

恒远

FOOTPRINTS OF TECON

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Sixth Tranche
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CEO's Exclusive Sharing ▶



First, could you briefly review the company's main achievements over the past year?

In 2024, despite the challenging macroeconomic environment, our foreign trade team and factory team maintained steady annual sales, which is one of our key achievements. Secondly, following our strategic plan, we established overseas subsidiaries in multiple locations, including the UAE, Serbia, Singapore, and Uruguay, laying a solid foundation for future localized operations. Notably, our subsidiary in Serbia has officially launched and begun engaging in local leasing business. Thirdly, we brought in many new team members and enhanced our overall business capacity through internal training programs and mentorship initiatives.

After initiating localization efforts, what do you see as the biggest challenge?

The biggest challenge lies in our lack of experience with localized operations in overseas markets. Much like TECON's development over the past decade, we are navigating uncharted waters. Along the way, we encounter numerous uncertainties that require us to constantly learn and adapt.

How do you view the company's market competitiveness? And what specific advantages does TECON have?

TECON's strengths lie in providing comprehensive solutions and ensuring product quality. From the start, 11 years ago, we positioned ourselves as an engineering company, prioritizing a broad product line and quality assurance. Our factory in the Yangtze River Delta region emphasizes lean production with strict standards for raw materials, manufacturing, and quality control.

In terms of service, we go beyond typical sales interactions. Our approach involves multi-level coordination, including our technical and factory teams, to deliver integrated and professional support.

What are TECON's successful experiences in customer relationship management? What services ensure customer satisfaction?

Our company divides customer relationship management into three stages: pre-sale, in-sale, and post-sale. Unlike most foreign trade companies, we believe the customer relationship truly begins after the delivery of the bill of lading. We focus on how customers use the products, ensuring they are efficient and easy to operate while identifying future needs and potential projects. We emphasize not only product quality but also high-quality services that deliver efficiency improvements or cost savings. For example, a product we thought was excellent faced issues because the construction team was used to traditional materials and lacked proper guidance. The customer initially found the product user-unfriendly, but the real issue was our remote support wasn't timely. This taught us to pay closer attention to customer needs and feedback. In recent years, we have improved client interactions by conducting visits and inviting their teams to visit us. This helps us understand each other's needs and ensures effective coordination. Regardless of distance, we maintain close communication through emails, calls, instant messaging, and video conferences, working as if we were part of the same team. Our goal is to become a long-term partner, thinking from the client's perspective and achieving mutual growth.

Q: Which of these achievements do you find most commendable, and how was it achieved?

A: Reflecting on these accomplishments, what I am **most proud of is our team**. Without the team's support, the efficient service for our overseas customers and the smooth execution of internal operations would not have been possible. Our team is a cohesive group comprising senior executives, middle management, and frontline staff. It is this collective effort and collaboration that have enabled us to deliver outstanding results and establish a strong reputation among our overseas clients.

The realization of this achievement is grounded in the principle of "First Principles Thinking," which focuses on addressing challenges by understanding their essence and applying the simplest, most efficient solutions, rather than relying solely on prior experience.

1. Leadership of the Core Team: Our core team members lead by example, leveraging their years of experience to tackle challenges head-on and ensure that every project is executed to the highest standard.

2. Cultural and Spiritual Legacy: The core team not only works diligently themselves but also inspires key personnel within departments, fostering a ripple effect that energizes new colleagues. This cultural and spiritual legacy ensures that the entire team maintains a high level of enthusiasm and professionalism.

3. Critical Thinking and Innovation: Our team members consistently approach problems by addressing their root causes, focusing on improving customer service, enhancing product quality, and more. This mindset allows us to devise optimal solutions when confronting new challenges.

4. Systems and Incentive Mechanisms: While institutional factors like incentive structures and role design are also important, they complement the team's efforts.

Through these approaches, we have built a team that we are genuinely proud of—one that stands out in a highly competitive market and continues to create value for our customers.

Q: How does the company plan to expand its market in the next year, or even in the next five to ten years? What specific strategies are in place?

