

Ningbo Companies on the Global Stage

Gears Up for Next Phase of Growth

By Jin Lu

2024 marks the 25th anniversary of Junhe Pumps Holding Co., Ltd., coinciding with the rollout of the company's latest three-year strategic plan.

Recently, Junhe Pumps issued an encouraging financial update, projecting a net profit attributable to shareholders of 56 to 62 million yuan for the first three quarters of the year—a year-on-year rise of 35.56% to 50.09%. Excluding non-recurring items, the adjusted net profit is anticipated to reach 52 to 56 million yuan, representing a striking increase of 139.34% to 157.75%. These results follow the company's robust performance detailed in its mid-year financial report.

A New Growth Model

In June, during an interview, General Manager Zhang Junbo revealed the company's strategic shift, "Our business model has transitioned from OEM (Original Equipment Manufacturing) to OBM (Own Brand Manufacturing)."

A closer look at Junhe's progress over the past year underscores its dedication to strengthening its domestic market presence. In January, the company launched its first urban flagship store in Ningbo, signaling a significant shift from its reliance on e-commerce platforms like JD.com, Tmall, and Douyin to a stronger focus on physical retail. Since then, Junhe has opened stores in cities such as Changchun, Zhengzhou, Wuxi, Foshan, Tangshan, and Kunming, with projected sales of 50-80 million yuan this year. Over the next three years, the company plans to expand its offline presence to 37 cities nationwide.

Alongside its widening retail network, Junhe has broadened its product portfolio to include solutions beyond household pumps, focusing on sectors such as construction, interior design, and automotive repair. A standout success this year has been its high-power lithium battery floor cleaner,



Junhe Pumps. [Photo provided to Ningbo Times]

which sold over 60,000 units in the first half of 2024, generating more than 15 million yuan in sales. Demand for the product continues to grow.

The company's "Junhe Hardware and Electromechanical One-Stop Procurement Platform" is also rapidly scaling. The newly inaugurated Junhe Industrial Park in Jishigang, Haishu, serves as a hub for research, production, and marketing of commercial pumps and cleaning equipment, enhancing collaboration across the supply chain.

Speaking at the park's launch, Zhang highlighted the central role of innovation in the company's strategy, stating, "Innovation is the primary driver of our development."

This commitment was evident at the 136th Canton Fair, where Junhe introduced a new series of garden pumps designed to meet customer demand for smarter and more lightweight solutions. With app-based controls, the series delivers a 50% improvement in water efficiency and a 33.9% reduction in energy use, setting a new industry standard.

Digitalization and Automation Drive Efficiency

Inside Junhe's 5G smart production base, you can hear the hum of machines busily at work. The headquarters building has a digital screen displaying real-time production data, while automated equipment runs efficiently on the factory floors. The 34-meter-high intelligent logistics warehouse, lined with towering shelves, ensures streamlined storage and retrieval processes.

In 2018, Junhe began planning its digital factory, which became operational in 2021. By leveraging technologies such as 5G, edge computing, big data, and IoT, the company has seamlessly integrated real-time data analysis and control across product design, manufacturing, quality control, and shipping.

"Previously, production data had to be manually collected, and diagnosing issues on the production line was time-consuming. Now, the digital system automatically displays

metrics like employee attendance, product pass rates, and order progress. Equipment malfunctions are reported instantly, enabling quick resolution," explained Du Lifeng, the company's IT Director.

On the factory floor, robotic arms work alongside employees. On the stator ring production line, processes such as terminal punching, heat shrink tubing application, and insulation tube fitting are fully automated. "Previously, winding a stator coil took several minutes. Now, it's completed in seconds," said Chen Feibo, Head of Automation at Junhe.

The number of workers required on the line has dropped from three to one, resulting in enhanced productivity and reduced labor intensity.

Expanding Overseas Partnerships

"Junhe's 25 years is the story of an ever-expanding global 'circle of friends,'" said Chairman Zhang Ahua.

Over the years, Junhe has established a strong network of international partners across dozens of countries and regions. On the company's anniversary, many

overseas clients joined in the celebration.

German cleaning equipment giant Kärcher, Junhe's exclusive pump partner for nearly two decades, announced plans to deepen their collaboration. This year, Junhe began constructing a new production base in Thailand, slated to begin operations in August 2025.

