

## Interview

Hello, My name is Bill Holler! In Germany I am the director and chairman of aerospace standardization organization, which is called the DIN. I am also responsible for the European aerospace standards organization which is a larger organization because we do all the technical standards for aircraft, for all aircrafts components and so on.

大家好，我是比尔·郝勒。我在德国担任航空航天标准化委员会主席，也就是 DIN，同时我也负责管理欧洲航空航天标准化委员会，这是一个比较大型的组织机构，负责制定所有关于飞机、飞机部件等方面的技术标准。

Now I am here since the year 2010, and over those past 7 years I have helped my partner, Mr. Xu Changshui here in Jinan, to develop a really interesting and challenging modern company being the No.1 now in industrial rivets for aerospace. And this company is producing *German quality, Made in China*. I am very happy that it was possible over those years to successfully start this company, and over those 7 years, we have moved on and now we are even going further steps. I am going to talk to you about this a little later.

自 2010 年起我开始来到济南。在过去的七年中，我协助我济南的合作伙伴——徐长水先生建立了一家挑战性的新型企业。这家企业现已成为航空航天铆钉领域的头号制造企业，并且秉承了“德国质量，中国制造”的理念。很高兴我们顺利成立了这家企业，在过去的七年中取得了长足进步，并在不断前行。我稍后会详细讲述。

You know, when I started I want a little bit about my personal experience. When I started in 2010, it didn't take a long time, it only took several weeks until I have made a number of really good friends, people that have nothing to do with this company, which I met on the streets, which we were talk to and suddenly there was friendship in this large city that lasts until today. One of them, for example, I want to mention as an example. He is an old man and he has written books about Jinan. Now he has written 3 books about the ancient JINAN, explaining Jinan. He has also visited us. He is such a nice guy and he is maybe one of the few people who know the real history of Jinan. I was happy , very satisfied that I was able to introduce his books to the mayor, Wang Zhongling last week and to give him one of his books, because I think history is very important if we look into the future. And what we are doing in this company is we are building the future in the aerospace industry and in other industries for this country. I am supporting it with the possibilities I have.

在此之前我想说一下我的个人体会。2010 年我刚来济南，没过几周我就认识了几位非常好的朋友，是在大街上认识的，这些朋友跟企业业务没什么关系，我们只是聊聊天，聊着聊着就交了朋友，而且这段友谊在这座大都市里一直延续到了今天！比如其中一位老友，他是位作家，已经写了三本讲述老济南历史的书了。他也来看过我，是个非常好的人，他应该是为数不多的真正了解老济南历史的人之一。让我感到非常高兴、非常欣慰的是，上周我将他的书介绍给了市长——王忠林先生，并将其中一本送给了市长，因为我觉得历史对于我们如何看待未来非常重要。而在我们这家企业中，我们同样在为这个国家建造着航空产业的未来，也在建造其他产业的未来，我则尽我所能提供支持。

Now I told you that this company is making rivets for aerospace. Maybe rivets are not such a big thing, but it's an important thing because aircraft have to rely on safe and modern fasteners. So I am proud to say that this company has developed to be the No.1 aircraft fasteners supplier in China. The quality exceeds international products.

我刚已提到，这家企业生产航空航天用铆钉。铆钉可能只是一种小零件，但却至关重要，因

为飞机必须依赖于安全、可靠、先进的紧固件，而这家企业是中国国内首屈一指的航空航天紧固件供应商，产品质量达到国际先进水平。

These years we have moved on to new technologies, introduced additive manufacturing, which we call 3D printing, very high-tech 3D printing, into Jinan. Very close to the present location here, We will install a technology center here, TTC 4.0 before the end of next year as I was told at the moment. And this technology center, TTC 4.0, will serve the Chinese aerospace industry and other industries as a production shop, as a development center, as a showroom. We will even train people and we will sell this very successful German technology to other companies who want to participate in this challenging development. So this TTC 4.0 is based on the experience of the most advanced German company in this field because the company Toolcraft is among the top 50 enterprises in Bavaria.