A: Rather than simply expanding the market, we focus on serving more clients and ensuring our brand and products are genuinely accepted. Our strategies include:

1. For mature markets, we adopt a distributor model and provide OEM services for established brands.

2. For developing markets, we focus on promoting our own brand through local agents and partnerships with contractors.

3. We aim to launch localized rental services in 3–5 countries, gaining first-hand user feedback to improve our products and services.

Q: What are the company's key technological advancements, and how have they impacted the industry?

A: Our approach to innovation involves learning from industry leaders. We invest heavily in R&D for new products and improving existing ones, securing dozens of patents.

In 2024, we collaborated with a third-party software company to develop an automated formwork design tool. This software generates 3D formwork plans from structural drawings with a single click, allowing clients to view and share designs from multiple angles for better understanding and review. It has already been applied to select products, such as HETO, and various projects.

Q: What other significant R&D plans do you and the company have for the future?

A: For next year, our R&D efforts will focus on the following areas:

1. Optimization and Upgrades of Existing Systems

We plan to further enhance our two best-selling systems, HETO and Alu-Flex. During this process, we will prioritize compatibility with existing customer inventories, ensuring a seamless transition while allowing them to benefit from the upgraded features.

2. Development of a New System

We are working on a new system tailored for developed markets, designed to meet their specific needs with superior performance and advanced functionality. While the details are currently confidential, we expect to share more information within the next six months.

Q: Finally, could you share your vision for the company's future direction and goals?

What do you see as the biggest challenges and opportunities ahead?

A: Our greatest challenge is how to consistently provide **"better formwork and better service"** to our clients.

Our future direction is closely aligned with our vision of becoming the leading system formwork brand from China. Over the past 11 years, this vision has guided our significant progress, and it will continue to shape our development over the next 10 to 20 years.

Although we have achieved considerable scale in the Chinese formwork and scaffolding industry, there remains a substantial gap compared to leading brands in Europe and the United States. Our goal is to narrow this gap through strategic planning and the relentless efforts of our team.

Key measures include:

1. Target Market Positioning: We focus on mid-to-high-end customers, particularly those seeking high-quality, reliable products with cost-saving advantages. Compared to premium brands in Europe and the U.S., we emphasize value for money to meet diverse market demands and serve a broader customer base.

2. Commitment to Excellence: Guided by the Chinese wisdom of "hard work pays off" and "practice makes perfect," we will continuously refine our service processes to enhance personalized client support. This ensures every customer enjoys high-quality products and thoughtful service, ultimately earning their trust and loyalty.

Global layout TECON2024 Against the Odds



CEO OF TECON:
Edgar



2024 TECON Big Events Review



January:
North America Presence: Participated in World of Concrete, Las Vegas

February:
Relocated in a new office

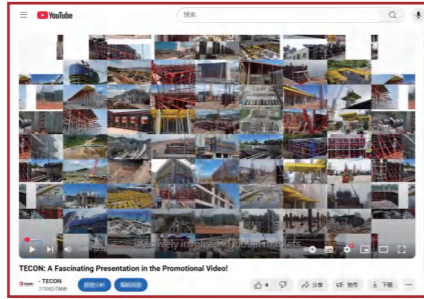
April:
Global Exposure: Participated in FEICON, Brazil
Company Expansion: Establishment of TECON Oplate Balkan doo in Sremska Mitrovica, Serbia

September:
International Showcase: Participated in Concrete Show Southeast Asia, Indonesia

October:
Latin American Presence: Participated in Expo CIHAC, Mexico

November:
Asian Expansion: Participated in PHILCONSTRUCT, Philippines
China Debut: Participated in bauma China, China
Dubai Showcase: Participated in Big Five, Dubai, UAE

December:
Customer Centricity: VIP Customer Feedback Event
Brand Promotion: The reveal of TECON promotion video
Official Launch: Luban TECON Scaffolds Trading L.L.C is officially operated



Bauma China Exploration

Owen

As the brisk winds of 2024 swept through Shanghai, the highly anticipated Bauma China—the premier event for the construction industry—officially commenced. Recognized globally as a benchmark for advancements in construction machinery and engineering equipment, this event attracted industry leaders and technical experts from across the globe. Showcasing cutting-edge technologies and innovative solutions, the exhibition transformed the venue into a "city of the future," fostering significant opportunities for industry exchange and collaboration.

