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《今日长飞》

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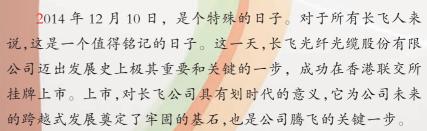
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十年磨一剑。从成立到上市,长飞公司共花了26年时间。26年间,长飞经历了呱呱坠地、咿呀学语、蹒跚学步,通过持续稳定和健康成长,如今成为了全球光纤光缆行业的佼佼者,而且连续二十多年领跑国内光纤光缆行业。这些成绩的取得,并非易事,它值得长飞人骄傲。过去的成绩只能属于过去,长飞现在要面临的是未来更大的挑战!。

2014年4月,长飞科技园顺利奠基,可以说长飞公司迈出了腾飞的重要一步。因为科技园的奠基,标志着长飞公司今后不再是在原厂址小规模地扩充和调整,而是在一片新的土地上快速滚动发展。而今,成功在香港上市,可以说长飞公司迎来了发展的又一个黄金期,长飞腾飞就在此时。

# Time to Some

#### The Editorial

December 10, 2014 is a memorable day for all YOFC staff. On this special day, Yangtze Optical Fiber and Cable Joint Stock Limited Company (YOFC) made the extremely significant and crucial step in its history—successful listing of YOFC on HKEx. The epoch—making listing not only lays a solid foundation for future's leaping development, but also proves to be a key factor for YOFC's soaring.

It was 26 years for YOFC, from establishment in 1988, through hard struggles and to today's successful listing. Just like a new birth after ten months' preparation, it babbled, toddled and now is soaring. It has become a global leader in optical fiber and cable industry, leading the domestic optical fiber and cable industry for twenty years in a row. YOFC has made brilliant and praisable achievements based on years of hard work, but it has been a matter of the past, what matters is to look forward to the future.

The successful foundation of YOFC Technology Park in April, 2014 was the first step to soar, as it marked that YOFC was no longer working in the original site on a small scale expansion and adjustment, but had begun its rolling development on a new, broad land. Now, the successful listing on HKEx marks the beginning of a golden period to develop, the great time to soar!

Translated by Wang Congshun

# 长飞光纤光缆股份有限公司 港股成功上市



2014年12月10日,全球最大的光纤预制棒供应商、全 球第二大光纤及光缆供应商——长飞光纤光缆股份有限公 司在香港联交所成功上市,成为国内首家也是唯一一家在香 港上市的专注于光纤预制棒、光纤和光缆等相关产品的公 司。

上市首日,长飞公司的开盘价为 7.25 港元 / 股,共募集 资金约1,103百万港币。长飞公司总裁庄丹博士感言:"对于 ■ 战略中心 柳青

公司本次股票发行,我们感到相当满意,证明市场认同了'长 飞'的品牌价值和成长能力,感谢投资者对长飞的信心和支 持。"

作为国内首家也是唯一一家在香港上市的专注于光纤 预制棒、光纤和光缆等相关产品的公司,长飞公司的成功上 市具有非同寻常的意义。庄丹在接受记者采访时表示:"在香 港上市是公司迈进国际资本市场的第一步,也是公司进入全 新发展阶段的一个里程碑,未来长飞公司将把握市场商机, 进一步加强企业竞争力。"

庄丹介绍,接下来长飞公司会将20%的资金用于原 材料的全球采购,27%用于建造武汉长飞科技园一期项 目,13%用于研发项目,10%用于设立海外生产基地,20%用 于偿还银行贷款,10%用于补足营运资金。"中国是全球光 纤光缆需求大国,2015年中国光纤需求量预计超过1.4亿 芯公里,占全球需求的47.3%。在当前全球宏观经济形势 整体回暖,通信建设需求持续扩张的大环境下,随着中国 宽带战略、4G 网络等产业政策的全面落实,信息通信业预 计整体增速将进一步加快,刺激光纤光缆市场的需求,这 些无疑都将成为长飞公司向前发展的强大动力。长飞公 司希望通过上市这样的资本运作,不仅能够推动公司更 大的发展,为股东争取更丰厚的回报,更重要的是,通过 公司自身的持续发展和对行业的带头示范作用,合作共 推中国光纤光缆行业实现由"量"到"质"的飞跃,成为全 球光纤光缆行业的研发中心、营销中心、制造中心、咨询 与服务中心。



# **YOFC Successfully Goes Public in Hong Kong Stock Exchange**

Strategy Centre Liu Qing

On 10th December 2014, YOFC, as the biggest supplier of optical fibre perform and the second largest provider of optical fibre and optical cable in the world, has been successfully listed in Hong Kong Stock Exchange (HKSE), which made YOFC the sole and exclusive optical fibre company listed in HKSE among the peers in the industry so far.

On the first day when YOFC was listed in HKSE, the opening price reached HKD 7.25 per share achieving the IPO (Initial Public Offering) placement about 1,103 million HKD. Dr. Zhuang Dan, the CEO of YOFC, gloriously announced that we are very pleased with the stock issuance this time, which means the market acknowledged the brand value of YOFC. We appreciate very much all investors for their strong confidence on YOFC, as well as their generous support to YOFC

Being a public company, YOFC in HKSE that focuses on optical fibre perform, optical fibre, optical cable and other relevant products, the successful stock listing represents extraordinary implications. 'Going public in HKSE is not only the first step of YOFC's international extension in capital market, but also a key milestone in company chronicle. YOFC will be pursuing the business opportunities in the market and further strengthening the competitive advantage of our own', Quoted by Dr. Zhuang Dan in a media interview.

According to Dr. Zhuang Dan's prospection to the compa-

ny's future, as to the placement YOFC will spend 20% for procurement of the raw material worldwide, 27% for the first-stage project of Wuhan YOFC Science Park, 13% for R&D project, 10% for establishing overseas manufacturing base, 20% for bank debts, and 10% for supplementing operational capital. China is a country that demands a large amount of optical fibre and optical cable. By 2015, the demand of optical fibre is expected to excess 140 million kilometres of fibre, accounting for 47.3% of the global demand. In the present economic recovery, the demand of communication facilities is ever-increasing. With the full implement of Chinese Broadband Strategy, and the popularity of 4G network and relevant policies, the speed growth of information communication industry is expected to further accelerate and stimulate the demand of optical fibre and cable at a continued raise. Undoubtedly, these facts will fully act as the motivations of the development of company. YOFC hopes that by doing so, like stock listing, not only facilitate the company's development and prospers but also achieve more benefits for the stockholders. More crucially, as the leader in the industry and role model in the sustainable development, YOFC expect to go forward the transformation from 'quantity' to 'quality' in the industry and accomplish the global centre in the terms of R&D, marketing, manufacturing, consulting and customer-service.

Translated by Li Jianghong



# 拥抱变革 完成使命 我们长飞人在一起

#### 长飞公司 2014 年终员工恳谈会小记

■本刊编辑部

2014年12月19日,长飞公司隆重召开2014年终员工 恳谈会,公司董事长文会国、董事郑慧丽、总裁庄丹、工会主 席王沙京、副总裁张穆、副总裁闫长鹍、500多名员工代表与 会。会议由王沙京主席主持。

会上,庄总发表了主题为"拥抱变革、完成使命、我们长 飞人在一起"的讲话,共包括7个方面的内容。上市经历了2 年多的时间,需要有一个简单的庆祝仪式:长飞上市的情况, 在长飞上市过程中,历经了重重困难,但上市将会为长飞在 资金募集、决策机制、国际化之路方面提供巨大支撑:长飞上 市后将会面临的机遇和挑战;管理层过去两年制定的长飞未 来发展战略和愿景:协调长飞集团化发展:立足中国,加速海 外;上市后员工的发展机会,长飞发展非常重要的基础是员 工,公司会基于业绩,给员工好的收入和待遇,也希望员工能 够发表自己对公司未来发展的看法。

随后,文董事长用两句话总结了长飞的上市:上市不容 易,上市后不轻松。他表示,上市成功首先在于全体员工26 年来的努力工作和默默奉献,再就是花了1年半时间成功推

动3家股东同意上市。上市后对我们要求更高,需要有脱胎 换骨的表现,因为以后不仅要对大股东负责,还要对社会、公 众、股民负责。希望全体员工做好本职工作,创造好的业绩支 撑公司发展。

会议结束前,王主席对大会进行了简单回顾,并热情地 朗诵公司员工自己创作的一首诗的节选,借此表达对公司上 市的祝贺及公司未来发展的期盼。





# Embrace Reform, Accomplish Mission and We are Together

A Brief Report of YOFC's 2014 Year-end Employees Conference

The Editorial

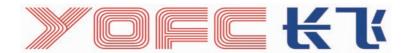
The 2014 year-end employees' conference was solemnly held on Dec. 19th, 2014 in the canteen of YOFC. The chairman of BoD Wen Huiguo, director Zheng Huili, CEO Zhuang Dan, deputy CEO Zhang Mu, deputy CEO Yan Changkun, chairman of trade union Wang Shajing and over five hundred employee representatives attended the meeting. Mr. Wang Shajing presided over the meeting

Mr. Zhuang Dan delivered a speech named "Embrace Reform, Accomplish Mission and We are together" which included seven aspects. Firstly, IPO experienced over two years and it needs a simple celebration ceremony. Secondly, YOFC suffered lots of difficulties during the IPO process, but it will provide great support for capital collection, decision system, and internationalization. Thirdly, YOFC will face opportunities and challenges. Fourthly, the management worked out YOFC's future strategy and vision in the last two years. Fifthly, coordinate YOFC group development. Sixthly, establish in China and speed up the overseas market exploitation. Seventhly, employees' career opportunities after IPO. The very important basis of YOFC's development relies on employees. The company will provide them good salary and remuneration according to the achievement and performance and hopes they can express their own ideas on the company' development for the future.

