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## **Preface**

### **It is not really fine unless everyone else is also fine.**

---the speech of Mr. Dennis Ren from Absen Optoelectronic Co., Ltd. at the supplier conference (extract)

Dear supplier friends, and all the guests, hello!

I would mainly talk about the following three points:

First: Appreciation. I appreciate the support, trust and understanding of all the friends here. There are some partners who have cooperated with Absen since 2001, and most of us have been working together for 5 or 6 years already. We cherish it so much because it has been going on for such a long time. Thank you so much!

Second: just now the General manager, Mr. Ding has reported what we are going to do in 2011, and now I would like to report to all of you how we will do that. Our conclusions are four sentences, three words and a number. The four sentences are the following: 1) we should integrate the resources; 2) we should combine home and abroad; 3) we should better our strengths and improve on our weaknesses; 4) we should effectively make progress. The three words are authorization, execution and perfection which are also our main themes in 2011. Then, A number is 600,000,000, which is our aim.

Well, the third point is about the standard of choosing our supplier. The first standard: we would prefer the supplier who is simple and easy to communicate with. To choose the supplier, as a matter of fact, is to choose the boss. We hope that the boss we would cooperate with will be direct and easy-going. Some Chinese people make things too secretive, yet, those people couldn't be counted on from my point of view. The second standard: we hope the supplier is the best one that can offer the best material to us. The supplier is not necessarily going to be the biggest one but has to be the best one. The third standard, we hope our supplier would be the one who can keep his promise well. A deal is a deal after all. Now that you have promised something you ought to finish what you've promised. Or else, what we have done before is in vain. The fourth standard is that bribery is not allowed. Recently, I am always

thinking about the two people, Wang Shi and Ma Yun. I was quite honored to be their audience once. They both emphasized one thing : which is, no bribery, which gave me a deep impression. Wang Shi said that when he mentioned no bribery, everyone in the company was against his idea. They believe that it is impossible not to bribe nowadays in China. However, Wang Shi still cling to the belief that the management would be more and more well organized and the market would be more and more transparent as well. And the fact is that Vanke has become the biggest real estate company in the world. The other man, Ma Yun said that the year of 2005 was the toughest year for their company. And their company only did one thing to overcome the difficulties, "No Bribery". Of course, many staff members did not agree with that. But it was still carried out. In the process, there was an employee who gave the client 2,500 RMB from his own bonus, though he didn't break the rule. However, Ma Yun is a man of principle. He fired the employee at the news. From then on, Alibaba has never broken it's rule. And just because of the principle "No Bribery", Ma Yun and Wang Shi gained much trust even from the people who didn't know them before.

Many bosses of some small enterprises have trouble to do so. On one hand, they think that it is not good to have bribery. On the other hand, they always feel that they are forced to do so. In my opinion, one cannot have great achievement only by doing this. Therefore, we should learn from such entrepreneurs and take them as our models.

Nearly 70% of our products is exported. I think our our products should have these requirements: 1. light weight; 2 stability; 3. energy-saving; 4. high resolution; 5. trendiness. So, when we are developing the products and offering them we should ask ourselves: how can we make our products lighter and more portable and easier for the users to install? How can we make the products more stable? Just like buying a TV set, after we have bought it we do not need to think about how to install it. How should we make the products energy-saving? Energy-saving will be the trend in the future. Besides, we used to use P25 and P20, but this year, P10 or P16 of outdoor displays have taken up 60% of the sale. Indoor products are mainly P4, and even P2 in some other foreign countries. And as to the appearance people's requirements are not only the display itself but also whether it can beautify and integrate into the city. There was

once a client who required the frame of the display to be perfect, not even a tiny spot was to be found. His requirement is the demand of the market on our products. I share this with everyone and hope it is helpful to the development of your products.

I would like to end here, and I hope the quality of your products can be better and the price of your products can be lower.

Thank you all!

## **Paying attention to quality Promoting progress**

----- the speech of the director of the quality control department of Shenzhen Absen  
Optoelectronic Co.,Ltd

Honourable leaders, Distinguished guests, Ladies and gentlemen:

Good afternoon!

On behalf of all the members in the Quality Control Department of Shenzhen Absen Optoelectronic Co.,Ltd., I welcome everyone here and I am grateful for your support and cooperation with us.