Amidst this impressive display of innovation, TECON emerged as a prominent participant. With deep expertise and a strong commitment to innovation, TECON captured the industry's attention. Established in the formwork and scaffolding sector, TECON has consistently maintained its leadership position by embedding its core philosophy of "Better Formwork, Better Service" into its practices. This ethos drives every research and development initiative as well as every service provided.

TECON's Exhibition: Innovation Paving the Way for Construction Transformation

In alignment with its core principles, TECON made a remarkable impact at the exhibition. The Aluflex Modular Formwork and TP60 Plastic Formwork drew particular attention at its booth. Featuring an advanced lightweight modular design crafted from high-strength aluminum alloy, the Aluflex system enables construction professionals to handle components single-handedly. Its assembly is akin to constructing with building blocks, drastically streamlining traditional construction processes. Furthermore, its durability during repeated use translates to reduced operational costs and improved project efficiency. In parallel, the TP60 Plastic Formwork showcased a modern design and exceptional performance. Constructed from high-strength ABS material, it exhibits superior compressive strength compared to competing products, while cost-effective sourcing and manufacturing processes ensure an outstanding price-performance ratio.

In addition, TECON introduced a comprehensive range of support systems tailored to various construction requirements. The Cup props offer a lightweight, economical solution; the Acrow Props are specifically engineered to comply with Australian construction standards; the Ringlock System provides precision connections with high load-bearing capacity, making it ideal for large-scale, high-altitude projects; and the Flex20 System delivers customizable solutions for unconventional structures at construction sites, addressing complex challenges efficiently. Notably, the premium Aludeck Slab Formwork features a smooth surface, guaranteeing high quality in continuous high-strength concrete pours and precision slab work. These innovations reflect TECON's years of dedicated research and development, underscoring its capabilities while establishing a benchmark for sustainable advancement in the formwork and scaffolding sector.

Industry Dialogue: Creating Connections, Shaping the Future

Throughout the exhibition, TECON's professional team diligently engaged with visitors from around the world, including distinguished local construction companies, contractors, and developers. Acting as expert problem solvers, the TECON team leveraged their extensive knowledge to provide tailored solutions that address specific client requirements.

For example, when a construction company involved in a large-scale bridge infrastructure project sought assistance—where efficiency and turnover rates for formwork were paramount—TECON's technical engineers presented comprehensive explanations of how their solutions could significantly reduce construction timelines. Supported by thorough data from previous successful projects, TECON quickly earned the client's trust and enthusiasm, resulting in an immediate expression of interest for collaboration.

Commitment to a customer-oriented approach drives TECON to engage in detailed discussions to identify clients' pain points, allowing for the delivery of personalized products and technical solutions. This adaptable and meticulous service model not only garnered widespread acclaim during the exhibition but also solidified TECON's influential stance in the global construction industry, leaving a lasting imprint of the TECON brand in clients' minds.

TECON's Vision: Boldly Embracing the Future of Construction

As Bauma China concluded, TECON viewed it not simply as a conclusion but as a fresh beginning toward broader opportunities. With sharp awareness of the rapid technological advancements ahead, TECON recognizes that the construction industry—particularly the formwork and scaffolding sectors—stands on the cusp of substantial transformation, presenting both opportunities and challenges.

As an industry leader, TECON remains committed to its mission of "Better Formwork, Better Service," with a close focus on customer requirements. We are dedicated to enhancing our investment in technological research and development, alongside prioritizing product upgrades and innovation. TECON is accelerating its R&D initiatives by adopting advanced, intelligent, and practical technological concepts, thereby establishing a robust product portfolio. Continuous iterations and enhancements of existing products ensure that they align with the evolving demands of contemporary construction practices. Furthermore, TECON is expanding its global market presence steadily. With a reputation for exceptional product quality and outstanding service, the TECON brand aims to achieve prominence worldwide by collaborating with international partners to thrive on the global construction landscape.

