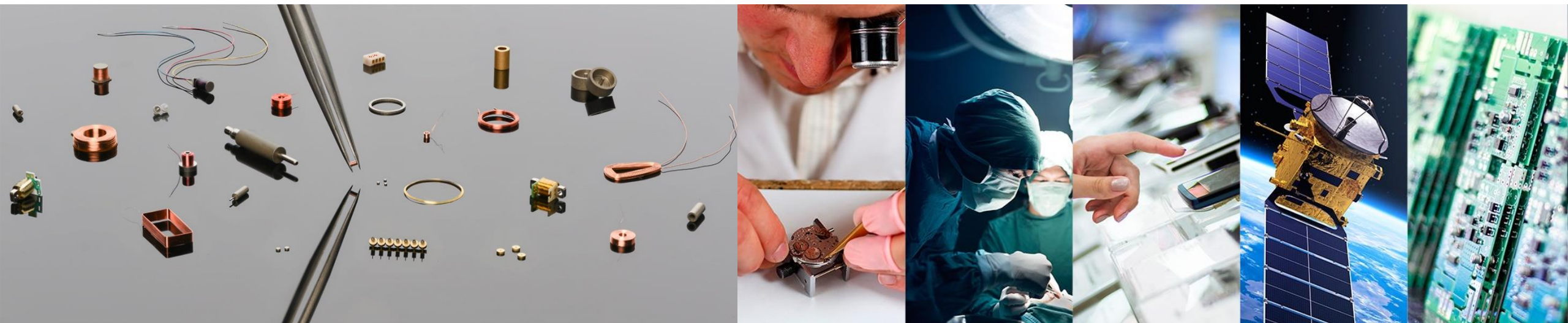


Small things
make a big
difference

1898
2018
0 years

AUDEMARS
microtec



Evento Paese: Cina
Testimonianza Aziendale



BENVENUTI

WELCOME

欢迎：huānyíng





What will I present in 10 minutes

1. Our Company

2. Our Internationalization to China

3. Our Experience with Family and Anecdotes

1898
2018
120 years

AUDEMARS
microtec

A group of companies specialized in microtechnology

Nag Arnoldi sculpture installed at Audemars Group HQ in Cadempino, Switzerland

Group Operations

Lugano, Switzerland

R. Audemars SA HQ – Engineering, R&D,
Quality, Production

Global Coils SAGL HQ – Engineering, R&D,
Quality

Zhongshan, China

Audemars Microtec Ltd.
Quality, Production

Hong Kong SAR, China

Kindclock, Ltd. – Logistics

Cebu, Philippines

Audemars Microtec SWISS
Quality, Production

Serving multiple industries with a special focus on the “micro”

In Numb3rs

Originated in the Swiss watch industry in **1898** (120 years)

Privately held **Swiss** Corporation

275+ employees world-wide

Audemars **family** owned for **5** generations

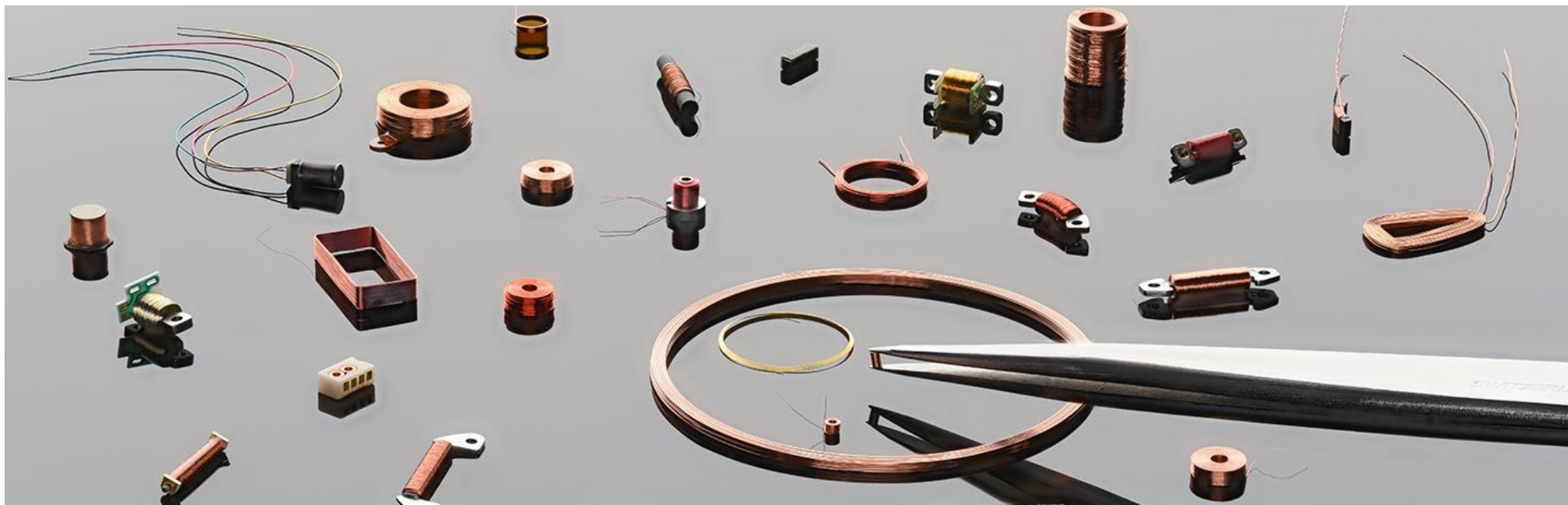
Global Client Base (Europe, USA and Asia)

3 Production Locations (CH & CN & PH)

Micro-Magnets



Micro-Coils





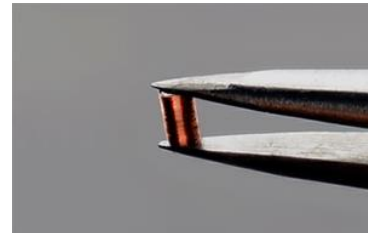
What is “micro”?