As is known to all, the quality of suppliers' products is of great importance to our company. Only with excellent quality, can we be outstanding in the fierce competition. Any product, if it is expected to be popular and successful, the most important thing lies in the quality. Excellent and stable quality is the foundation of the company and it's products. A real and an energetic enterprise is guaranteed by superior quality. The quality image is created by every employee in every step as well as our supplying chain. Quality is the maxim, the responsibility and the lifeblood of the company. Without the quality of its products, a company will lose the ability to live on. The CEO of Haier, Mr. Zhang Rui once said,"what is greatness, to do each simple things well is greatness". From the quality control perspective, Mr. Zhang has already given us the simplest definition. To repeatedly do a simple thing well a thousand times or even ten thousand times is to be very great.

After I heard the speech of the representative of our suppliers, I came to realize that what I am doing is a very meaningful task. To be honest, we only paid a little, but we have gained so much gratitude, which is quite unexpected. I have seen the value of being the supplier trainer and I promise you that Quality Control Department of Absen Optoelectronic Co.,Ltd. will devote more time and energy to help our suppliers to make progress together.

For a rather long period of time, there is an invincible weapon---- price. However, in the modern market, the weapon has gradually lost its value. Chinese-made products have no more cost advantage. According to the trend of economic development,

Chinese enterprises have to enter a new field of competitiveness----quality. Quality has become the main element of competitiveness of a modern company and quality competitiveness has become an item for evaluating a country's overall national strength. Therefore, excellent quality will be a guarantee for both the competitiveness of our company and our country.

Absen Optoelectronic Co.,Ltd has formally introduced the three main management systems, ISO14001、OHSAS18001、QC080000 into the company and combined quality control system in October, 2010. Through pursuing the effectiveness, perfecting the management, improving the quality and increasing the profits, we strive to enhance the competitiveness of Absen Optoelectronic Co.,Ltd. I think it's quite necessary to make every supplier aware that we choose supplier like choosing a spouse and we hope that there will be mutual respect for each other. We promote a win-win situation and we have been clinging to the belief that we should grow and make progress together.

To sum up, I am confident and I trust our supplier friends in the everyday contact and communication. I believe that you can build up a good quality supervision system in future, improve the capacity of quality control, increase production rate and make sure that each batch of products can be delivered to Absen on time with required quality. And we also hope that we can communicate effectively regularly to achieve this aim. Let's make a joint effort. Only in this way, can we better promote the mutual benefits of both sides. It is said that the customer is god. However, I believe that good suppliers are brothers.

Best wishes to all the friends here.

Thank you!

## The Supplier Conference

### Absen Supplier Conference was held ceremoniously

On January 20th, 2011, Shenzhen Absen Optoelectronic Co.,Ltd held the supplier conference ceremoniously, and the theme is "Developing together, Cooperating to Be win-win, The Strategic Partnership" in Pinghu Hualicheng hotel in Longgang district. More than one hundred representatives of our suppliers and over 300 people attended this conference. This laid down a solid foundation for further cooperation with each other.



The President. of Shenzhen Absen Optoelectronic Co.,Ltd., Mr. Ding Yanhui

At the conference, Mr. Ding Yanhui, the President of Shenzhen Absen Optoelectronic Co.,Ltd., explained the company culture which features “honesty, gratitude, responsibility” as its core, and introduced the production and operation situation. Furthermore, he talked about the future development plan of Absen

Optoelectronic Co.,Ltd. and the suppliers. The vice President of Absen Optoelectronic Co.,Ltd., Mr. Dennis Ren expressed his gratitude to the suppliers who have supported and helped Absen Optoelectronic Co.,Ltd., and joined in the development of the company. The two leaders' wonderful speeches and their openness won the applause from the audiences repeatedly.



Mr. Dennis Ren , the vice president of Shenzhen Absen Optoelectronic Co.,Ltd.

At the conference, the manager of Quality Control of Absen Optoelectronic Co.,Ltd, Mr. Wang feng discussed how to help the suppliers ensure the quality and develop well, the purchasing director of Absen Optoelectronic Co., Ltd., Ms. Chenlin declared formally that they would accept not a bribe in any case and showed us their determination to set the example, and to regard the quality as the lifeblood of one company.



At the Supplier Conference of Shenzhen Absen Optoelectronic Co.,Ltd.