Later, the chairman of BoD Wen Huiguo concluded the YOFC's IPO in two words: not easy. He said that the successful IPO depends on all employees' hard work and selfless dedication for twenty six years. It took one year and a half to push for three shareholders to agree on it. IPO has higher requirements on us and needs us to have better performance because we are responsible for not only big shareholders, but also society, public and investors. We hope all employees do your own business and create good achievements to support the company's development.

The chairman of the trade union Wang Shajing gave a simple review and warmly read a poem wrote by an employee to express the congratulations on IPO and expectation for the future development before the meeting ended.

Translated by Zhao Xuan



# "长飞"被认定为中国驰名商标

■ 战略中心 曹蓓蓓

2014年11月,长飞公司收到国家工商行政管理总局商 标局作出的"国家工商总局商标局关于认定'长飞'商标为驰 名商标的批复"(商标驰字[2014]101号)。该批复称,认定长 飞光纤光缆股份有限公司使用在商标注册用商品和服务国 际分类第9类纤维光缆、光导丝(光学纤维)、光通讯设备商 品上的"长飞"注册商标为驰名商标。中国驰名商标的认定彰 显了"长飞"品牌的价值和影响力,对于公司开展商标维权、 防御不正当竞争、提升综合竞争力具有积极意义,为长飞公 司在香港上市提供了有力的品牌支撑。

回顾近两年驰名商标认定的历程,远远不似商标局的批 复看起来的那样简单和轻松。认定工作不是一蹴而就的,而 是一项长期、复杂、系统的工作。长飞公司知识产权部和各相 关部门在所需的驰名事实与侵权事实要件全部具备的条件 下,做了大量的证据收集、材料准备工作,启动了行政认定程 序,终于获得了正式的批复。

两年前,市场上出现了多起仿冒长飞公司商标的案例, 知识产权维权刻不容缓。经过调查发现,国内光纤光缆领域 多家竞争对手拥有国家工商总局认定的"中国驰名商标",然 而在湖北省内,本行业无一驰名商标。维护知识产权,推进驰 名认定工作,是长飞公司自身以及区域发展的需要。

经过分析,长飞公司注册商标中使用频率最高是"长飞" 注册商标,且公司绝大多数数据和相关荣誉等都是支持"长 飞"商标的,综合分析确定 3568039 号"长飞"注册商标为认 定驰名商标的最佳选择。接下来的准备工作是专业性很高而 且相当繁琐的,包括结合公司注册商标所使用的产品,确定 相关的跨类领域,进行市场调查,找出侵权对象、商标异议或 争议的对象并收集证据。待一切准备就绪后,正式进入官方 行政认定程序。

两年的辛劳没有白费,终于在长飞公司上市之际获得了 商标局的正式批复。驰名商标申请的成功,是长飞公司综合 实力、社会资源及省市区经济发展的一大有力证明。

当然,知识产权的维护和运营是一项长期而艰巨的工 作,认定为驰名商标只是一个新的起点,并不是所有的工作 就完结了,长飞公司还必须不断地对商标进行有效的管理维 护和强化发展。

首先应进行商标巩固,即加强维护管理,强化宣传,彰显 公司品牌影响力。长飞公司获得"中国驰名商标"之后,应结 合企业宣传和产品营销大力宣传这一事实和光荣称号。对商 标科学有效的管理维护,可保证公司商标稳定健康的发展, 亦可有效推动公司品牌的健康发展,有效保障公司品牌影响 力的提高和强化,为公司的发展奠定良好的基础。

其次,推进商标发展战略。商标战略是长飞公司品牌战 略的重要组成部分,而公司的品牌战略又和广告战略紧密结 合在一起。应结合公司特点,完善商标大类注册,包括在商标 大类下,完备群组注册,完备公司商标图形、中文字和英文商 标的组合注册,并注册商标的指定字体和颜色,注册公司的 基本广告语。针对海外目标市场,也要进行国外商标注册。

再者,结合并综合运用商标权与专利权、著作权等知识

## **YOFC** has Been Identified as Famous Trademark of China

Strategy Centre Cao Beibei

On November 2014, YOFC received the official approval about identifying YOFC as Famous Trademark of China (FTC) issued by Trademark Office of State Administration of Industry and Commerce (Trademark No. [2014]101). The approval states that the trademark YOFC, used by Yangtze Optical Fiber and Cable Joint Stock Limited Company on fiber optic cable, optical wire (optical fiber), optical communication equipment goods in Category 1 of THE INTERNATIONAL CLASSIFICATION OF GOODS AND SERVICES FOR THE PURPOSE OF THE REGISTRATION OF MARKS, is identified as Famous Trademark of China. The FTC approval greatly demonstrates the value and influence of YOFC brand trademark and facilitates its trademark rights protection, the defense of unfair competition and the enhancement of its

overall competitiveness. Furthermore, it provides a strong brand support for the successful listing of YOFC on HKEx.

Looking back at the FTC identification journey in recent two years, it is by no means simple and easy, but a long-term, complicated and systematic task. After making sure all the required trademark facts and infringement facts were ready, YOFC Intellectual Property Department and the relevant departments collected and sorted abundant evidence and materials, started up administrative certification process and finally got the official approval.

Two years ago, there were quite a few counterfeiting YOFC trademark cases on the market, so intellectual property right defense shall be carried out without delay. After investigation, it was

产权。商标权与专利权、著作权同属知识产权范畴,三者有着 紧密的联系。长飞公司在管理商标、专利技术、著作权、商业 秘密等时,必须将各方有机结合起来,这样可相辅相成,使商 标具备更加有效的保障,从而可加强长飞公司知识产权的保 护,最大程度地保护公司利益不受侵犯。

最后,进行世界范围内的商标布局。国内市场的发展在 未来一定时期内必将面临更加激烈的竞争,市场的国际化是 全球经济一体化的必然趋势,也是区域型企业发展的必然选 择。长飞公司商标的发展也将面临着从"中国驰名商标"到

"世界驰名商标"发展的历史过程,在更大范围内和更深程度 上参与国际经济合作与竞争。现代国际竞争的特点、焦点之 一,就是知名品牌、驰名商标的竞争。长飞公司在世界范围内 将面临现实的机遇和严峻的挑战。

要创造世界驰名商标,就要树立起强烈的国际商标发展 战略意识和敢于竞争的雄心壮志。在经济实力、科技水平等 诸多方面提升自己,尤其重要的是,树立驰名商标意识,发挥 自身优势,树立雄心壮志,经过长期不懈的努力,力争创立具 有中国特色的、世界公认的驰名商标。



found that a number of competitors in the field of domestic fiber-optic cable were approved as FTC by State Administration of Industry and Commerce in China, but none in Hubei Province. Therefore, to protect intellectual property rights and boost FTC identification work meets YOFC's own and the regional development requirements.

Analysis showed that the trademark YOFC was the most frequently used among all the YOFC registered trademarks, and that the vast majority of data and associated honors were all in good agreement with the trademark YOFC. As a result, No. 3568039 trademark YOFC was determined as the best choice of FTC identification after comprehensive analysis. Then the following preparing work was highly specialized and quite cumbersome, including determining the relevant cross-class areas by combining the products used in trademark registration, conducting market research to find out infringement object, trademark contentious or controversy object, and collecting evidence. After everything was ready, then official administrative identification procedure began officially.

Two years of hard work paid off, finally YOFC received the official approval by State Administration of Industry and Commerce on the occasion of the successful listed of YOFC on HKEx. The successful FTC identification is a powerful demonstration of YOFC's economic strength, social resources and regional economic development.

Of course, the maintenance and operation of intellectual property rights is a long-term and arduous task. The FTC identification is a new starting point, doesn't mean the completion of all tasks. YOFC must continuously make effective management and maintenance to promote development.

Firstly, the trademark should be consolidated, that is, to reinforce maintenance and management, strengthen propaganda, and highlight the company's brand influence. YOFC should vigorous advocate the honorable title of Famous Trademark of China, connecting with its enterprise propaganda and product marketing. The scientific and effective management and maintenance of trademark can ensure its stable and healthy development, and can also effectively promote the healthy development of the company's brand, improve and strengthen the company's brand influence to lay a good foundation for the company's development.

Secondly, trademark development strategy should be pro-

moted as an important part of YOFC's brand strategy. Given the fact that company's brand strategy always works closely together with advertising strategies, YOFC should perfect trademark registration categories based on its own characteristics, including group registration, combination registration of graphics, text and English trademarks, the trademark's specified font and color and the company's basic advertising slogan, under the trademark categories. For overseas target market, foreign trademark registration should also be conducted.