The positive recognition and momentum garnered at Bauma China have provided TECON with significant impetus to continue advancing within the construction sector. Looking to the future, TECON is well-positioned to contribute to industry growth and advancement. With innovation as its guiding principle and diligent effort as its foundation, TECON is committed to developing a more promising and vibrant vision for the future of construction.

A New Engineer's Journey

Communication, the invisible wings in the workplace, initially felt like an insurmountable wall to me.



Fiona

It's been several months since I stepped into the workforce, and this journey feels much like crossing mountains and valleys—filled with thorns but also blooming with the flowers of growth. Transitioning from a naive “student” in the campus world to an emerging “newcomer” in the workplace, each step has been marked by the footprints of learning and the sweat of self-improvement. Here, I'd like to share my growth journey as I navigate my career path.

During my university years, I eagerly absorbed every drop of knowledge. However, when I truly entered the workforce, those theoretical concepts I once thought were unbreakable felt as fragile as sandcastles in the face of real-world practice. As a fresh graduate, I often found myself facing a vast gap between theory and practice. The unfamiliar workflows and tools became new territories I needed to navigate. In particular, my initial lack of attention to detail during project execution made efficiency a weak point for me. But it was these very challenges that sparked my passion for exploration. After countless days and nights of trial and error, I eventually bridged the gap between theory and practice, and my skillset began to flourish.

Communication, the invisible wings in the workplace, initially felt like an insurmountable wall to me. When interacting with senior colleagues, I often felt powerless with words and was even afraid to ask questions. But as time passed, I gradually realized that communication is an essential skill for survival in the workplace. So, I gathered the courage to transition from a silent executor to an active communicator. I began to actively engage with colleagues, share insights, provide timely feedback, and seek help when needed. This shift not only greatly improved my communication skills but also helped me find my voice within the team.

As a newcomer in the workplace, time management became another major challenge. With so many tasks at hand, I often felt like time slipped away like sand through my fingers. Fortunately, I learned the art of time management by creating clear to-do lists and prioritizing tasks. I learned how to efficiently organize each day, and this sense of control helped me stay calm and composed when facing urgent tasks. My work efficiency has steadily increased as a result.

Before joining the TECON family, I had never worked with construction formwork, only knowing about Chinese scaffolding. I vividly remember my first company meeting, meeting colleagues for the first time. The mix of nervousness and excitement from that day is still fresh in my mind. The very next day, I embarked on a trip to the Jiangyin factory, where I was about to begin a pre-assembly learning journey with our Bangladesh client. In that hot July, Instructor Eric, despite the scorching heat, passionately explained the six main formwork systems to us, his clothes soaked in sweat, which in turn soaked my eager mind with knowledge. The three days of hands-on experience at the factory deepened my understanding of construction formwork systems and provided me with a clearer picture of the company's operational processes.

Looking back on this journey, I am well aware of my shortcomings, particularly in force analysis and project comprehension. I am eager to improve in these areas, hoping that in the future I will be able to take on more responsibilities and become more independent. As a recent graduate, although I have faced numerous challenges in the workplace, it is precisely these experiences that have provided me with invaluable lessons and growth. I firmly believe that in the days to come, I will continue to break through my limits with determination and write my own workplace legend.



It proved to us that in the ever-changing international market, only sincere collaboration and solid professional expertise can open the doors to the future. These are the invaluable qualities that we, as “TECON people”, are proud to uphold.

In-depth Exploration of Indonesia

Rachael&Leo

This month-long business trip felt like an adventure across vast mountains and rivers, from the bustling Jakarta International Exhibition to the hopeful site visit to the new capital. My travel companion was the star of our business department, Rachael. Her vast industry knowledge and meticulous work ethic made her stand out during the trip, becoming the soul of our team. Whether it was meticulously planning the itinerary or maximizing every moment during client visits, Rachael displayed admirable professionalism.

Our first stop was Jakarta, where we began setting up the necessary samples for the exhibition. Before the setup even began, Rachael had already made contact with the client's technical team, providing us with invaluable assistance. From assembling the samples to handling them post-exhibition, and ensuring they were safely returned to the client's warehouse, we operated like a well-coordinated team, efficiently completing our tasks as if to say, “Nothing can stand in our way.”