Since the fourth quarter of 2023, overseas demand in the pump industry has rebounded, with orders returning to historical levels.

Despite challenges, Chairman Zhang Ahua expressed optimism, "Crises often bring opportunities. We are confident in the future." Over the next five years, Junhe will focus on its two core sectors—pumps and cleaning tools—leveraging its integrated ecosystem to implement a "Five-in-One Action Plan" and become a globally influential intelligent manufacturing brand.

From its modest beginnings to going public on China's A-share market, Junhe has steadily built an ecosystem that spans both domestic and international markets. With a new roadmap in place, the company is now embarking on an exciting phase of growth.

Ningbo Company Wins Award at Global Internet Competition

By Yan Yiran

On November 22, 2024, the "Straight to Wuzhen" Global Internet Competition concluded, with Ningbo-based company Shuyi Link securing second place in the Industrial Internet category.

The competition is a key event at the 2024 World Internet Conference Wuzhen Summit, now in its sixth year.

Of the 193 award-winning companies from the past five years, 49.2% secured new rounds of financing, totaling over 89.8 billion yuan. Among them, eight companies grew into quasi-unicorns, seventeen evolved into unicorns, and three went public, underscoring the competition's significant impact.

Founded in 2020, Shuyi Link has rapidly expanded and established itself as a leader in the industrial internet sector in Zhejiang.

"I'm from Ninghai. Both my grandfather and father ran factories. With the rise of Industry 4.0, I envisioned making digitalization accessible to more small and medium-sized manufacturers. After securing venture capital, we quickly assembled a team of highly skilled professionals with experience at Baidu, Alibaba, and Tencent," said He Shenghua, founder and CEO of Shuyi Link.

With its innovative products, Shuyi Link has attracted attention from major investors such as Huachuang Capital, Hillhouse Ventures, and Genesis Capital within two years of its founding. Valued at over 1 billion yuan, the company has become a quasi-unicorn in China's industrial software industry and a rising star in Ningbo's venture capital scene.

This year, with the growing demand from companies expanding overseas, Shuyi Link has set its sights on the digital transformation of overseas factories. The company's "Real-time Digital Factory IoT Application for Cross-border Factory Management," which was submitted to the competition, was also identified as an exemplary case of IoT-enabled industry development by China's Ministry of Industry and Information Technology in 2024.

The Application uses IoT terminals to connect disparate manufacturing devices into a cohesive network, enabling full-process digitalization and lean management. It can also analyze data generated post-digitalization, further improving production efficiency, reducing manufacturing costs, and enhancing product quality in the discrete manufacturing industry.

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SPOTLIGHT

Cultural Exchange in Action

By Jin Yuhan

Recently, forty Chinese and international students from the Business School of Ningbo University gathered in the paddy fields of Taokeng Village, Fenghua District, to take part in "New Rice Festival".

This cultural immersion event aimed to demonstrate the achievements of China's rural reform and development while fostering a stronger connection between international students and the city of Ningbo. The students engaged in various agricul-

tural activities, sharing in the joy of the harvest.

The highlight of the event was a rice-cutting contest. The international students eagerly rolled up their pant legs and stepped into the fields, ready for the challenge. At the referee's signal, they began cutting rice with enthusiasm, wielding scythes as they competed to see who could reap the fastest. Some students teamed up to speed up their efforts, while others stood along the field's edge, cheering on their friends with excitement. Lanna, a student from Uzbekistan, captured the lively scene with her camera.

At the soy milk station, students followed local artisans as they soaked soybeans and ground them using traditional stone mills. In no time, a large bucket of fresh soy milk was produced through their collective efforts. Malec from Morocco, participating in his first harvest festival, exclaimed with delight that it was a truly enjoyable experience.

The students also dug for sweet potatoes, picked oranges, sang together in the rice fields, and sampled a variety of Fenghua's local specialties.

"This open-air cultural immersion in the paddy fields



International student experiences rural life.

[Photo by Fan Jianwei]

gives our students the opportunity to connect with rural life, gain an understanding of agriculture, and experience the value of hard work. It reflects

the qualities that the new generation of 'Zhejiang Youth' should embody," said Wu Min, Deputy Party Secretary of Ningbo University Business School.