### 預祝2016世界光纖光纜大會圓滿成功!

Congratulations to the World Optical Fibre & Gable Conference 2016!



■2013年,習近平(中)參觀長飛 President Xi (middle) visited YOFC in 2013.

2016年11月3日,由英國商品研究所(CRU)和長飛光纖光纜股份有限公 司 (6869.HK) 聯合主辦的 2016 世界光纖光纜大會將在中國武漢光谷舉行。 2016世界光纖光纜大會是CRU首次在亞洲舉辦的世界光纖光纜大會,大會獲 得來自全球光纖光纜製造業新銳巨頭——長飛公司的鼎力支持。全球業界精英 將借此機會通過以長飛為代表的全球行業龍頭企業,認識到中國在光纖智能製 造方面的迅速崛起,同時也可以了解長飛通過中國「一帶一路」經濟戰略進行 全球佈局後,全球光纖光纜整體產業格局發生的巨大變化

The World Optical Fibre & Cable Conference 2016 will be co-organized by the Commodity Research Institute (CRU) and Yangtze optical fiber and cable joint stock Limited company (YOFC) (6869.HK) on November 3th, 2016. It's the first time for CRU to host the world conference in Asia, which has obtained the support of YOFC—the global optical fibre and cable manufacturing giant. The global industry elites can take not only this opportunity to aware of the rapid rise of China in optical fiber manufacturing, but also understand the great changes in global industry structure of the optical fiber cable industry after YOFC's global layout in the background of "the Belt and Road" (B&R).

## 長飛海外佈局 Expansion Layout 千芯公里/年 '000 Fibre Kilometer per annum 光纜產能擴張 Cables expansion Durban Wuhan Lanzhou Shenyang 預製棒產能擴張 **Preforms** expansion Wuhan Qianjiang JV with Shin-Etsu



# OFC: Practice the National Strategy of China

## 智能製造試點示範

## Global Expansion with B&R

2015年3月5日,中國總理李克強在《政府工作報告》中首次提出「中國製造 長飛是中國首批智能製造試點中唯一的光纖光纜行業企業,是全球最大的光纖預製 aggregate amount. The global fiber optic cable network needs is 400 million core km and China accounted for 220 by aggregate amount. The global fiber optic cable network needs is 400 million core km and China accounted for 220 by aggregate amount. The global fiber optic cable network needs is 400 million core km and China accounted for 220 by aggregate amount. The global fiber optic cable network needs is 400 million core km and China accounted for 220 by aggregate amount. The global fiber optic cable network needs is 400 million core km and China accounted for 220 by aggregate amount. The global fiber optic cable network needs is 400 million core km and China accounted for 220 by aggregate amount. The global fiber optic cable network needs is 400 million core km and China accounted for 220 by aggregate amount. The global fiber optic cable network needs is 400 million core km and China accounted for 220 by aggregate amount. The global fiber optic cable network needs is 400 million core km and China accounted for 220 by aggregate amount. The global fiber optic cable network needs is 400 million core km and China accounted for 220 by aggregate amount. The global fiber optic cable network needs is 400 million core km and China accounted for 220 by aggregate amount. The global fiber optic cable network needs is 400 million core km and China accounted for 220 by aggregate amount. The global fiber optic cable network needs is 400 million core km and China accounted for 220 by aggregate amount. The global fiber optic cable network needs is 400 million core km and China accounted for 220 by aggregate amount. The global fiber optic cable network needs is 400 million core km and China accounted for 220 by aggregate amount. The global fiber optic cable network needs is 400 million core km and china accounted for 220 by aggregate amount. The global fiber optic cable network needs is 400 million core km and china accounted for 220 by aggregate amount 家戰略,中國政府希望通過十年的時間實現製造業的由大變強。而智能製造則是該戰 加上「寬帶中國」戰略和光纖到戶政策的實施,讓長飛迎來全新的發展機遇期。「全 略的突破口和主攻方向,是未來中國鎖定的製造業發展的重大趨勢和核心內容。

2025" in the "Government Work Report". It's a national strategy proposed by China for the revitalization of the
YOFC is the only enterprise of fiber and cable industry, which is selected in the Chinese first batch of intelligent of the future development of Chinese manufacturing industry.

2015年9月10日,中國工業和信息化部公佈了該國首批46個智能製造試點示範項目 名單,長飛光纖光纜股份有限公司的「光纖智能製造試點示範」項目入選,此次入選 發、製造、營銷、咨詢與服務中心提供了絕佳機會。

the first batch of 46 pilot projects of intelligent manufacturing, "optical fiber intelligent manufacturing pilot 100%, 訂單已經排到5個月後。 demonstration" project from YOFC was selected, which provided YOFC with an great opportunity, by its own development and industry model role, to help China become the global R&D, manufacturing, marketing, consulting

球第一,行業領先」是長飛為自己定下的「十三五」戰略目標,產量的登頂只是這-

manufacturing sector, the government hopes to get the great changes in manufacturing industry in the following ten manufacturing pilot and the world's largest supplier of optical fiber preform, the world's second largest supplier of years. Intelligent manufacturing is the breakthrough and the main direction of the strategy. It's also the core content fiber and fiber cable. Coupled with the "Broadband China" strategy and the "Fiber To The Home (FTTH)" policy, YOFC has got a new period of development opportunities. "Global No.1, Industry-leading", YOFC sets its own " industrial upstream-coatings, optical fiber preform cladding, fiber drawing coating, to the downstream of the industry, 13th Five-Year" strategic objectives and achieving first production is only the first step in this strategy.