Fur thermore, intellectual property rights like trademarks, patents and copyrights should be combined and used tightly and comprehensively. The three all belong to the category of intellectual property rights, and are closely linked. In the management of trademarks, patents, copyrights, trade secrets, etc., YOFC must combine all of them so that they can complement each other, provide more effective guarantee to the trademark, and thereby strengthen the protection of YOFC's intellectual property, protect the company's interests not being violated to the most degree.

Finally, the trademark layout should be worldwide. In the next period of time, the development of domestic market will face more intense competition, the international market will be the inevitable trend of global economic integration and the inevitable choice of regional-based enterprise development. The development YOFC trademarks will also face the historical process of changing from Famous Trademark of China to Famous Trademark of World to participate in international economic cooperation and competition in a wider range and depth. Well-known brand and famous trademarks competition is one focus and characteristic of modern international competition, therefore, YOFC will be faced with real opportunities and serious challenges in the world.

To create the worldwide well-known trademark, it is necessary to establish a strong sense of international trademark development strategy and possess ambition to compete. We should improve ourselves in many aspects, like economic strength, technological level, international experience, and so on. Especially important, we should establish a well-known brand awareness, play to our own advantages, build ambitious, and strive for the worldwide recognized famous trademark with Chinese characteristics after long-term unremitting efforts.

Translated by Wang Congshun

# 长飞公司荣膺 "国家技术创新示范企业"

### **YOFC** is Awarded "Business **Model for National Technology** Innovation"

### 国家技术创新示范企业

工业和信息化部

■ 本刊编辑部 / The Editorial

11月初,工信部、财政部联合公布了2014年国家技术 创新示范企业名单,长飞公司凭借在技术创新和研发投入方 面的突出成果,荣膺"国家技术创新示范企业"称号,成为湖 北省今年唯一获此殊荣的企业。

据了解,此次技术创新示范企业考核评价,是根据工信 部、财政部联合印发的《技术创新示范企业认定管理办法(试 行)》相关要求,从企业核心竞争力、创新能力、研发投入、行 业带动作用、自主品牌、盈利能力、管理水平、应用新技术能 力、创新发展战略、创新文化等方面进行的综合评价,全国共

In the early November, MIIT and Ministry of Finance jointly announced the lists of business model for national technology innovation in 2014. Relying on outstanding achievements for technology innovation and R&D investment, YOFC is awarded "business model for national technology innovation" and becomes the only enterprise in Hubei who has won the fame this year.

It is said that the evaluation for this business model of technology innovation is abide by the requirement of "model enterprise management approach for technology innovation" printed by MIIT and Ministry of Finance. The evaluation is based on core competitiveness, innovation ability, R&D investment, leading role, own brand, profit capability, management level, ability to apply 有72家企业通过认定成功获评。工信部、财政部将对入选的 国家技术创新示范企业实行动态管理,每3年复核评价一 次,对合格的示范企业予以确认,对不合格的予以撤销。

自成立以来,长飞公司十分重视技术创新,曾先后被认 定为"国家认定企业技术中心"、"国家创新型企业"、"国家高 技术产业化示范工程",并成立了光纤光缆制造行业唯一的 企业国家重点实验室——光纤光缆制备技术国家重点实验 室。本次获奖,充分体现了国家对长飞公司的技术创新工作 的认可与支持。

new technology, creative development strategy and innovative culture, at last, 72 enterprises have won. MIIT and Ministry of Finance will carry dynamic management for those model enterprises, and reevaluate them every 3 years, the qualified ones will be affirmed and those unqualified will be revoked.

Since the foundation of YOFC, it has attached much importance to technology innovation and once regarded as "technology center for national enterprise", "national innovative enterprise", "national high-tech industrialization model project", and it has founded the only national key Lab in optical fiber and cable manufacture--- national key Lab in manufacturing optical fiber and cable technology. The award for this time fully shows the national agreement and support for YOFC's technology innovation.



### 欧洲非政府组织联合考察团考察长飞

European NGO Joint Delegation Visited YOFC



2014年11月10日,欧洲国家非政府组织联合 考察团一行莅临长飞考察。考察团一行仔细了解了 长飞公司的生产经营情况,并参观了生产车间。公司 党委副书记、工会主席王沙京出席接待。

On November 10, 2014, European NGO Joint Delegation visited YOFC. The members of delegation knew well about YOFC's production and operation status, and visited the workshop. The deputy secretary of Party Committee and chairman of trade union, Wang Shajing, attended the reception.

### 芬兰萨诺市市长访问长飞

Mayor of Finland's Salo City Visited YOFC

2014年12月3日,芬兰萨诺市市长安蒂•兰塔科 克先生一行访问长飞。在访问长飞期间,安蒂·兰塔科 克先生详细了解了长飞公司的生产经营情况,并参观 了生产车间。公司党委副书记、工会主席王沙京陪同 介绍。

On December 3rd, Mayor of Finland's Salo City, Mr. Antti Rantakokko visited YOFC. During the time of visitation, Mr.Antti Rantakokko knew the detailed production and operation status, and visited the workshop. The deputy secretary of Party Committee and chairman of trade union, Wang Shajing, accompanied with him.



# 长飞勇夺省通信行业 "移动杯"气排球比赛亚军

■ 运营管理中心 王瑛

骄阳似火的夏日,长飞公司接到省通信行业 协会的邀请,邀请参加本届"移动杯"气排球比赛。 长飞公司工会主席王沙京接到邀请,马上进行人 员战略部署,由特种产品部张武为队长,各个部门 挑选出具有排球和羽毛球功底的队员十名,组成 长飞公司气排球代表队。

气排球是一项集运动、休闲、娱乐为一体的群 众性体育项目,作为一项新的体育运动项目,气排 球运动由于运动量、激烈程度适中,男女都可以混 合进场参与,适合各个年龄层次的人进行强身健 体活动,该运动在我国有一定的群众基础。

长飞代表队尽管由不同部门的员工组成,且 各个员工日常工作任务繁忙,但尽管如此,每位队



员都在教 练王主席 和队长张 武的带领 下进行认 真的赛前 规则熟悉 和紧张的 集训。虽然 仅仅只有 半个月的 时间,但大家依然认真,攒足了劲的拼命训练,力 争在首次参赛中给大家和自己留下好的印象!

正式比赛在7月5日上午汉口雪莲体育馆拉 开帷幕,在隆重的开幕式和入场式后,比赛正式拉 开序幕。大家在球场上本着"友谊第一、比赛第二" 的原则,纷纷使出自己的绝招:发球、接球、一传, 二传,扣球、拦网等动作非常娴熟,精彩纷呈。长飞 公司代表队首次参赛,在赛中稳打稳扎,也由于是 首次参赛,对手对我们的战略和赛力估量不足,在 小组赛中经过激烈比拼,教练王主席指导下,张武 队长亲自挂帅,长飞代表队以2:0的好成绩冲出 小组赛,进入四强。在这样激动时刻,长飞公司代 表队队员没有喜出望外,而是在王主席指导下重 新部署战局,进行四强争夺。经过又一轮的奋力拼 搏,长飞公司代表队犹如一匹横空飞出的黑马一 路杀进决赛! 在联通,电信,工程队等老队友的注 目下,长飞代表队沉着应战,最终夺得此次"移动 杯"亚军,冠军队为湖北省移动公司。

此次比赛也得到了公司行政领导的高度重视, 公司副总裁张穆亲临比赛现场为队员加油鼓劲。

参加此次气排球邀请赛,长飞代表队不仅取得 了良好的比赛成绩,也切磋了球艺、收获了友谊。长 飞公司参赛队员勇于拼搏、积极进取的精神面貌极 好的树立了长飞人的形象,受到大家的赞誉。



# YOFC Team Received Silver Medal in the

# **Communications Industry Gas Volleyball Match of Hubei Province**

Operation and Management Centre Wang Ying

In scorching summer, YOFC received an invitation of the communications industry, Hubei province; they invited us to join the "Mobile Cup" Gas Volleyball match. The Union Trade chairmen Mr. Wang Shajing planed the strategic when he received the invitation. The YOFC team consists with the players who had volleyball and badminton skills from each department; Mr. Zhang Wu who was from the SPD is the team leader.

Here we introduction the Gas Volleyball: Gas Volleyball is a kind of mass sport collected of movement, leisure, entertainment. As a new sport, Gas Volleyball because of its moderated degree on the amount of exercise and the intense, both men and women can participate in the match, and it is suitable for people of all ages to physical health activities, so the sport is popular in china.

Although YOFC team consisted with different department staff, every staff has his/her busy daily work, but everyone was a carefully training and preparation under the instructor chairman Wang and team leader Mr. Zhang Wu. In spite of with only half the time, but they are still serious, had enough strength in hard training, strive to first competition in everyone a good impression.

Formal competition opened at Snow Lotus stadium in the morning of July 5. In the grand opening ceremony and parade, the match kicked off. We respect each other; learn from each other in the field. Based

on the spirit of "friendship first, competition second", the members all had come up with their own unique skill: serving, catching, and a second, spiking, blocking, very skillfully, colorful. YOFC team fist join this match, but team members played stable. Because of our fist completion, the opponents estimated less of our strategy and race, after fierce competition in group stage, YOFC team had 2:0 good results out of the group stage, entered the semi-finals. In this exciting time, we didn't overjoyed, but the redeployment of the war in coaching, make the semi-finals contention. After another round of worked hard, we liked a flying black horse, swept past all the way into the medal final. Under the gaze of Unicom, Telecom and Engineering teams, YOFC team members calm battle, in the final score to 11:21 and 16:21 to win the "mobile Cup" second place, champions is Hubei Mobile Company.

