

## 董事長報告 CHAIRMAN'S REPORT



本公司董事長朱武安先生  
Mr. Zhu Wuan, the Chairman of the Company.

報告期內，公司整體經營環境越發緊張，一方面來自市場的激烈競爭及用戶放緩更新設備的進度，為了市場份額的保持，公司對老型號常規機器價格進行下調，使得利潤減少；另一方面本公司對產品結構進行了調整，新產品高檔多色機產品未形成合理批量階段會形成成本加大利潤不高。面對十分嚴峻的市場競爭形勢，公司以科學發展觀為指導加速自身調整，轉變增長方式，適應市場，通過全體員工同心協力，取得了來通過之不易的成績。

During the reporting period, the overall operating environment was becoming harsher for the Company. On one hand, the Company had to lower the prices of existing regular machinery to maintain its market share in face of the violent market competition and the slower progress in replacing outdated equipment by the users which results in reduction in profit. On the other hand, costs of the Company increased with minimal profit due to the product mix adjustment and the new product of its high-end multi-colour presses has not yet realized a reasonable output. Hence production cost increased while profit remained insignificant. In the face of keen competition in the market, the Company adopted the rational scientific development view, and speeded up the self-adjustment for a more rational growth mode and to adapt itself to market movements. Thanks to all staff's cooperation and resolute efforts, the Company has made hard-won achievements.



# 董事長報告

## CHAIRMAN'S REPORT

### (一) 回顧

#### 1、 加強營銷理念，適應市場發展

- (1) 2005年公司通過參加北京中國國際印刷技術展覽會，舉辦客戶聯誼會及產品現場演示會，加強售後服務，採用價格策略及客戶關係營銷手段，促進了產品銷售收入的實現，充分展示了公司的良好形象。
- (2) 報告期內在努力開拓新的市場，增加銷售收入的同時，高度重視區域公司的管理和CRM客戶管理系統的建設，使公司營銷管理水平不斷提高。
- (3) 公司出口工作取得了良好業績，2005年通過調研確定了出口工作的重點，並針對國際市場需求提出了開發產品建議，使出口銷售收入比去年同期增長四成。

#### 2、 以市場為導向，研發新產品

報告期公司的研發工作始終堅持市場觀點，平張紙機、卷筒紙機兩大系列，集中力量研發市場急需的新產品。北人富士公司產品BFF66400系列商用柔性版印刷機BF6500型商用輪印刷機產品等開發，試制成功，陝西北人公司報告期內推出新產品FR-300電子軸傳動高速機組式凹印機，填補了國產凹印機在電子軸領域的一項空白，使國產凹印機又一次實現了國產意義上的高速化。

### (I) BUSINESS REVIEW

#### 1. Enforcement of marketing philosophy for market adaptiveness

- (1) In 2005, the Company participated in Beijing China International Printing Technology Exhibition and held customer parties and product presentations to strengthen after-sales services. A price strategy and a customer-based marketing mode were adopted to enhance sales revenue. As such, the Company's image was polished.
- (2) Endeavoring to expand its market and increase sales revenue during the reporting period, the Company attached considerable importance to management on regional subsidiaries and establishment of the CRM customer management system to constantly improve the Company's marketing management.
- (3) Great achievements were recorded in export. In 2005, the Company specified the export emphasis through investigations and researches and put forward proposals for development of new products with respect to international market demands. As a result, sales revenue from export increased by over 40% as compared with the same period last year.

#### 2. Market-oriented resource and development of new products

During the reporting period, the Company always conducted researches on a market-oriented basis, concentrating on development of new products that market demand with its two broad categories of sheet-fed offset printing presses and web-fed offset printing presses. The development of Beiren Fuji's BFF66440 product (series) of commercial soft cover presses and the pilot production of BF6500 commercial revolving presses are successful. Shaanxi Beiren launched a new product FR-300 electronic axle transmission high-speed group module intaglio presses compensate the backward development in scope of electronic axis for domestically manufacture intaglio presses, which realized a rapid transformation of industries in the PRC.