在需求端和供給端的共同作用下,中國光纖光纜市場總體處於供不應求狀態。中國 為長飛通過自身發展和行業示範作用,助力中國光纖光纜行業成為全球光纖光纜的研 政府在農村推進的「村村通光纖」等政策,推動了中國市場需求持續發力。目前中國 市場對光纖光纜的需求佔據全球總需求的55%以上,全球4億芯公里的光纖光纜網絡 On September 10th, 2015, the Ministry of industry and information technology of China (MIIT) published a list of 需求,中國佔了 2.2 億芯公里。而作為中國行業龍頭的長飛,目前的產能利用率達

> Under the impact of both demand and supply sides, Chinese optical fiber cable market is in short supply. The government promoted the "Fiber Reaching All villages" in rural areas and other policies, which boosted the demand in China market. At present, China's demand for optical fibers and cables occupies over 55% of the global

been placed after 5 months.

摒棄傳統企業對市場份額的狂熱,長飛將發展的眼光放得更遠。以棒、纖、纜為中 心,從產業上游的光纖塗料、預製棒外包層、光纖拉絲塗料延展到產業下游的光纖光 纜解決方案,長飛已經成為全球產業鏈最長的光纖光纜企業。

Abandon the enthusiasm in market share of the traditional enterprise, YOFC puts its vision further. From the the optical fiber and cable solutions, YOFC has become the enterprise that has the longest global industrial chain in

在傳統產業「服務化」的大趨勢下,長飛將國際化的眼光放到了更具價值的咨詢服 務上。總裁莊丹提出:「中國已經成為全球光纖光纜行業的銷售中心和製造中心,未 來我們要努力把它打造成為全球的研發中心和咨詢服務中心。」

In the service-oriented trend of traditional industries, YOFC puts its internationalization vision on more valuable onsulting service. "China has become the world's sales center and manufacturing center in optical fiber cable

### 品牌亮相亞洲 GT賽事 The Sponsor of GT Asia Series

伴隨長飛的海外戰略佈局,其品牌海外推廣也迅速展開。2016年5月15日,長飛 品牌正式登陸2016年度亞洲GT系列賽,與Michelin、Motul、Apple等品牌一起成 為賽事官方贊助商,開啟了YOFC在亞洲範圍內的品牌推廣。

YOFC's overseas brand promotion is rapidly expanded. On May 15, 2016, YOFC's brand landed in 2016 GT Asian series, together with Michelin, Motul, Apple and other brands to become the GTA's official sponsor. YOFC is launching its brand promotion within Asia.

亞洲GT系列賽是亞洲最具知名度的超級跑車賽事,並在歷年賽季中分別登陸韓國 日本、泰國、中國、印尼、馬來西亞、澳門等國家及地區。該賽事吸引ASTON MARTIN、AUDI、BENTLEY、FERRARI、LAMBORGHINI等國際知名汽車廠商 合作參賽。長飛的品牌通過亞洲GT系列賽激烈的賽事及Fox、Sky等專業媒體的電視轉 播在全球範圍內傳播,幫助長飛在「一帶一路」國家戰略背景下的海外佈局,配合公司 全產業鏈佈局,不僅在內地行業領域推動產業升級,更在國際市場佔據主導地位。



AUDI, BENTLEY, FERRAR, LAMBORGHINI and other international well-known automobile manufacturers to articipate in the competition. YOFC's brand is spread worldwide through the fierce competitions and television ■長飛成為亞洲GT賽事唯一中國贊助商。 and Road " background, this helps YOFC not only promote YOFC becomes the Sponsor of industrial upgrading in Chinese mainland, but also occupy the leading position in the international market.

Asia and was held in South Korea, Japan, Thailand, China,

Indonesia, Malaysia, Macao and other countries and regions

### 技術創新服務中國尖端項目 Serving for the Cutting-edge Programs



The launch of Shenzhou VIII

## 海外佈局 展示中國製造實力

Global Layout: Showing the Strength of Chinese Manufacturing

**带一路」戰略的推進正值長飛持續穩定推進國際化戰略之時,長飛迅速成為中國踐行「一帶一路** 戰略的主力軍。在技術創新的基礎上,長飛扎根新興市場國家,拓展海外市場。設立於海外的22個辦事處

2016年10月13日,長飛參展「中國 – 南非高技術展示交流會」,中國駐南非大使田學軍在參觀長飛展 台時,回顧了中國國家主席習近平與祖馬總統在南非會晤時特別提及長飛在南非投資的光纜廠,並表達了 對長飛在南非開展各項工作的全力支持。長飛光纖非洲控股有限公司於今年5月在南非德班隆重奠基,公

長飛總裁莊丹指出,過去30年的發展,整個光纖光纜行業乃至中國製造業都是走的一條「用市場換技術」 的經驗,未來會向國際市場上做輸出,展示中國光纖光纜製造的實力,引領光纖光纜行業的轉型升級。



■2014年12月,長飛在香港聯交所上市。



■5月13日,長飛非洲公司在南非德班奠基 YOFC was successfully listed in Hong Kong Ex- The foundation laying ceremony of YOFC Africa changes and Clearing Limited in December, 2014. was held in Durban on May 13th.

和巽傳媒策劃 Planed by Unisonmedia