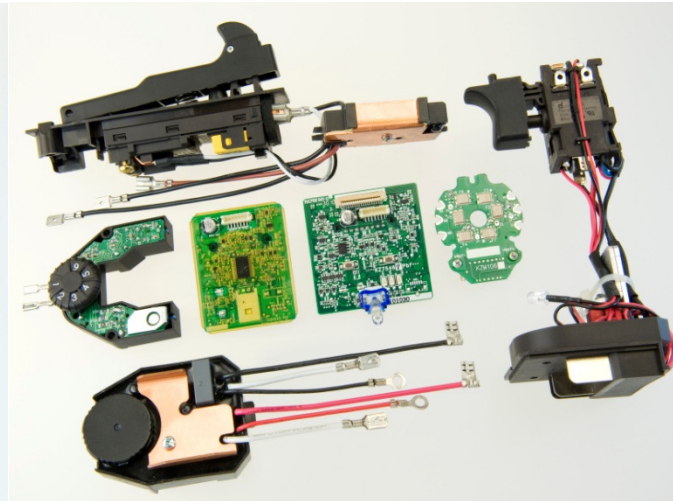
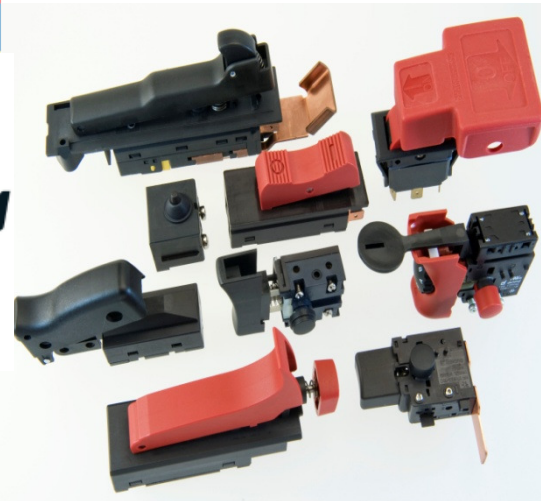


BOSCH





Power Tools





Dongguan Factory



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Core competences of a developed manufacturing company

- Product portfolio
- Company brand
- Customer base
- Core team
- Strong R&D
- Comprehensive manufacturing setup
- High quality, competitiveness, good service
- Stable income



Must-take direction : Smart manufacturing **Made in China 2025 / Industry 4.0**

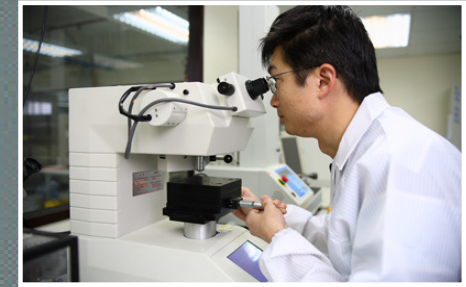
- Automation & LEAN
- Automatic data collection
- Big data analysis & reporting
- Simplified & automatic management process



Flexibility and quick turnaround



- Technical & commercial skills for evaluating a new concept
- Market research
- R&D competence for quick concept verification and project development
- Design for manufacturability
- Marketing skills & connections





Defond

Invest in R&D

- Potential to expand business portfolio
- Leverage existing customers as launch platform
- Develop manufacturability if demand builds up
- Collaborate with institutions