3、 合資合作，引進與消化國外先進技術，目前公司擁有的合資合作項目發展較好，是加快發展高端產品，迅速縮小與國際先進企業差距的較好方式。

4、 加強營運管理，提高生產效率

(1) 堅持以科學發展觀為指導思想，通過對國家宏觀經濟、行業發展和國內外市場競爭態勢的科學分析，完成了「十一五」發展規劃編制工作，為公司長遠發展起到重要的指導作用。

(2) 全面預算管理工作是2005年的一項重點工作，在預算管理的執行過程中，各歸口管理部門高度負責嚴格把關，杜絕了各種未經預算審核支出的發生，使預算管理工作達到十分重要的效果。

(3) 報告期公司高度重視質量管理工作，重點是針對三包反饋的產品質量問題進行整改，堅持三包質量信息的閉環管理，對用戶反映的問題逐一進行研究，並落實改進方案，對重大問題成立課題組進行質量攻關，採取有力措施，維護了公司產品的信譽。

(4) 報告期內，兩個分公司克服工作量大，產品品種多等困難，全力以赴完成了全部產品的標準成本的編制工作，為進一步加強成本管理打下了基礎。

(5) 加強人力資源管理，修訂人力資源管理制度，以量才適用為標準，強化業務技能培訓，以改善提高現有員工隊伍的職業技能、職業素養。

3. The Company carried out joint venture and introduced and assimilate advanced technologies from abroad. At present, its joint venture projects are developing desirably, aiming to develop high-end products and swiftly narrow the disparity with international advanced enterprises.

4. Improvements in management and production efficiency

(1) In line with the rational scientific development view, the Company formulated its "Eleventh Five-Year" plan as guidance for its long-term development based on the analysis on the macro-economic condition, the development of the industry and the domestic and overseas market competition.

(2) Comprehensive budget management was a key task of the Company in 2005. In implementing the budget management, each administrative department was highly conscientious and strict in checking to circumvent unbudgeted or unaudited expenditure. The budget management was pushed towards another level.

(3) During the reporting period, the Company's quality management is focused on rectification of quality problems as reflected from feedback based on a closed-loop management mode. The Company conducted case-by-case study on customer responses and implement the rectification proposal. As for key quality issues, a special team was set up to take effective measures to secure product reputation.

(4) In the reporting period, the two subsidiaries of the Company managed to formulate standard cost for each products, laying a solid foundation for further reinforcement of cost management, despite the arduous work and a wide variety of products.

(5) The human resources management was reinforced with upgraded human resources management mechanism. During the reporting period, the Company proactively introduced modern human resources management and strengthened skill training based on the aptness of the talents to upgrade and enhance the skills and ability of its existing staff.



# 董事長報告

## CHAIRMAN'S REPORT

- (6) 報告期內公司進一步加強了對各子公司的管理。除了進行綜合管理、質量管理的檢查外，還增加了對子公司的內部審計，對發現的問題提出了限期整改意見。堅持實施管理資源共享戰略，將公司內部先進的管理經驗在各子公司中教授，收到了較好的效果。

- (6) In 2005, the Company further enhanced its management on subsidiaries. In addition to examination on comprehensive management and quality management, internal auditing was made on subsidiaries and hence rectification opinion was given regarding the problems revealed. In implementing the management resources share strategy, the Company introduced advanced internal management experience to each subsidiaries, which proved effective.

### (二) 展望

按照「十一五」規劃發展目標，做好2006年的重點工作。

#### 1、 努力研發新產品提高新產品推向市場的速度，以滿足市場需求

- (1) 2006年完成BEIREN75A中型印報機和商業輪轉膠印機的試製、鑒定工作，並跟蹤改進。
- (2) 為適應包裝印刷和出口的需求，對BEIREN300和BEIREN200產品進行改進，以達到客戶要求。
- (3) 各子公司2005年開發的新產品在2006年進一步穩固後盡快推向市場。

### (II) PROSPECT

To accomplish key tasks in 2006 in line with the development targets under the “Eleventh Five-Year” plan and complete the key tasks for 2006.