The administrative leader of YOFC, vice CEO Mr. Zhang Mu, strongly looks upon this game, he went to the arena to stimulate the athletes every time.

To take part in the Gas Volleyball match, YOFC team not only achieved good performance, but also exchanged skills and harvested friendship. YOFC participants were enterprising, and had the courage to struggle, which successfully established an excellent corporate image for YOFC and were spoke highly of by all of us.

# 长飞公司参加 Futurecom2014

■ 战略中心 阎传文



2014年第十六届巴西国际电信大会及展览会 (FUTURECOM2014) 于 2014年10月14-16日在巴 西圣保罗举行,吸引了来自南美地区以及全球各 地的知名通信企业及各大运营商登场亮相, 如华 为、中兴、CISCO、阿朗、ERICSSON等等,中国线缆厂

商也竞相参与此次盛会。如同南美人民热情奔放、 浓墨重彩的个性,充满了浓郁的南美风情,是一个 特色鲜明的全球高规格和奢华的电信业高端盛会。

长飞公司作为全球领先的光纤光缆生产厂 家,携带新型的光纤光缆产品,以及光纤光缆综合 解决方案(气吹微缆解决方案、FTTx 布线解决方 案、数据中心布线解决方案等)再次参与 Futurecom 盛会,展会现场观众云集,对长飞光纤 光缆以及布线解决方案兴趣浓郁,不少新老客户 到展位观展,并进行深入洽谈,有望为巴西市场带 来新的业务机会。

巴西是拉丁美洲最大的电信市场,被全球电 信运营商和终端硬件供货商视为攻入拉美地区的 最佳抢滩地。在2014年国际足联世界杯和2016 年奥运会等国际赛事带动下, 巴西新一轮消费与 投资热潮已经显现。





# **YOFC** Attended **FUTURECOM2014** in Brazil

Strategy Centre Yan Chuanwen

The 16th Brazil FUTURECOM2014 in Sao Paulo on October 14-16 attracts the presence of communication enterprises and operators from South America and all around the world. Such as, Huawei, Zhongxin, CISCO, ALU, ERICSSON. Chinese cable firms also compete to attend this grand meeting. Just like the passionate and outgoing personalities of South Americans, the meeting fills with typical characteristics and is a global high-qualified and luxurious communication feast.

As a global leading optical fiber and cable manufacturer, YOFC takes its new products and solutions of optical fiber and cable (including solutions for blowing microcable, FTTx wiring, data center wiring and so on) attends Futurecom once again. The exhibition holds many people who have deep interest in YOFC's optical fiber and cable and its wiring solutions. Many new and old customers attend the show and have deep conversations, hoping to bring new opportunities for the Brazil market.

Being the largest telecommunications market in Latin America, Brazil is regarded as the best landing place by the global telecommunications operators and terminal hardware suppliers who want to enter Latin areas. Driving by the international games such as FI-FA World Cup in 2014 and Olympic Games in 2016, the new consumption and investment upsurge have already occurred in Brazil.

第二批党的群众路线教育实践活动党员学习体会摘录

# 深入基层队伍 密切联系群众

-学习"党的群众路线教育实践活动"心得体会

■ 制造中心 张振众

党的群众路线,就是"一切为了群众,一切依靠 群众,从群众中来,到群众中去",把党的正确主张 变为群众的自觉行动。党的十八大决定,围绕保持 党的先进性和纯洁性,在全党深入开展以为民务实 清廉为主要内容的党的群众路线教育实践活动,这 是新形势下坚持党要管党、从严治党的重大决策,是 顺应群众期盼、加强学习型服务型创新型马克思主 义执政党建设的重大部署,是推进中国特色社会主 义伟大事业的重大举措。

作为一名专业技术人员,我认为,要提高自身 的技术水平、加强专业修养,除了不断努力学习、 加强实践外,还有一个重要的途径,就是要深入 基层队伍中,和生产一线的同志,特别是技术骨 干不断的交流经验,虚心向他们学习,这是群众 路线的指导思想的最直接体现。除此之外,群众 路线指导思想的另一个体现就是 "务实" 二字, 这与当前中央提出的反对"四风"是相辅相成的。 要在自己的工作岗位上牢固树立起务实的工作 动态,扎扎实实做好各项工作,真真正正把党的 群众路线教育实际活动的要求落到实处,还要以 工作的实际成果来检验自己真实的工作能力和 技术水平。

在以后的生活和工作中,要加强以下四方面的 学习:

一要强化理论学习,倡导锐意进取,摒弃享乐主 义。在学习上要力求深入,坚持党的群众路线理论学 习,提高自身素质,始终把优良的学习作风贯穿于工 作和生活的前前后后,始终坚持集体学与个人学、集 中学与分散学相结合,积极创造良好学习条件。

二要强化责任意识,坚持求真务实,摒弃形式主 义。结合自身职能分工定位制定工作计划,结合工作 计划细化分解责任时限,把每一阶段的任务完成情 况进行定期自查,对未完成任务的要进行严格的自 己我批评。要强化责任意识,对工作落实情况开展全 程督查,对任务完成好的情况要及时总结,并在以后 的工作中注重改进,力求精益求精。

三要强化自律意识,厉行勤俭节约,摒弃奢靡之 风。要着力强化个人的自律意识,通过不断地加强自 我教育,自我约束,认真做到自我净化、自我完善、自 我革新、自我提高。

四要强化技术服务意识。要认真转变服务态度, 严格服务于我们的光纤生产,服务于顾客的需求。致 力于不断的提升光纤产品质量,降低成本,提升操作 的可靠性及简化操作流程等。



Extracts from The Second Batch of Party Members' Learning Experience During the Party's Mass Line Educational Practice

# Go Down to the Grass-Roots Units and **Keep in Close Contact with the Masses**

-Learning Experice of "Party's Mass Line Educational and Practice Activity"

Manufacturing Centre Zhang Zhenzhong

The Party's mass line is "everything for masses, rely on masses, from the masses and to the masses" and changes the correct ideas into the conscious actions. The 18th CPC National Congress resolves that keeping the Party's pure and progressive and carrying out the Party's mass educational practice in a deep-going way which focuses on businesslike way and free of corruption is a grave decision to insist that the Party must exercise control over and strictly administers itself under the new situations, is a major deployment to go with the masses expectation and strengthen the learning, service and innovation oriented Marxism ruling party construction and is an important measures to promote the great cause of socialism with Chinese characteristics

I think that an important way is to go down to the production line to learn from the colleagues and especially exchange experience with professional backbones besides continuous studying and improving practice in order to broaden the technical knowledge as a professional engineer. It is the most direct reflection of mass line's guideline. The other reflection is "pragmatic", which is supplementary to "opposing four ways of doing things" proposed by the Party Central Committee. We should firmly build up pragmatic attitude, do the work well in a down-to-earth way, implement the requirements of the educational practical activities of the Party's mass line and test our real abilities and technical level with the actual results.

We should strengthen the following four aspects learning in

the future.

Firstly, strengthen the theoretical study, advocate enterprising spirit and abandon hedonism. We aim to deepen our knowledge, adhere to the Party's mass line theoretical study, improve our own ability, run the excellent learning style through the ins and outs of work and life, adhere to the combination of collective and individual learning and positively create a good learning environment.

Secondly, consolidate the sense of responsibility, seek truth and get rid of formalism. We work out plan according to job and position, resolve into the time limit, regularly review the task status and make strict self-criticism for the incomplete tasks. We should supervise the implemented situation, immediately conclude the advantages, pay attention to the improvement and constantly perfect our skills.

Thirdly, strengthen the self-discipline consciousness, practice the diligence and frugality and abandon extravagance. We should make self-discipline by constantly strengthening the self-education to carefully achieve the self-purity, self-perfection, self-innovation and self-growth.

Fourthly, strengthen the technical service consciousness. We should carefully change the service attitude, strictly serve for the fibre production and customers' demands and strive for the constant fibre quality improvement, cost reduction, operational reliability and simplify the flows, etc.