Awarding for the Excellent Supplies

As one of the supplier representatives, the General Manager of Shenzhen JunYuanDa Mechanical and Electrical Equipment Ltd, Mr. Pan Xinfeng showed a sincere gratitude toward Absen for giving them help in their cooperation. "It is no exaggeration to say that we have been developing under Absen's guidance and support

for these years. Absen didn't forget to help the suppliers when it is growing. I would like to express my greatest respect for all the members of Absen Optoelectronic Co.,Ltd. "

At this conference, Absen Optoelectronic Co.,Ltd. awarded Luxlite (shenzhen) corporation limited, Macroblock, Inc., GuangZhou MEANWELL ENTERPRISES CO.,LTD., Sinotrans Int'l Freight Forwarding Co.,Ltd., Shenzhen Jinfengsheng Plastic Product Co.,Ltd., Hang Zhou Silan Azure Co.,Ltd. and Shenzhen JunYuanDa Mechanical and Electrical Equipment, Ltd. with the title "excellent suppliers" and expressed the gratitude and appreciation for their attention and support for a long time.

At the supplier conference held by Absen Optoelectronic Co.,Ltd., Absen Optoelectronic Co.,Ltd had further communication and discussion and signed a broad agreement with the suppliers. And this reinforces the same goal of both Absen Optoelectronic Co.,Ltd as that of the suppliers, that is, to build up their cooperation relationship based on the further trust and mutual understanding. The conference ended happily and successfully with the buffet dinner.

## **Pleased to get such a partner to cooperate with**

----the speech of Mr. Pan,the General Manager, from Shenzhen JunYuanDa Mechanical and Electrical Equipment.Ltd, at the supplier conference Honorable Mr. Ding, Mr. Ren, other leaders of Absen Optoelectronic Co.,Ltd. and all the guests here, good evening!

I am Pan Xinfeng from Jun Yuanda Co., Ltd. I would like to express my best wishes of the new year to all of you and I wish you good health and good fortune luck in the "Year of Rabbit".

Time flies! It has been eight years since we first cooperated with Absen Optoelectronic Co.,Ltd and it has witnessed the great development of Absen Optoelectronic Co.,Ltd.



In the past few years of our cooperation, we've got considerable patronage and support from Absen Optoelectronic Co.,Ltd. Although our products sometimes still could not meet the requirements of Absen Optoelectronic Co.,Ltd., including the quality, time of delivery and even worse, which sometimes affected the planning and production of the company, they had never given up helping and cooperating with us.

For instance, Mr. Wang, the Manager of Quality Control Department, and Mr. Cai, the engineer of the same department, often visited our production line and helped us to correct the mistakes and offer more reasonable and effective methods. It is no exaggeration to say that we we have been developing under Absen's guidance and support for these years. Absen didn't forget to help the suppliers when it is growing. I would like to express my greatest respect for all the members of Absen Optoelectronic Co.,Ltd.

In the eight years of our cooperation, I think that the most valuable thing is neither their equipments nor their products, but their working team and their corporate culture, which bonds them together to move forward.

I believe that Absen Optoelectronic Co.,Ltd. now is just like a fully fuelled rocket which is ready to launch at any time. I am so happy that we can cooperate with such a wonderful partner. I promise to all of you on behalf of Shenzhen JunYuanDa Mechanicaland Electrical Equipment.Ltd. that we will strengthen the management team and improve our skills. I promise that we will offer you the best quality, the lowest price and the best service to repay Absen Optoelectronic Co.,Ltd. for their help and support.

Let's witness the bright future of Absen Optoelectronic Co.,Ltd. together!

2011-01-20

## The Conference As I See It

Chen ling



The strategic purchasing director of Absen Optoelectronic Co.,Ltd. -----Chen Ling

To some extent, this is the first supplier conference of Absen Optoelectronic Co.,Ltd. in its true sense, for the previous supplier conferences had always been held in the form of celebrations or merely as a part of other activities. For this conference, I gave out two scores, one is 100 points, and the other is 60 points.

100 points is for my appreciation and recognition of our team and the unequalled value of the conference to Department of Purchasing. Just like our conclusion after the conference, to be able to organize a conference in ten days' time showed the initiative of our colleagues in the Purchasing Department. Besides, it showed the good atmosphere and unity of our team and it made for a good beginning for the future work for the Purchasing Department.

As a matter of fact, there were so many difficulties in organizing the conference from the very beginning till the end of the conference. Due to lack of experience, we had great trouble in booking the hotel. Because it was near the end of the year, every hotel was fully occupied. It was so difficult to find an available hotel that Zengwei

and Tang Yongzhi had to spend two days and ask everyone who could help them to find a hotel in Shenzhen. They worked very hard even at mid-night. At last, they chose Huanan Town, a comparatively good hotel. When it comes to liaising with the suppliers, also because it was near the end of the year, every supplier was quite busy at that moment, which brought a lot of trouble to us. Luckily, more than 270 people attended the conference. I have to express my gratitude to our team and the suppliers. Besides, we had many difficulties in other activities as well. Anyway, we tried our best to overcome all the kinds of difficulties. I'd also like to express my appreciation to my colleagues, such as Zhang Haijie, Gao Mingming and Youjiao. They did very well and at that moment we were all part of a team!