#### 1. Striving to develop new products and speeding up the launch of new products to meet market demands

- (1) In 2006, the Company will complete the pilot production and appraisal procedures for BEIREN75A medium-sized newspaper press and commercial rotary offset press. Follow-up improvements will be made.
- (2) Addressing the packaging printer and export demands, the Company will improve its BEIREN300 and BEIREN200 product (series) to meet customers' requirements.
- (3) New products developed by subsidiaries in 2005 will be introduced to market in 2006 after they are further stabilized as soon as possible.



2005年4月15日，本公司與日本西研公司技術及業務合作簽約儀式  
A signing ceremony for the agreement entered between the Company and Senken Graphics Inc. (Japan) for technology and business cooperation on 15 April 2005

本公司董事長朱武安先生當選全國優秀創業企業家  
Mr. Zhu Wuan, the Chairman of the Company, was elected the Best Chinese Entrepreneur



2005年10月15日，本公司榮獲2004度印刷、制藥、日化生產專用設備製造行業效益十佳  
The Company was awarded "Printing, Pharmaceutical and Commodity Chemical Production Specialized Facilities Manufacturer of Year 2004 - Best Efficiency"



本公司榮獲 2005 年度北京用戶滿意獎  
The Company was awarded "Satisfaction of Beijing user of year 2005"

2、 加強對市場預測，提高銷售能力

- (1) 加強對市場的預測工作，及時掌握國家有關政策和區域用戶的具體情況，完成CRM系統功能並全面實施，擴大系統覆蓋面，建立信息共享渠道，溝通各區域公司，及時反饋市場及客戶信息，提高銷售能力。
- (2) 對2006年3月出現的對出口包裝印品增長的市場機會，預計公司新老型號常規產品銷量將有較大增長。

2. To strengthen market estimation for better sales capacity

- (1) The Company will strengthen market estimation and get aware of the relevant State's policies and details of regional customers to implement the function of the CRM system on a full scale for an increased coverage. It will establish information sharing channel for communications among each regional branches and subsidiaries, and work over the feedbacks from the market and customers so as to enhance sales capacity.
- (2) Capitalizing the market opportunity of increasing input/output packaging products in March 2006, the sales volume of the Company's new and existing regular machineries is expected to increase substantially.

## 董事長報告 CHAIRMAN'S REPORT

(3) 充分發揮品牌優勢，採取差異化的銷售服務方式，用不斷創新的服務培養顧客滿意度和忠誠度，落實對客戶售後關懷的具體措施和持續跟蹤服務。

(4) 加大國際市場和國際合作的開發力度，加快產品出口的步伐，為公司發展開闢更加廣闊的國際市場。

3、加強財務分析工作，通過對財務數據的認真分析，找出問題，提出解決措施。在標準成本的基礎上，通過詳細分析產品實際成本與標準成本的差異來達到加強成本管理，增加公司效益的目的。

繼續做好全面預算管理工作。

4、加強質量管理，圍繞市場反饋的問題進行技術攻關。保證產品質量的穩定性和可靠性。

5、繼續加強對分公司、子公司的管理工作，加大抽查力度，提高公司整體管理水平。

6、2006年資本性開支預計約人民幣5,000餘萬元，主要來源為自有資金及銀行融資。

(3) Capitalizing its brand strengths, the Company diversified the sales service modes to foster the customer satisfaction and loyalty with innovative services and implemented the after-sales care and follow-up services for customers.

(4) More efforts will be made to develop the international marketplace and cooperation and speed up product export, thereby paving out a wider way for the Company's growth.

3. Financial analysis will be enhanced. The Company will make prudent analysis on financial information to uncover problems and ultimately solve them. Meanwhile, it will make a detailed analysis on the discrepancy between the actual product cost and the standard cost based on the standard cost system, so as to strengthen cost management for more benefits.

Budget control will be further enhanced.

4. The Company will put more efforts in quality management and technology development in light of the feedbacks from the market to ensure the stability and reliability of product quality.

5. The Company will further its management on branches and subsidiaries through spot checks for a better overall management performance standard.

6. Capital expenditure in 2006 is estimated at approximately Rmb50,000,000, mainly funded by its internal resource and finance from banks.

承董事會命  
朱武安  
董事長

2006年4月20日

By order of the Board  
Zhu Wuan  
Chairman

20 April 2006

