



LISTENING TO CUSTOMERS

ZDZISŁAW BIK, President and General Director of Fasing SA, talks to "Polish Market."



PM You have been active on the international market for 10 years now. One of the main markets, and a very special one, is China. What do you think of your presence in China?

China is a very dynamic market with a huge mining potential. We've been working for many years to become established on this market and we continue our efforts by regular meetings with our Chinese partners. I am

convinced that the high quality of our products and the good references we've received from our customers will enable us to expand our operations in China and win new contracts. We take part in mining trade shows in China on the regular basis. In October, we will once again visit, as an exhibitor, the China Coal & Mining exhibition in Beijing. It is an excellent opportunity to hold meetings, share ideas and present new innovative products.

PM Does China differ markedly in some respects from other foreign markets? Does building business relations in China require more effort than elsewhere in the world?

Every foreign market has its own rules. Relationships are always important, especially in the Chinese market. We have opened our office in Beijing, Fasing Sino-Pol (Beijing) Mining Equipment and Tools Co. Ltd., to be closer to our customers and quickly respond to their needs for technical support and maintenance. What is more, we have a warehouse in Tianjin, that enables us to guarantee quick deliveries. Last year, we celebrated the 10th anniversary of our joint venture company Shandong Liangda Fasing Round Link Chains. Its mission is to bring Fasing technologies to the Far East, as well as to manufacture and sell Fasing Group products in the very receptive Chinese market. We listen to our customers as they know best which form of support they expect from us as the producer.

PM Polish businesses are still afraid of expanding abroad. Do you think your presence in a foreign market may provide an example for other Polish companies to follow - show them that foreign expansion is feasible and that it pays off?

The global market is constantly developing. If we want to be present on it we need to make the effort; and the risk is always a part of the equation. When we took our first steps in China, I was convinced that the road which the company chose would be successful though sometimes difficult. Trusted staff, hard work and dedication translate into results. Fasing long experience in chain production on the Chinese market has enabled to record favourable sales figures and win an increasingly strong position. Looking back, I am proud of the position we have achieved.

PM Do you plan to expand onto new markets? If so, where are you going to move?

China's coal mining market has the biggest potential in the world and there is still a lot to do in it. Our products find application in almost every sector of industry: from mining, power industry, construction and machine-building industry to fishing. We are currently holding many talks in the American, Australian and Russian markets. At the same time, we are looking for new trading places in South America. At present, we're working on gaining a stable position in India and Vietnam.