As soon as the exhibition ended, Rachael, based on her in-depth conversations with the client, skillfully arranged the subsequent visit schedule. Together, we visited local construction companies and toured their sites, adapting our Ringlock Scaffolding on-site. We also had the opportunity to engage with a senior sales representative from Doka, who has been deeply involved in the formwork industry for nearly 20 years. She shared valuable local market insights that cannot be obtained through traditional foreign trade channels. She was well-versed in local market trends, labor force characteristics, and contractor profiles. In fact, she even had a map of Indonesian projects planned for 2025, with a clear roadmap for future projects to target.

Rachael's keen insight allowed her to identify the vast business opportunities in the construction of Indonesia's new capital. She actively communicated with potential local agents, arranged a site visit to the new capital, and had in-depth discussions with the project manager from a local state-owned construction company. Currently, most local contractors rely on traditional formwork rentals, but some efficiency-focused projects are gradually transitioning to system formwork. This shift presents a new challenge for our market strategy.

This journey was not just a geographical crossing but also a dual elevation of professional skills and friendship. It proved to us that in the ever-changing international market, only sincere collaboration and solid professional expertise can open the doors to the future. These are the invaluable qualities that we, as “TECON people”, are proud to uphold.

Insights and Gains from My Trip to Hungary

Joan

My initial understanding of Hungary came from high school geography class. Back then, I learned that it is a country traversed by the Danube River, with its capital, Budapest, formed by the two cities of Buda and Pest, located on the west and east banks of the river, respectively. Budapest is often called "the Pearl on the Danube," one of the most enchanting places in Europe.

Time flew by, and it wasn't until 2019 that I had my first real connection to Hungary. We partnered with a well-known German international brand to introduce our Plastic Formwork TP60. Their first project was located in Hungary, which gave me a deeper understanding of the country's construction and formwork industries. Over the next few years, I kept a close watch on developments in the region. By the end of 2023, after Serena joined the team, we agreed that 2024 would be the year to explore the Hungarian market in person. Serena's team began months of client development and appointment scheduling, while also handling visa preparations. Finally, in September 2024, we embarked on our one-week trip to Hungary.

Upon arriving in Budapest, we spent around four hours to complete customs procedures. During this time, we took care of some urgent work to ensure the rest of the trip would proceed smoothly. Over the following days, we conducted a series of client visits to assess compatibility and cooperation potential. One client, in particular, caught my attention—they were part of a group that had already used our products. Due to personnel changes, our initial invitations had gone unanswered. After arriving in Budapest, I emailed and sent WhatsApp messages to the general manager but received no response. Deciding to try calling with a local number, I finally received a reply. They agreed to meet us at 2 p.m., but since their English was limited, they arranged for the warehouse manager to accompany us. The meeting went smoothly; not only did we discuss our previous Plastic Formwork TP60, but we also explored potential future collaboration. They even showed us their warehouse, sample room, and the product repair process, and the marketing manager invited us for a follow-up meeting.

In overseas client visits, cold calling is often the most challenging part. It's easier to schedule appointments with existing clients, but with new clients with whom no prior communication has been established, it's far more difficult. However, I firmly believe that once we take the first step and actively communicate, we've already succeeded halfway. Establishing a relationship and finding the key person is just a matter of time.

This trip was filled with unexpected moments and small stories. One memorable incident was when Serena lost her passport wallet and later recovered it. The anxiety she felt when she realized it was lost, followed by the relief upon finding it, was something I could deeply empathize with. Although our planned Danube River cruise was canceled due to maintenance, which was a disappointment, it became just another part of the trip's memories. What was even more interesting was that, in a bid to save more time, we returned to continue cold calling new clients before wrapping up our European tour. It felt like "I, Hu Hanchuan, have returned"—driven by the determination to receive positive feedback from the client.

In Budapest, we crossed the bridges over the Danube River almost every day, observing the bustling crowds and the new buildings. Although Hungary carries the old-world charm of a European country, it is also the first European nation to sign the "Belt and Road" cooperation agreement with China. Today, many aspects of life here are closely tied to Chinese collaboration. I believe that our formwork and scaffolding products will find significant growth opportunities in this country.