Translated by Zhao Xuan

#### 质量工具漫谈之四

# 鱼骨图

■ 运营管理中心 刘伟

#### 一、鱼骨图的概念

鱼骨图是一种发现问题"根本原因"的方法。问题的特性总是受到一些因素的影响,我们通过"头脑风暴法" 找出这些因素,并将它们与特性值一起,按相互关联性整理成为层次分明、条理清楚,并标出重要因素的图形叫 做特性要因图。这一方法由日本管理大师石川馨(Kaoru Ishikawa 译名)先生发明,故又名石川图或"Ishikawa"或 者"因果图"。

因果图的特点是简捷实用,深入直观。因其形状如鱼骨,所以又叫鱼骨图。问题或缺陷(即后果)标在"鱼头" 处,在鱼骨上长出鱼刺,在"鱼刺"上按出现机会的多寡列出产生问题的可能原因,这样有助于说明他们之间的 是如何相互影响的,也能表现出各可能原因是如何随时间依次出现的,有助于着手解决问题。

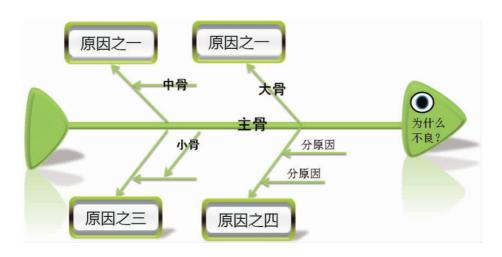


图 1 鱼骨图示意图

#### 二、鱼骨图的特点与类别

鱼骨图是一个非定量的工具,可以帮助我们找出引起问题的根本原因。它使我们问自己问题为什么会发 生,使我们聚焦于问题的原因,而非其症状,能集中于问题的实质内容,而非其历史或不同的个人观点,通过团 队努力,辨识导致问题的所有原因,分析导致问题的各原因之间相互的关系,并从中找到根本原因,采取纠正措 施,正确行动。

现代工商管理学将鱼骨图划分为问题型、原因型及对策型等几类。

- 1、问题型鱼骨图:各要素与特性值间不存在原因关系,而是结构构成关系;
- 2、原因型鱼骨图:鱼头在右,特性值通常以"为什么……"来写;
- 3、对策型鱼骨图:鱼头在左,特性值通常以"如何提高/改善……"来写。

#### 三、鱼骨图的制作

鱼骨图制作分两个程序:1、分析问题原因/结构:2、绘制鱼骨图。

1、分析问题原因/结构

步骤	内容	要点
_	针对问题点,选择适宜的层别方法。	确定大要因(大骨)时,现场作业一般从"人、机、料、法、环、测(5M1E)"着手,管
		理类问题一般从"人、事、时、地、物"层别,视具体情况决定。
=	通过头脑风暴对分别找出各层别所	脑力激荡时,应尽可能多而全地找出所有可能原因,而不仅限于自己能完全
	有可能原因(要素)。	掌控或正在执行的内容。对人的原因,宜从行动而非思想态度面着手分析。
Ξ	将找出的各要素进行归类、整理,明	中要因与特性值、小要因与中要因之间有直接的原因 - 问题关系,小要因应
	确其从属关系。	分析至可以直接下对策。如果某种原因可同时归属于两种或两种以上因素,
		以关联性最强者为准。必要时考虑"三现主义":即现时到现场看现物,通过
		相对条件的比较,找出相关性最强的要因归类。
四	分析选取重要因素。	选取重要原因时,不宜超过7项,且应标识在最末端原因。
五	检查各要素的描述方法,做到语言简	大要因一般用中性词描述(不说明好坏),中、小要因宜使用价值判断(如…不
	明扼要。	良)。

#### 2、鱼骨图的绘图过程

- 1)填写鱼头(一般按"为什么不良/不佳/不好?"的方式描述),画出主骨;
- 2)画出大骨,填写大要因;
- 3)画出中骨、小骨,填写中小要因:
- 4)用特殊符号标识重要因素。

要点:绘图时,应使大骨与主骨成60度夹角,中骨与主骨平行。



#### 四、鱼骨图的使用

使用鱼骨图的目的是为了找出根本原因制定相应的对策以解决问题。

在确定要因后,针对每一个要因,研究为什么会产生这样的问题,针对问题的答案再问为什么?这样进而 深入五个层次,即连续问五个为什么。一般在五个层次以内,可以找到问题的根本原因,然后针对根本原因制 定相应的对策,形成对策表,通过实施对策最终解决问题。



Extracts from The Second Batch of Party Members' Learning Experience During the Party's Mass Line Educational Practice

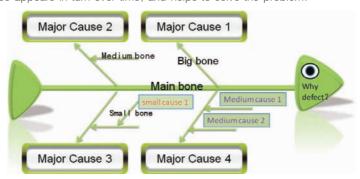
## Fishbone Diagram

Operation and Management Centre Liu wei

#### 1. Fishbone diagram introduction

Fishbone diagram is a method of locating the "root causes" of a problem. The characteristic of a problem is always influenced by some factors. Those factors can be found out by our 'brain storm', then together with the characteristic the factors are sorted and layered clearly according to their relevance. Then the significant factors are described and labeled on a diagram, which is called "cause and effect diagram". This method is invented by a Japanese management master Kaoru Ishikawa, so it is also called Ishikawa diagram or causality diagram.

The causality diagram is simple and practical, in-depth and intuitive. Because its shape looks like fishbone, so it is also called "fishbone diagram". Problem or defect (the consequence) is labeled at the fish head, and the bones grow in fish, possible causes of the problem are listed on the bones according to appear opportunity, which helps to illustrate the mutual influence among each cause. It could also show how each cause appears in turn over time, and helps to solve the problem.



Picture 1 Fishbone Diagram

#### 2. Characteristic and types of fishbone diagram

Fishbone diagram is a non quantitative tool, which could help us to find out the root causes of a problem. It makes us ask ourselves why the problem occurred, makes us focus on the reasons of the problem instead of symptoms, concentrate on the problem's essence instead of its history or different personal point of views. It makes us make effort in a team to identify all causes leading to the problem, and analyze the relationships among each cause to locate the root causes, and then take corrective actions correctly.

Fishbone diagram is classified several types such as question type, reason type and countermeasure type by modern business administration.

- A. Question type fishbone diagram: The relationship between factors and characteristic is not causal but structural.
- B. Reason type fishbone diagram: The fish head is on the right side, and the characteristic is usually described as 'Why.....?'
- C. Countermeasure type fishbone diagram: The fish head is on the left side, and the characteristic is usually described as 'How to improve/upgrade ·····?



#### 3. How to make fishbone diagram

There are two procedures in making fishbone diagram: 1) Analyze the cause/structure of the problem; 2) Draw the fishbone diagram: gram.

#### 1) Cause/structure analysis

Step	content	Key point
1	Select an appropriate	When layering the major significant factors (Big bones), the 'Man, Machine,
	layer method aiming at	Material, Method, Measurement and Environment (5M1E)' are usually considered for
	the problem	field operations, and the 'Man, Event, Time, Location and Material' are usually
		adopted for management problems, depending on the specific circumstances.
2	Find out all possible	While brainstorming, all possible causes should be comprehensively found out as
	causes (factors) of	many as possible, not limited to what we can totally control or what we are
	each layer by brain	carrying out. Personal cause is more suitably analyzed from action than from
	storm.	thought and attitude.
3	Sort and classify all	There should be a direct cause-problem relationship between medium causes and
	the causes, and confirm	characteristic, and between small causes and medium causes. Small causes should
	the subordinate	be analyzed until direct countermeasures could be carried out. If one cause could
	relationship.	belong to more than two factors at the same time, the strongest relevant should be
		taken prevail. To see property now at field at present when necessary, locate and
4	Select the significant	classify the strongest relevant causes by comparing the relative conditions.
	causes.	The significant causes should be selected from the ones at the ends and labeled,
		not more than 7.
(5)	Check the description	Neutral words (without good or bad description) are usually used for major cause
	of each cause, make sure	description, and value judgments (such as it is a defect) are fit for medium
	the language concise	and small causes description.
	and to the point.	

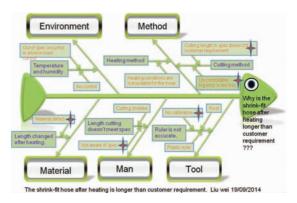
#### 2) Draw the fishbone diagram

- 1) Fill in the fish head (usually describe as 'Why ..... defect/bad/poor?') and draw the main bone;
  - 2 Draw the big bones and describe the major causes;
- 3 Draw the medium bones and small bones, describe the medium causes and small causes;
  - 4 Label the significant causes with special symbols.

Note: While drawing, keep the big bones and main bone at a 60 degree angle, and medium bones and main bone parallel.

#### 4. Usage of fishbone diagram

The purpose of using fishbone diagram is to locate root causes and develop countermeasures accordingly, and finally solve the problem.



Picture 2 Fishbone Diagram Example

After significant causes are found out, the reasons why the causes occurred are studied, and 'why' is asked again to the answers of the questions, this process is deeply proceed to the 5th level, which means 5 'why's are continuously asked. Usually the root causes could be located within 5 levels, and then countermeasures are made aiming at the root causes in the form of countermeasures table, and finally the problem is solved by carrying out the countermeasures.



# 浅析"对事负责制"与团队精神

■ 制造中心 李江宏

长飞公司的企业文化核心价值观"做一个有责任心的长 飞人"。这个责任心是一种对公司(即工作)负责、对自己和家 人负责、对社会负责的一种综合要求。每一个员工首先必须要 有责任意识,拥有了有这种责任意识,才能更加明确自己的职 责,才会在实际工作和实际生活中,积极付出并勇于承担自己 的责任。

华为任正非曾提出过的一个观点 ---- "对事负责制"。 "对事负责制"和"对人负责制"曾经是任正非和许多知名企业 家深入思考的问题之一,它们之间的本质区别是执行流程 的人是对事情负责,以工作项目本身为主导,这种制度就是 "对事负责制";如果在流程中事事请示而后行,是对人负 责,就是"对人负责制"。我想说的是:只有团队中的每一位 员工真正做到"对事负责制",将工作目标和工作流程本身 放在在第一位,发挥个人积极主动性,强调团队意识,才能使 整体绩效突飞猛进.

