



With 13.8 million vehicles sold in 2009, China is now number one among the world's largest car markets. Yet only 1 Chinese person in 70 has a car. So in a country with 1.3 billion inhabitants, there is still plenty of buying potential. With the launch of its own subsidiary in this dynamic market, dSPACE is right in the middle of the action.

A talk with Dr. Henry Feng,  
General Manager of dSPACE China

# In the Middle of the Action

### *How do customers benefit from dSPACE China?*

dSPACE has been working together with a distributor on the Chinese market for over ten years. To specify today's large-scale systems, put them into operation, and integrate them into development processes, developers need continuous, direct communication with the tool vendor. So since February 2010, our customers in China are exclusively supported by our new office in Shanghai. This gives them direct engineering services, qualified on-site contact partners, and easier communication.

### *What kind of qualified people does dSPACE China have?*

Our company offers comprehensive, competent service for consulting, engineering, support and finance. We have field application engineers and consultants who directly support customers from the initial idea to project implementation. The responsible engineers are qualified dSPACE experts who gathered experience in the engineering and development departments at dSPACE's headquarters in Germany. We are continuously expanding this team with automotive specialists who have extensive experience with dSPACE projects.

### *You were born in China and lived in Sweden for many years. How did you come to work for dSPACE?*

I founded dSPACE's Swedish distributor, Fengco, in 1995 together with two embedded control experts. So I have known the core business extremely well for over 15 years. I'm very glad that I can now contribute my know-how to dSPACE China and to the Chinese customers.

### *What characterizes the Chinese market, and how does dSPACE China respond to it?*

Over 100 Chinese manufacturers



have government licenses to produce automobiles. About 50 of them are actually producing automobiles, and 5 of them develop their own vehicles and electronics. The Chinese market is in flux. We see lots of joint ventures and changes taking place. Right now, 10 huge OEMs

### *What does your typical workday look like?*

Our customers' satisfaction is our top priority. Their projects are given total support, from the start to the turnkey solution. I'm at the hub, where everything comes together. Engineering, sales, logistics and

## Over 100 Chinese manufacturers have governmental licenses to produce automobiles.

are currently producing 90% of the cars in China. To develop a feel for market dynamics, you have to be on site. dSPACE is right in the middle of the action. We have to respond fast to our customers' requirements and quickly exchange ideas with them.

### *What is the current trend in the Chinese automobile industry?*

Hybrid and electric vehicles are a major focus. The Chinese government is investing around six billion Euro in developing alternative forms of propulsion. The issue of fuel efficiency, with lower fuel consumption and CO<sub>2</sub> emissions, is firmly rooted in the minds of Chinese engineers. With dSPACE's tools, they can put their ideas into practice much more quickly and reliably protect their complex electronic systems from errors.

finances have to be well coordinated to ensure customer-friendly solutions with maximum transparency. This would not be possible without a competent team and a network of trust with industry.

### *What are your primary goals for dSPACE China?*

We want to grow, we want to open up the market for dSPACE, we want to give our customers the best possible service.

### *Do you take dSPACE home with you?*

Yes (*laughing*), there are days when I work up to 15 hours, and that makes it difficult to switch off and relax. But it gives me immense satisfaction to lead a professional team to serve the Chinese customers.

*Thank you for talking with us.*