经过这几年的发展之后，我们开始拓展至新技术领域，例如我们近期已计划在济南引进增材制造技术，即通常所说的 3D 打印，而且这是一种高技术含量的 3D 打印技术。我们将在目前的厂房附近建立一个技术中心，TTC4.0，目前规划应在明年年底前建好。建成的 TTC4.0 技术中心将服务于中国的航空航天行业及其它产业，集制造、研发、展示、培训于一体，并可将德国的先进技术销售给愿意加入到这个挑战性领域中的企业。TTC4.0 技术中心由拥有该领域尖端技术的德国企业 Toolcraft 公司倾力打造，该公司是德国巴伐利亚州 50 强企业之一。

Here the background in this video you see, the video that was shown only recently, maybe in May this year, it was shown the first time here in Jinan when the two partners of Shandong and Bavaria to celebrate their 30 years anniversary. Our prime minister was here, governor of Shandong was here, and we have seen all the positive results that have been achieved during those 30 years. Maybe I should mention that the guy, the German Bavaria guy who started this cooperation, he was a very famous prime minister, and he was very famous for his vision in cooperation and in technology. He was the first foreign politician who visited Chairman Mao back in 1975. He was the first politician in Europe to understand that we need our own aerospace industry, that is why he started the company which today all of you know as Airbus or Kong Ke, so actually politician started this successful aerospace company. Now he is the father of Shandong Bavaria cooperation. And during the meeting where this video was shown for the first time in Jinan on May 11, our prime minister said that after 30 years of partnership, the partnership has turned to friendship. That is something that I can really also support from my side, because I find here in Jinan, independent where we are, what we are dealing with if it is banks, if it's governments, if it's people on the streets, I find very friendly, very nice to the forthcoming people there.

我身后的电脑中所播放的视频正是今年 5 月份山东与巴伐利亚州友好州省 30 周年庆祝活动中推出的。当时我们巴伐利亚州州长和山东省政府省长都出席了活动。我们看到在过去的 30 年中，双方合作取得了一系列积极性的成果，这里我想提一下，我们巴伐利亚州始创这段友好关系的领导人，是一位很著名的州长，同时以远见卓识和对技术的敏感著称，他早在 1975 年就作为西方第一位政治人物访问了毛主席，而且他也是欧洲第一位认识到我们欧洲要有自己的航空航天产业的政治家，因而他创立了航空企业，后来发展为我们大家都熟知的空中客车公司，所以可以说这家成功的航空企业的创始人是一位政治家。现在他又同时成为山东与巴伐利亚友好州省关系之父。在 5 月份举行的 30 周年纪念会议上，我们的州长说过，历经了 30 年以后，之前的合作关系已经变成了友谊，这点我个人非常支持，因为我在济南时，不管在哪儿，不管与谁打交道，银行、政府亦或是大街上的群众，他们都非常热情，非常友善。

The friendship now helps us to move on to what to be developed much more exciting things, and in only two years you are going to see a very new development here with the things that we are presently introducing into Jinan industry. Now you see we have seen over the past few years that the friendship is really important. I can tell you due to this friendship and networking, many Bavarian companies have been encouraged to make a step forward to introduce in Germany technology, Industry 4.0, high-tech industries, and even agriculture, high developed agricultural products into China, especially to Jinan. You know besides the very important technologies of Industry 4.0, additive manufacturing, there is the more basic thing that is important for man kind, the more basic things are safe food, safe environment, safe clean air. So one of the projects we are starting is, we will introduce very safe agricultural products into China, to help convert the industrial agriculture with a lot of chemistry, a lot of pesticides, into very safe food for people and which can really help to turn around the future of the state.

这份友谊正在督促着我们在更令人振奋的方向发展，未来的两年内，大家将会看到我们所推介的先进发展项目落户济南。在过去的几年中，友谊发挥了重要的作用，由于良好的友情往来，很多巴伐利亚州的企业受到鼓励在推介德国技术、工业 4.0、高新技术等方面更进一步，甚至还包括——将先进的高科技农产品推介到中国，特别是济南。我们都明白除增材制造、工业 4.0 等非常先进的技术外，对人类最基本的东西更为重要，这就是安全的食品，安全的环境，安全洁净的空气。因此我们计划要推介到济南来开展的项目还包括一种非常安全的农产品，帮助中国将充满化肥、农药的化工农业转变为健康安全的农业造福人民，改变这个国家的未来。

I am very happy to have seen over the past years how much the environment has already improved. This time during my visit especially, I was so amazed to see the Jinan air quality has drastically improved over the past maybe 3 years, especially over the past 4 or 5 months, so the present government really have set the right topics for politics, to protect people from the bad environment and I want to encourage the government to go on with it.

我也很高兴地看到近几年环境已大有改善，尤其是此次来济，近 3 年来特别是近 4、5 个月以来，济南空气质量的巨大变化让我非常欣喜，所以我想说济南市政府这一举措非常给力，保护了人们不受恶劣环境的影响，所以我希望鼓励政府继续保持！