我们每天8小时工作时间甚至更长,经常会在自己的业 务范畴内遇到各式各样的问题,有流程上的、有资源上的、人 与人沟通上的、以及一些貌似不可抗力因素,这些方方面面的 因素纷扰着我们的大脑,牵绊着我们的一举一动。我们经常会 碰到这种情况:因为这样或那样的原因,使一些很简单、很容 易解决的问题,却现场解决不了。让我们讨论一下这种现象: 如果已经有明确的流程和相关规定,已经有明确的岗位职责 描述,那么就应该自动自发地让工作正常进行;如果这项工作 没有相应的正规流程,那么应该首先使用最合理的流程模式, 进行过程控制,调动一切资源将它归于可控范围,即发挥自身 主动性去担当它、去完成它,然后立即归纳总结,制定出今后 切实可行的正规流程。这里的"自动自发"和"担当"即为 ---- 责任! 它反映了一个"有责任心的长飞人"理应具备的 基本素质。

每一个长飞人都应该对自己的工作范畴有一种发自内心 的责任感和使命感。长飞对员工的责任是为大家提供更多的 成长机会、更广的发挥员工才能的平台;员工对公司的责任则 是为长飞作出最大限度的奉献。这个奉献起码是基于优质高 效地完成自己的工作任务,这是最底线的要求。个人认为,以 上所阐述的主动性及努力发挥自身才能,即为"对事负责制" 的精髓。这是一种真正的按流程办事、高效成功的工作模式。

如何真正做到"对事负责制",个人认为有以下几点: 1.重视规范化管理。



# Brief Analysis on "Based on the Matter Responsible System" and Team Spirit

Manufacturing Centre Li Jianghong

The core values of YOFC company culture is "To be a conscientious YOFC person". This conscientious is the general requires to the people who should have the responsibility for company, for work, to himself, to his family and to the society. Each employee who have the sense of responsibility that can be more clear about his duties in the actual work and life, positive efforts

and courage to bear their responsibilities

Huawei Ren Zhengfei has offered a new view "Based on the matter responsible system" . whether "Based on the matter responsible system" or "Based on the personnel responsible system" is one of the question of the Ren Zhengfei and many well-known entrepreneurs to think deeply. The essential differ-

重点突出工作本身流程进展,淡化流程中各个环节"人" 的控制作用。努力使各种公司规章制度和操作流程规范化,只 有将所有的标准工作做成标准的模版,进行整体规范化变革, 才能真正做到规范化管理。

2.建立符合公司实际状况的科学的绩效管理模式。

它可以让员工更多地注重自己的工作内容和工作目标, 淡化"人情"因素。通过对照既定的绩效标准,用科学的方法量 化评估员工的工作结果,这样,可以让员工潜移默化地从工作 本身来考虑问题,自觉做到对事负责。

3.加强团队精神,提高整体绩效。

正常情况下,任何一项工作,单靠单打独斗是无法高效 率、高质量完成的,团队精神是每一个长飞人必须拥有的意 识。在一个部门、一个组、一个倒班班级中,每个人都是一颗螺 丝钉,一块支架。我们应该在长飞再次振兴团队意识!团队领 导作为团队的核心,首先自身应该在基本业务、管理理念、方 法和沟通技巧等管理层面进行自我培训和提高,不论事情难 做或简单,不论是部门内还是部门间,只要大家目标一致、积 极主动、追求上进、协调资源、加强沟通,完善流程,同时每一 个员工加强培训和学习,就一定能将团队的作用发挥到极致, 整体目标绩效必定大于"部分之和"。同时,这种统合综效也可 以反射回来,增强团队的向心力和正能量,那种氛围将持久地 激发团队中的每一个成员,继续加倍努力,继续积极向上。

最后,我想说,"做一个有责任心的长飞人"! 长飞公司不 养闲人! 管理中的"对事负责制"和"团队精神",一定是基于个 人的正能量的发挥,个人和团队的责任感和使命感,个人和团 队的主动学习和忧患意识。长飞公司一定会让我们每一个基 层员工都能够在长飞新阶段,尽情地展望自己和公司无限美 好的未来!

ence between them is the executive people who responsible to the "people" or to the "project". I want to say: Only the all members of the team really take the responsibility to the work, put the work aim in the first place, play personal initiative, stress on the team consciousness, It can make the performance to the high level.

We work 8 hours or longer every day. In the working time we often meet each kind of problem, some on work flow, some on work resource, some on the people communication... Such problems often upheaval of our brains, influence our action. Because of this or that reasons, some simple problem can not be solved in the site. Let us discuss this problem: if we have clear process flow, related regulation, clear job description, the work should be in normal process; if there is not correct work flow, we should use the most reasonable exist work flow to control the process, use the all resource to catch the things into the controllable range, first to complete it and then immediately summary it, work out a formal process for the future. Here the "bear the problem" and "solve the problem" are ---- responsibility! It reflects the basic person quality of "To be a conscientious YOFC person".

Each YOFCer should have a sense of responsibility and mission on their job. The company gives his employees more growth opportunities, provide a platform to people development; The staff of the company's responsibility is to make the maximum contribution to the company. This dedication is based on fulfilling the job with high quality and efficient that the most basic requirements. Personally think the "initiative" and "efforts on work" are the essence of "Based on matter responsibale system". This is a exactly high efficient, successful work mode.

How to really do "Based on matter responsible system", my individual view is following several points:

1. standardized management.

Focused on work flow, weak of "who" in the process. Try to standardize all kinds of company regulations and operation procedure. only all normal work is executive on standard template it can truly be on the standardization management.

2. To establish a scientific performance management model in accordance with the actual situation of the company.

It allows employees to pay more attention to their work content and working target, weak the "human" factors. Through the comparison of the established performance standards, use the scientific method to quantitative of employees work results and evaluate the results. So that employees can consider the problem through the work itself, be aware of to take the responsibility in

3. To strengthen the team spirit, improve the whole performance.

On the general situation any work is finished by the "team" always better than by individual on the efficient and quality respect. The team spirit is the meaning sense of each YOFCer. In a department, a group or a shift, everyone is a screw, a bracket. We should revive the "team sense" again in YOFC! The team leader as the core of the team, they should improve themself in the basic business, management idea, method and communication skills. No matter how difficult or easy, either within the department or between departments, as long as we share the same goals, coordinate the resources, strengthen on communication, perfect process, strengthen the training and learning, we will be able to maximize the role of the team. The whole performance must greater than "the sum of the parts". At the same time, this kind of positive energy can be reflected back, to enhance the team's centripetal force, the atmosphere will be stimulating each member of the team, efforts to be continue upward.

Finally I want to say: "To be a conscientious YOFC person "! YOFC not idlers! "based on matter responsible system" and "team spirit" must be based on the individuals positive energy. Keep learning to enhance the sense of crisis and innovation, YOFC will let every employees step to the new stage. Let us to forecast a more glorious future together.

Translate by Huang Ting





# 运动即是活力青春

-记长飞公司第四届沙滩运动会

■ 制造中心 曾云飞

9月13日,正值金秋时节。在烟波浩渺的东 湖之滨,迎着和煦的阳光、飒爽的秋风,长飞公司 的员工及家属在东湖沙滩浴场齐聚一堂。长飞光 纤光缆股份有限公司第五届运动会暨第四届沙滩 运动会在这里隆重举行。

在进行了简短而热烈的运动员入场式后, 公司副总裁张穆和公司党委副书记、工会主席 王沙京分别致开幕词,并预祝此次运动会圆满 成功。

伴随着一声声哨响,各个运动项目在工作人 员的安排和裁判的严格执法中有条不紊地进行, 各运动队队员相互配合,通力合作,力争上游。

拔河场上运动员们心往一处想,劲往一处使, 将力量与协调完美的结合,一次次欢呼与呐喊是 他们青春飞扬的证明。

沙滩足球和排球场上,运动员们身手矫健,足 球场中,过人、盘带、射门尽显飒爽风姿。沙排场 上,拦网扣球、后排冲杀彰显运动风采。连党委副 书记、工会主席王沙京也穿上一身运动衣,与场上 的健儿们一起挥洒汗水。

五人六足和皮划艇比赛考验着运动员的默契 与团队协作,他们将工作中的勇敢拼搏、奋发向上 带到了运动场上,以别样的风采、高昂的斗志赛出 了自己的风格与水平。拉拉队和家属们嘹亮的加 油声与喝彩声就是最好的证明。

最终,中心队、预制棒队并列获得了本次运动 会的第三名,光纤二队夺得亚军,特纤代表队荣获 了本次运动会的冠军。

本次运动会得到了各个部门和领导的大力支 持,充分的展现了长飞人精诚合作、积极向上的精 神面貌。活动在丰富广大员工的业余生活的同时, 也促进了员工之间的交流,增进了各部门之间的 友谊,并为构建和谐的长飞企业文化,提高员工归 属感传递了强大的正能量。

各项比赛结束后,党委副书记、工会主席王沙 京对本次运动会作了总结,在肯定了本届运动会 组织、裁判及比赛的同时,也充分的赞扬了公司员 工的精神风貌。

是的,年轻就是要拼搏向上,运动的我们便是 活力青春!