60points, I think we should first examine ourselves objectively, and the more we examine ourselves, the more progress we'll make. To conclude, we have the following shortcomings: firstly, we did everything in haste because of the limited time. There were only ten days to organize a conference for more than 200 people, and even worse, it was near the end of the year. Secondly, although we arranged everything well, we still forgot some important details, such as taking photos, the reception, the master of ceremony and the dinner. Thirdly, we didn't rehearse well. It was the most serious mistake that we did not have a full rehearsal even just once, which made the conference not so perfect. Fourthly, the whole organizing and the master of ceremony (myself) arrangement was not satisfactory good and there was too much work to be done by the mc so that she could not handle everything well. Moreover, there was nobody in the audience to interact with the mc. Fifthly, the mc, myself, didn't do a good job to create a good atmosphere. Sixthly, there was not enough interaction with the suppliers. In a word, we should have prepared everything well in advance. Good preparation is the cornerstone of making things perfect. Never overlook any small detail, because the devil is in the details.

Now, I'd like to quote from one of my colleagues, "we get a pass the first time, won't we be excellent the next time?" To grow up in the activities and to improve in unity. Try our best to be an excellent team.

I'd like to thank our leaders for their help and support, and other departments' help as well. Thankyou to all the suppliers.

Thank you!

## **A Pure coincidence – something I have not made it up**

Illumination Department    Li Xiaoyong

The 20<sup>th</sup> electronic journal of Absen Optoelectronic Co.,Ltd. was published on 20<sup>th</sup>, January. Coincidentally, I joined Absen Optoelectronic Co.,Ltd. also on 20<sup>th</sup>. It just happened to be one month apart, and I wrote this essay right now.

They say that the old ones like look back, but do not quite agree. I am young and at my prime right now. I cherish today and I plan for tomorrow, and yet I like to look back at the past, which I think is self-examination.

I still remember the moment I finished the procedure of employee admission(I finished the procedure at 8:30, and I arrived at the training room at 8:45) I shared the corporate culture from the President, Mr. Ding. Then, I got to know the special culture, rules and regulations of Absen Optoelectronic Co.,Ltd. from the Department of Human Resources, the Department of Informationization Management and the Department of Administration. This helped me learn more about the people and the business and the mission of Absen Optoelectronic Co.,Ltd.

It happened to be the New Year's Day holiday when I was in Absen Optoelectronic Co.,Ltd., in the second week. It was a great honor to have the chance to study and discuss the marketing management of the big customers with the top salesmen and management group in Hasee Paradise Hotel. I like the big customers' sales model and I am working on it so as to move on from the traditional sales methods to the big customers sale methods.

In the third week, I got to learn about the sales target in 2011, and I gradually got in touch with the clients. With the help of leaders and the colleagues, I won the trust of the clients and signed the first and even the second contract with them. On one hand, getting the order may be a near certainty, because the clients needed the goods badly at the end of the year. I was just lucky enough be around at that time. But on the other hand, it is also inevitable because Absen Optoelectronic Co.,Ltd. has a very good reputation and people were quite satisfied with our company size and our

products, which is the key to our success.

It has been only one month since I became a member of Absen Optoelectronic Co.,Ltd. on last 20th, but I strongly feel that I am one member of the big family. I would like to say thank you to all the people who gave me help in Absen Optoelectronic Co.,Ltd.

The year of 2011 will be full of challenges as well as opportunities for me. It will be a fast-paced year with great promises and it will be the second twelfth year in my life(I am 24 years old right now). I will be just like a little bee, trying to be diligent disciplined, persistent, positive and optimistic to be heading towards my goal in 2011!

Finally, I wish all the people in Absen Optoelectronic Co.,Ltd. and their family members a happy new year. And let me end here with the six famous principles of Kazuo Inamori. Please watch over me both on my work and my life!

1. Give your very best, no less than others.
2. Be modest, not conceited.
3. Self-examine everyday.
4. Learn to express your gratitude.
5. Do good deeds, and help others.
6. Do not be bothered by over sensitivity.