"We are implementing smart plant concepts"

Claire Kuo, Chairman & CEO, SEYI Taiwan, in an interview with Megha Roy, briefs on manufacturing execution solutions, while analysing the Indo-Taiwan trade relations in the manufacturing landscape

SEYI Taiwan integrates machines with different automation, thus enabling solution-based products for customers. How are you transforming from a manufacturer to a total solution provider?

We provide smart production solutions, instead of single press machine by working with customers, to begin with the design of customised manufacturing solutions that raises the capabilities of customer production lines. The areas include pressing machinery to robotic arms to feeding and conveying equipment. We change our business practices into the service-oriented thinking to strengthen competitive advantage of the customers, instead of only selling equipment to the customer. That makes us a total solution provider.

What are the company's initiatives towards Industry 4.0? What developments are happening on this end?

For Industry 4.0, we are implementing smart plant concepts. We adopt some programs from SAP and other vendors in manufacturing execution solutions, integration and intelligence as well as information management to gradually form solutions such as shop connector systems, assembly lines, equipment, products, monitor connected together all production related processes into a complete network of intelligent production. As a machine tool plant, we have changes of technology and product development in the manufacturing sector, particularly Industry 4.0 waves. We will integrate with Taiwan's ICT (information communication technology) strengths to promote products in new areas.

Given that the industry-academia activities have become important for the growth of the manufacturing industry, what steps are being taken by your company to promote this?

We implemented the education cooperation with colleges and conducted employment-oriented programs to offer several positions to students in electric machine department to practice for a month. We also sent our engineers to build up industrial-college classes to teach students related courses and arrange them for internship or help to convert the hours in factory into the students' credits. This develops technical personnel training program to send our senior engineers in their junior semesters and then select suitable students for the program.

What are the challenges witnessed in manufacturing mechanical presses? How does R&D work in your domain?

The major challenge is the constant knowledge about the trends of metal stamping equipment development, integrating upstream and downstream industry resource to import comprehensive solution and provide optimal production programme, assist our customers the best of profitable production to create the win-win industrial synergies. As such, the R&D team needs to understand customers' requirements in the beginning to design the whole solution to precisely satisfy their business needs eventually. This trend will be a crucial turning point to win over customers who need tailor-made solutions.

Keeping in mind the Indian demand scenario, what kind of product line is being offered by your company?

Currently, the most popular products for the India market are small tonnage models. Along with the rapid grow of India market, especially in automotive sectors; our large tonnage machines shall provider more value and meet users' needs better.

Can you elaborate on the industrial trade activities between India and Taiwan? What are your future expansion plans for the Indian market?

The major trade activities are fine parts and equipment from Taiwan and assembling or manufacturing the end products in India to sell in the international and domestic markets. In future, some Taiwanese companies will also set up plants in India to closely serve the customers. We will concentrate on selling more high quality and larger tonnage products first, and then build up an intensive dealer network to expand the Indian market. □

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