# Sports is Youthful Vigor

——The 4th YOFC Sports Meeting in the Beach

Manufacturing Centre Zeng Yunfei

Sept 13th is a golden autumn. The venue is in the beach of East Lake. The weather has warm sunshine and comfortable autumn wind. YOFC's employees and their families got together in the East Lake Beach Bathing Place. The 5th YOFC Sports Meeting & the 4th Beach Sports Meeting was ceremoniously held here.

YOFC's deputy CEO Zhang Mu and vice secretary of the party committee, trade union chairman Wang Shajing respectively delivered opening addresses and wished the sports meeting a complete success after the short but warm athletes' admission ceremony.

Each sports event went on systematically with the personnel's good arrangement and judge's strict enforcement and team members cooperated with each other and strived for the first place.

The players in the tug of war united together to combine the strength and coordination perfectly. Cheers and shouts were an evidence of their youthful vigor.

The players run fast on the football and volleyball playground. The dribbling and shooting were graceful movements. The spiking and blocking showed the sport style. Even the vice secretary of the Party Committee and trade union chairman Wang

Shajing also had sportswear and took part in the sports.

The five people with six feet participation game and canoe game tested the cooperation and teamwork. They took advantage of brave spirit and showed high level and excellent style. The cheering squad and families' loud applause voices were the best demonstration

Finally, both the center team and Preform Department team won the third place, the second fibre team received the silver medal and the specialty product department team was the champion.

The sports meeting gained the great support from each department and leaders and fully demonstrated YOFC people's close cooperation and positive outlook. The activity enriched the employees' leisure time, promoted the exchanges between each other, enhanced the friendship among departments and transmitted strong positive energy to build up harmonious YOFC's enterprise culture and increase employees' sense of belonging.

Wang Shajing, the vice secretary of the Party Committee and trade union chairman, delivered a conclusion speech to confirm the organization, judge and tournament's contribution and fully praise YOFC employees' spiritual outlook Indeed, youth is to combatant sports shows our vigor.

Translated by Zhao Xuan





# 长飞公司首届职工 气排球比赛圆满成功

■ 制造中心 李江宏

为了丰富职工的业余生活,培养职工的团 结合作,勇争一流的拼搏精神,经过工会精心筹 备,长飞公司于2014年11月23日星期天,在武 汉火车头体育馆举办了"长飞公司首届职工气排 球比赛"。共有特种产品部、光纤部、预制棒部、光 缆部、研发中心联队、管理中心联队、运营中心联 队等7支代表队参加了此次比赛。

气排球是一项集运动、休闲、娱乐为一体 的群众性体育项目,作为一项新的体育运动项 目,气排球运动由于运动量、激烈程度适中,男 女都可以混合进场参与,适合各个年龄层次的 人进行强身健体活动,该运动在我国有一定的 群众基础。尽管各个员工日常工作任务繁忙, 但每个队伍都在长飞公寓进行了认真的赛前训 练和准备。

在简短的开幕式和入场式后,比赛正式开始 了。大家在球场上互相尊重,互相学习,本着"友 谊第一、比赛第二"的原则,纷纷拿出自己的绝 招:发球、接球、一传,二传,扣球、拦网等动作非 常娴熟,精彩纷呈,尤其特种产品部与光纤部的 两场比赛异常激烈,这两支队伍同在一个小组, 小组赛与决赛的两度正面遭遇战让场下观众惊 心动魄,双方队员奋力拼搏、虎虎生威,挥洒着青 春的汗水,周围观众助威的掌声和叫好声接连不 断,将赛场的气氛推向一个又一个高潮。

最终,特种产品部技压群雄,获得首届长飞 公司职工气排球比赛冠军称号,光纤生产部和光 缆生产部分获第二名和第三名。长飞公司党委副 书记、工会主席王沙京和特种产品部经理杨武为 参赛队颁奖并作精彩的总结,称赞了所有现场人 员积极进取、永不言败的拼搏精神,鼓励大家丰 富业余文化生活,积极参加各项体育健身运动, 增强团队意识和主人翁责任感,为长飞公司的蓬 勃发展做出更大的贡献。

通过本次气排球比赛,广大员工对气排球这 项体育运动有了全新的认识,不仅锻炼了员工身 体,增强了部门之间、同事之间的凝聚力,又为在 公司内深入推广气排球活动打下了坚实的基础。





# Success on YOFC First Employee Gas Volleyball Match

Manufacturing Centre Li JiangHong

In order to enrich staff spare time life, develop the cooperation and sprit of getting the first-class, through the union careful preparation, "YOFC first Gas Volleyball match" was hosted on Sunday November 23, 2014, in the Wuhan Train-Head stadium. Totally seven teams took part in the competitions, there are Special products department, Fibre department, Preform department, Cable department, Research and Development centre, Operation centre, Management centre.

Gas Volleyball is a kind of mass sport collected of movement, leisure, entertainment. As a new sport, Gas Volleyball because of its moderated degree on the amount of exercise and the intense, both men and women can participate in the match, and it is suitable for people of all ages to physical health activities, so the sport is popular in china. Although the staff has his/her busy daily work, but everyone was a carefully training and preparation in the YOFC apartment.

After a brief ceremony, the game officially started. We respect each other, learn from each other in the field. Based on the spirit of "friendship first, competition second", the members all had come up with their own unique skill: serving, catching, a second, spiking, blocking, very skilfully, colorful, especially the match between the special products department and fiber department, the competition was very fierce, the two teams were in the same group, so they met two times group stage and in final. Both teams struggled, the crowd cheering applause and cheers continuously, put the stadium atmosphere to a climax.

Finally, the special products department to be the winner of the first YOFC workers Gas Volleyball Championship, fiber department and cable department won the second and third. YOFC vice secretary of the Party committee, trade union chairman Wang Shajing and the special product manager Yang Wu present the awards to the teams, and gave a wonderful summary, praised all on-site personnel actively enterprising, indomitable fighting spirit, encourage people to enrich the cultural life of leisure, and actively participate in the sports fitness, strengthen the team spirit and sense of ownership, make more big contribution for the vigorous development of YOFC.

Through the gas volleyball match, the majority of employees have a new understanding of Gas Volleyball this sport, not only exercise the body of employees, enhance the cohesion between departments, colleagues, and in the company of popularizing Gas Volleyball activities to lay a solid foundation.

Translated by Huang Ting



# 如何提高执行力

-《工作就要日事日清》读后感

■ 制造中心 汪从顺

近日,工作之余我认真阅读了《工作就要日事日清》这本 书。初拿到这本书,以为就是单单讲"今日事,今日毕,明日还 有明日事"这个道理。我心想,这么浅显的道理还需要厚厚的 一本书来说明吗?

于是,带着疑虑我打开了扉页。本书第一章主要是以海尔 公司为例,讲述了"日清工作法":1.快鱼吃慢鱼;2.拖延是一张 用时舒服、付账时麻烦的信用卡;3.不要害怕没有机会,只要 你努力,机会总会出现。尤其是在机会这一点上,这句话给了 我很大的鼓舞。MBA毕业两年来,我总是觉得自己碌碌无为, 在个人职业发展上没有任何进步,看不清未来的方向。这句 话让我明白机会是做来的,不是等来的。事实上:万事俱备, 失去机会。日清工作法告诉我:"那些被动的人平庸一辈子, 恰恰是因为他们一定要等到每一件事情都百分之百有利,万 无一失以后才去做,这是傻瓜的做法。"我们做事应该先开始 执行,在执行中解决问题;在工作的同时学习,在学习的同时 工作。

当然,这本书不仅在思想上让我深有感触,在工作方法上 对我也大有裨益。首先,在工作心态上日清工作法提出"永不 抱怨"。既然选择了长飞公司,选择了操作工这个岗位,我就必 须接受它的全部,就不能抱怨。其次,要学会管理时间。管理时 间的第一个方法是抓住零碎时间。我回顾了一下自己的工作, 工作是轮班制,四班三倒,总感觉睡眠不足,所以我的工作之 余大部分是在是休息。以前我总是醒来以后上上网,时间就过 去了。电脑在帮助我们节约时间的同时,也在一声不响的偷走 我们的时间。工作之余的时间虽然看上去零零散散,只要充分 利用,就可以汇聚成江河,成就事业。管理时间的第二个方法 是"先装石块,再装沙子"。处理事情的时候分清轻重缓急,设 定优先顺序,不要整天纠缠于那些无关紧要的的琐事,"不和 老鼠打擂台",在工作和生活中找出最有价值的人和事,并对 此投入充分的时间和精力,有效利用时间。

另外,对于一个企业来说,那种善于动脑子分析问题,并 且最终能够解决问题的员工,永远是一流的员工。分析问题靠 的是智慧,解决问题靠的是勇气,很多时候勇气比只会更重 要。因此在工作中,我们不能害怕问题和困难,只要善于找方 法,凡事都可解决。当然"巧干能捕雄狮,蛮干难捉蟋蟀",工作 不讲苦劳,只讲功劳,在工作中不论有多么繁忙,也不要一味

日事日清还要求我们要具备八大心态九大行为准则。要 求我们不寄希望于明天,用最高的标准要求自己,"每天都完 成当天的工作,并进行清理",同时也要求我们"今天完成的事 情必须比昨天有所提高,明天的目标必须比今天更高,不断改 善,不断提升"。

总之,读完这本书获益匪浅。这本书让徘徊不前的自己顿 感"山重水复疑无路,柳暗花明又一村"。它就像一位谆谆教 导的前辈,指引我如何面对问题,告诉我解决问题的方法;它 也像一颗火种重新照亮我的方向,点燃了我的激情与梦想!坚 持日事日清,日清日高,管理好时间,寻找方法把工作在当天 完成,每天进步一点点,持之以恒,相信工作和生活都会为我 们展开最美好的画卷!做到日事日清,日清日高,你的执行力 就会大幅度提高!