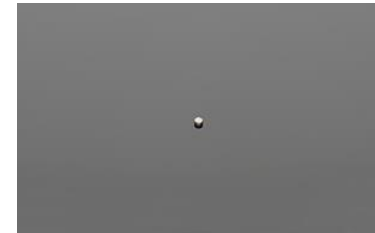
Custom micro-coil assembly
Length 4mm, Coil \varnothing 1.2mm



Custom micro-rotor
 \varnothing 1.4mm



Custom micro-coil
 \varnothing 0.5mm, 10 μ wire



Custom micro-magnet
 \varnothing 0.5mm x 0.19mm ($\text{Sm}_2\text{Co}_{17}$)

ULTRA FINE WIRES?

- Ultra Fine Copper Wires (ca. 18 micron).
- A **Human Hair** is about 65 e 78 micron,
- So this wires , which we wind are **4 times smaller** than a **human hair**.
- We have the **Technology** to wind **10** micron wires so **7 to 8 smaller** than a **human hair**.





Markets

Serving multiple industries with a special focus on the “micro”

- Watch
- Medical *(including active implantable)*
- Hearing Instruments
- Consumer Electronics
- Aerospace
- Industrial
- Micro-drive / Micro-motor
- Sensors
- RF / Antenna
- Custom Inductors

An International Exposure Since The BEGINNING



- **1898:** Charles :: 1st Gen. opens the firm in **Ticino from the French part of CH**
- **1920:** Roberto entered the family business :: 2nd Gen. integrates in the Territory and **marries a French woman.**
- In **1961** Romeo 3rd Generation expands to **Spain and Italy.** **marries a German wife**
- In **1983** Flavio internationalization to: **China and India**, also due the fact that **part of the family lives in HK**, and also has a **German wife.**

- In 1980 – 1989 The Swiss watch industry goes through a major crisis and the Audemars **benefits** from a cost competitive advantage.
- **Mirko** Audemars Studies and works in the US further development in **China, the US and the Philippines.**
- Has also a **German Wife** and
- Spent **1.5 years** with family in **China, Kids speak** (D, I, E and some CN)



CULTURE EATS STRATEGY

We need to Listen to the CULTURAL signs

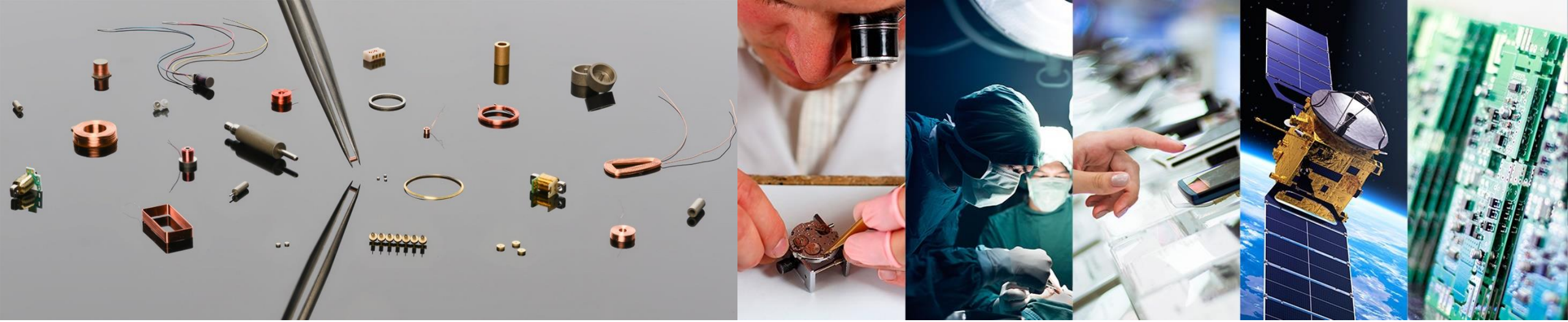
When family **values** are
extended to the **company** it
becomes a **strong direction** in
critical periods of change,
development and **CULTURAL
MANAGEMENT!**



An aerial night view of a city, likely Vancouver, with its lights reflecting on a large body of water. The city is nestled between mountains, and the sky is a mix of dark blue and light grey, suggesting dusk or dawn. The overall scene is serene and picturesque.

For me this is **HOME** and where I want my **BUSINESS** to **FEEL HOME** so we also **share** our culture in an international environment!

HOW?



Small things
make a big
difference

We mean components, but also **GESTURES**.

In an **international** environment you need to manage **CULTURE**

Anetodi?

- 4 = morte
- regalo rotondo è buono
- 8 = infinito = fortuna
- regalo una valigia = per favore vattene
- testa di pollo = grazie sei licenziato
- regalo un coltellino militare svizzero = taglio della relazione



Grazie !
Xie Xie !
Thank You !

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