Provide resources and financial backing

Your own angel fund





R&D Centre in 东莞松山湖



R&D CENTRE





New innovations: Sensors & HMI development

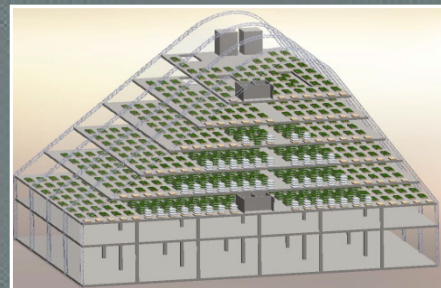
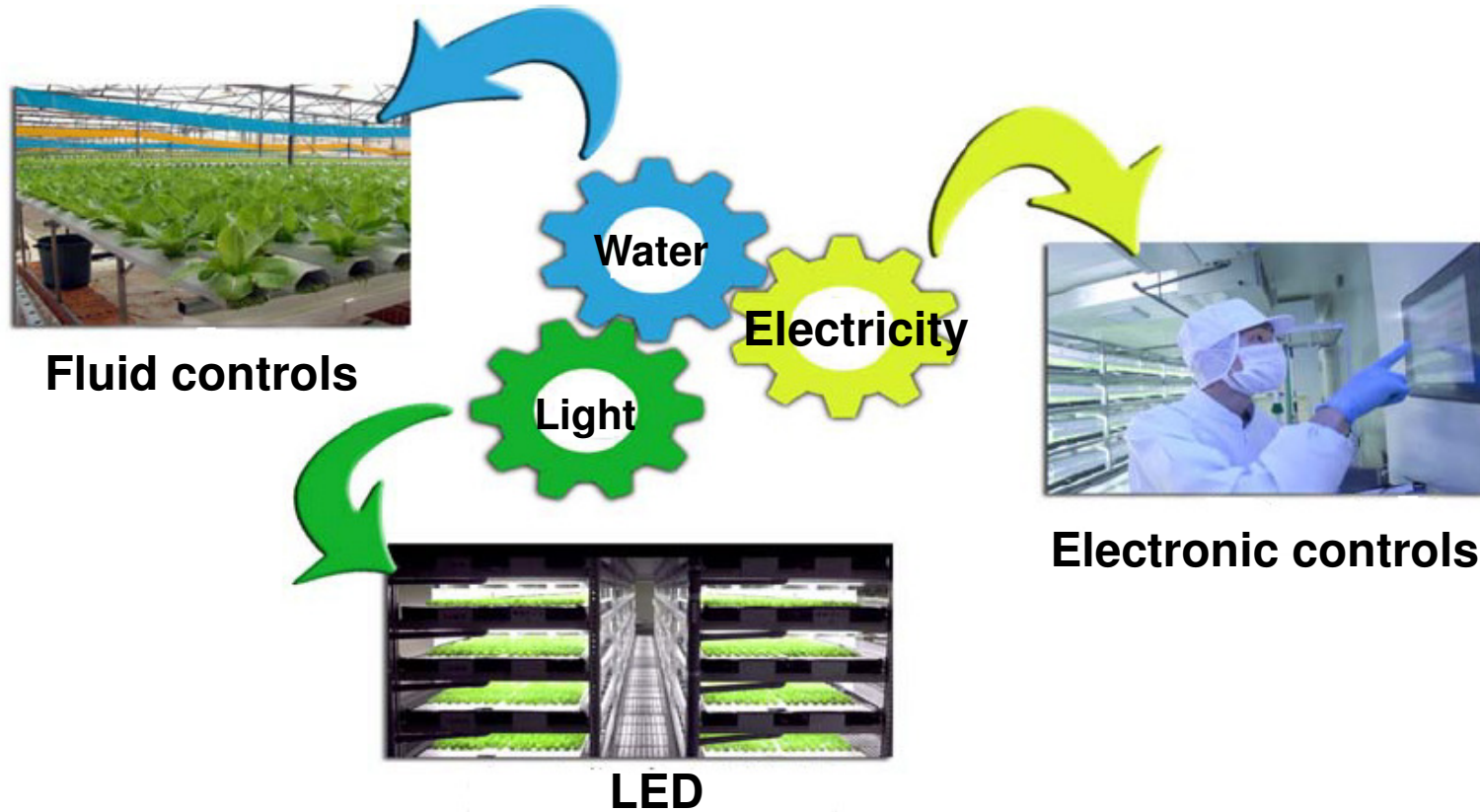


Open up a new approach to farming :
Apply smart manufacturing techniques on agriculture

Agriculture + Manufacturing =

“AGRIFACTURING”







- Set up R&D team parallel to existing Engineering team
- Set up Business Development team parallel to existing Sales & Marketing
- Execute development projects with speed and clear targets
- Efficient decision making to determine appropriate time for market launch
- Be proactive to obtain and analyze market feedback
- Keep core values : reliability, quality & safety



- Upgrade company technology
- Expand business portfolio
- Upgrade company Brand
- Motivate entire team

BENEFIT SOCIETY



BETTER FUTURE

for

ALL

Thank you !