## **How to Improve Executive Ability**

-Book Review of Work Today Instead of Waiting Until Tomorrow

■ Manufacturing Centre Wang Congshun

Recently, a book entitled Work Today instead of Waiting until Tomorrow attracts me and successfully occupied most of my spare time. We all know that we should never put off today's work till tomorrow, but how to manage it in our daily life?

In this book, Chapter 1 takes Haier for example, and introduces the methods about high executive ability: First, fast ones will defeat slow ones, so we should struggle to be faster in action than others. Secondly, delay is the last obstacle to success. We can succeed only after overcoming the habit of putting-off. Thirdly, never be afraid of lacking opportunity, as opportunities always come along with hard work. I was deeply touched and encouraged by Method 3. After getting MBA degree two years ago, I often lost myself on the way of career. I was not sure what shall I do for a better future, and seldom had the sense of achievement in my daily work. As a result, I missed many opportunities. Luckily, this book lights me up. It says, passive persons are the last ones to success. They are always waiting until everything is ready. But when they are ready to try, opportunities have gone far. We should guick in both mind and action, not just waiting. We may face unexpected problems in execution, but it's much better to learn from practice than from daydreaming.

This book also helps me to improve working method. Firstly, to work with high efficiency, we should avoid complaining about work. As YOFC staff, we should adapt our-

selves to work environment, accept it and work for it. Secondly, we should learn to manage our time properly. The first way to manage time is to make use of any spare time. Because of shift working time, I always felt like lacking sleep and entertainment. So after work I was either sleeping or being online for entertainment. In fact, a huge river is composed of thousands drops of water. If I can fully use of the spare time, a lot of things can be done. Another way to manage time is to get the most important task done first. Success depends upon using it wisely by planning and set-

For an enterprise, best staff is those who are good at thinking and working out realistic problems. They are wise, courageous and full of creativity, much better than the foolhardy. Therefore, in our daily work, we should pay more attention to skills and mental thought process.

Most important, we should also keep in mind that never put off till tomorrow what should be done today. Tomorrow is another day with other tasks and higher standards, day by day, better for better.

In brief, I benefit a lot from this book. Like a teacher, it guides me out of confusion to a right direction; like a torch, it lights my dream and passion. Work today and don't wait until tomorrow to manage the time properly, set higher goals day by day and try to realize them. In this way, I believe, it will surely make a great difference in our life to improve executive ability.

# 最美 黑河



■ 研发中心 胡勇

因为工作的关系,有幸连续去了几次黑龙江省的黑河 市,这几次黑河之旅都给我留下了深刻的印象。黑河市位于黑 龙江省西北部,小兴安岭北麓,以黑龙江主航道中心为界,与 俄罗斯的布拉戈维申斯克市隔江相望,是东西方文化的交汇 点。黑河是中国首批沿边开放城市,是中国北方重要的边境贸 易中心,是一个资源富集、环境优美的边境城市。

第一次到黑河的时候,就记住了那里的阳光。凌晨两点 半,就已经有晨光透过窗户照进房间,有种让人感觉睡过了头 的紧迫感。然而,让我感触最深的是,黑河到处都充满了大自 然的味道。这地方的空气非常纯净,深吸一口,顿时沁人心脾, 非常的舒服。

在黑河,赏蓝天白云也是一种享受。抬头仰望的那蔚蓝的 天空,仿佛是在画里才见到的美丽风景。你看一朵一朵硕大的 云彩,精致如雕刻的睡莲在蓝天里怒放,有时像一排排汹涌的 海浪,有时像堆积的棉絮、轻软的绸纱,有时像是散落在草原 上雪白的羊群,随手一拍,便是美景。

因为工程进度的关系,第二次去黑河的时候,有机会多待 了几天,所以我有时间更深入地了解黑河。

在这个一眼就能望到边的城市,出门就能打到车,10块 钱可以满城跑。公交只要招个手就能够停下来,随便说个地方 都把你送到,而且黑河的交通顺畅,上下班都不会堵车。这里 的楼房不高,房价也不算高。这里吃的可能会很简单,却非常 健康。可能正是因为环境优美,生活悠闲,黑河人既有东北人 的豪爽,也非常随和。

由于黑河是边境口岸,边境贸易在这座小城十分火热。

正因为如此,市场上不仅有丰富的中国产品,要买到俄罗斯 食品和日常用品也不是难事。因为工程施工的原因,我们会 经常采购一些俄罗斯食品,解决我们的午饭,同时满足口腹 之欲。吃过几次后,感觉比较符合胃口的就是俄罗斯肉肠, 吃在嘴里,只有肉的味道,没有那种吃面粉的感觉。然而,我 对大列巴不是特别习惯,大列巴就是黑麦面包,这种黑麦面 包为了便于储存,添加了酸的酵母菌,面包因此变得比较 硬,吃的时候非常难咀嚼及吞咽,同时有股酸酸的味道。

可能是俄罗斯人好酒的缘故,在黑河常见的俄罗斯产品 名单中,酒是必不可少的,全球闻名的伏特加当然也在其中。 伏特加是俄罗斯的传统酒精饮料,它以谷物或马铃薯为原料, 经过蒸馏制成高达 95 度的酒精,再用蒸馏水淡化至 40 度到 60度,并经过活性炭过滤,使酒质更加晶莹澄澈,清淡爽口,不 甜、不苦、不涩,只有烈焰般的刺激。我们发现俄罗斯啤酒也很 有特色,都是2升的大瓶装,黑啤的味道非常地道,入口柔滑, 麦芽的味道浓郁、醇厚。

环境优美、压力不大、生活悠闲,黑河就是这样一个城市, 虽然不那么耀眼,却多姿多彩。生活的关键不是住在哪里,而 是是什么样的心情与心境。在这里,我感觉到每个人都没有所 谓的的"理想",他们只有最现实的目标,然后为它一点一点去 努力工作,让它成为现实。他们会追求离他们最近,且能够得 到的幸福,虽然不是轰轰烈烈,却有更多欢笑,同时也很洒脱。

其实,只要快乐,哪里都能是乐土;如果有爱,在哪里都能 是天堂。







# The Beautiful City, Heihe

Research and Development Centre Hu Yong

The experience of visiting Heihe city in Heilongjiang province for several times made me a deep impression. Heihe city lies in the northwest of Heilongjiang province, the north Lesser Khingan Mountains, board of Heilongjiang main channel center, separated with Blah GeWeiShen city of Russia by a river, which made Heihe city as a junction of Eastern and Western culture. As one of the first opening-up cities in china, Heihe city is an important board trade center of north China with abundant resources and beautiful environment.

I still remember the first night of my first visiting in Heihe city: the room was filled with the morning sunshine through the window at 2:30 a.m, made me felt of a sense of urgency of getting up too late. Which depressed me most was the taste of nature filled in everywhere of Heihe. You will feel very comfortable by taking a deep breath.

Enjoy the beautiful sight of blue sky and white cloud which was only expected to appear in pictures is a great pleasure in Heihe. The huge cloud in the sky, exquisite like carved water lily, at times like surging waves, like stacked cotton, lie soft silk, like white sheep, formed into a beautiful scenery.

Influenced by the project progress, my second visiting in Heihe had lasted for several days, which enable me to understand Heihe deeply.

It only cost 10 RMB to tour around the city by taxi. If you want to take bus, just wave your hands, it will take you everywhere to the city. Traffic jams occurred during rush hours had never happened in Heihe. High buildings and high housing priced were not common here, and people living here eat easily and healthy, that may be the cause of their forthright and easy-going characteristics.

Boarder trade is very popular in the city. It's very easy to buy food and daily supplies made in Russia. During the business travelling here, we often purchased Russia food as our lunch. Sausages made in Russia without the taste of flour used to be my favorite. I haven't get used to eating brown bread added with saccharomycetes which caused the bread easy to be stored but tasted hard and sour.

Wine including world-wide vodka is in the list of the most popular Russia products in Hehei. Vodka is a kind of traditional Russian alcoholic beverage, made of corn or potatoes. Its producing process will experience distillation, distilled water desalination, and activated carbon filtration, which retains the taste of crystal, clear, light and refreshing. Besides that, Russian beer is also very special, such as Russia's stout which tastes soft and mellow.

Heihe is a colorful city with beautiful environment, low living pressure, and relaxed daily life. The key to life is not where you lived, but what kind of mood and mood you had. People living in Heihe have the most realistic goals and they will try them best to reach the goals, not vigorous, but happy.

Paradise is where love and happiness exists.

Translated by Liu Lu



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