

Delivering best performance in departments crucial for future overseas expansion

Deputy General Manager, Quality Department
Hitachi Industrial Equipment (Nanjing) Co., Ltd. (HINC)

QU, SHULI



The job

Since joining the company, my primary job has been drive products, with a particular focus on inverters. My Initial responsibility was development and design, but currently I am engaged in quality assurance. My first year was spent training at a factory in Japan. It was a great experience, as it gave me the opportunity to learn about Japanese culture and directly experience the mindset behind the company's manufacturing philosophy.

In China, there is significant competition from numerous companies in the same industry, and there are various perspectives on products and services. What I want to do is incorporate the good points of both Japan and China, to deliver a distinct offering to our customers that sets our company apart.

Achieving the ideal

The Quality Department plays a crucial role in manufacturing, through its involvement in product quality, customer satisfaction, and the operation and continuous improvement of quality systems. Quality management has a broad scope, encompassing production technology, raw materials, product inspection and analysis, and customer technical consultation. As such, it can be viewed as a technical management department. In addition to specialized knowledge, managers need extensive experience, a strong sense of responsibility, and a high level of service awareness. These are the values I have always pursued.

Quality management has to continuously improve to keep up with technological developments and changing times. There is always room for improvement. For example, communication both within and outside the company is an important challenge. Within the company, I am actively promoting communication and cooperation among departments. With respect to outside the company, quality control by itself is not enough, we have to communicate with customers to understand their needs and meet their expectations, which translates into increased sales. That is something that we always emphasize.

The 10-year view

Looking 10 years ahead, I believe the company will have entered an entirely new stage and be continuously pursuing quality, service, and technological innovation, making a greater contribution to society and our customers, and helping to create a more environmentally friendly future. My passion for my work is stronger than ever, and I am dedicated to constantly enhancing the company's overall quality.