Through this trip to Hungary, I truly realized that no matter how unfamiliar the market or how complex the environment, as long as we take the first step and actively engage in communication, we will always find an entry point. The various small setbacks we faced during the trip didn't diminish our confidence—in fact, they brought the team closer together and fueled our determination. I believe that as long as we keep pushing forward, success is just around the corner.



Chinese New Year Customs

Chinese New Year, listed as an Intangible Cultural Heritage of Humanity by UNESCO in December 2024, is the second Chinese festival, after the Dragon Boat Festival, to be included in this prestigious list. As one of the most important traditional festivals in China, it is accompanied by numerous customs, which have developed into distinct regional cultural representations. These include the Zigong Lantern Festival, the Quershan Iron Flower, the Wuxi Taibo Temple Fair, and Suzhou's Peach Blossom Woodblock New Year Paintings, among others.

► Peach Flower Yard Woodcut New Year Paintings

New Year paintings originated from ancient "door god paintings," which served both decorative and aesthetic functions. As a form of folk art, Suzhou's Peach Blossom woodblock New Year paintings are known for their exquisite carving, vibrant colors, and rich symbolism, making them popular in the Jiangnan region. The origins of Suzhou's Peach Blossom woodblock New Year paintings can be traced back to the Song Dynasty's woodblock printing techniques and developed into an excellent folk art style during the Ming Dynasty. In the Qing Dynasty, particularly during the reigns of Emperors Kangxi, Yongzheng, and Qianlong, these paintings became known as "Gusu prints" and were hailed as "the flower of ancient Eastern arts." Their unique blend of Eastern and Western styles became popular in Japan and influenced the development of Japanese ukiyo-e woodblock prints. To this day, these paintings remain a proud cultural symbol of Suzhou, representing one of the city's key artistic emblems. The main techniques involved in Peach Blossom woodblock New Year paintings include sketching, carving, and printing. Typically, five to six color sets, including red, green, yellow, peach red, purple, and light ink, are used in printing. While the colors may differ between prints, the technique employs uniform color filling without varying shades. The "ring color" technique, where two colors overlap to create new hues, is often used to add richness and variation to the artwork.



Iron Flower ◀

Iron flower performances, originally a Taoist ritual held during the Spring Festival for sacrificial purposes, gradually evolved into a traditional folk fireworks activity, widely spread across the Yellow River basin in Henan, Shanxi, and other regions. The Quershan Iron Flower originated during the Northern Song Dynasty and flourished during the Ming and Qing Dynasties. It emerged alongside the development of the metal smelting industry and grew with the rise of local folk culture. With a history of over a thousand years, the Quershan Iron Flower performance involves constructing a double-layer flower shed up to six meters high in an open area, densely packed with fresh willow branches. These branches are tied with fireworks and firecrackers. In the center of the shed, a six-meter-high iron pole is erected, bringing the total height of the flower shed to over ten meters. Nearby, a furnace is used to melt iron, and more than ten performers take turns using iron rods to strike the molten iron at the shed, creating iron flowers that shoot up to several meters high, producing a spectacular scene.



► Lantern Festival

The Lantern Festival originated as a springtime ritual to drive away pests, with the custom of lighting lamps during the beginning of spring gradually becoming popular in the Han Dynasty. By the Tang and Song Dynasties, lantern viewing evolved into an entertainment activity, reaching its peak in popularity. The Zigong Lantern Festival began to take shape during the Tang and Song periods. As early as the Tang and Song Dynasties, the practice of admiring lanterns during the New Year had already emerged in the Zigong area. By the Qing Dynasty, activities such as the "Lion Lantern Market" and the "Lantern Pole Festival" had become common. The Zigong Lantern Festival is known for its grandeur and the rich variety of lantern displays. These include different types of lanterns, such as crafted lanterns, seated lanterns, and group lanterns. The themes of the lanterns often draw from traditional folk tales, classical literature, and mythology, gradually developing into a lantern festival that showcases the folk traditions of southwestern China.



