

# 经济危机下企业的可持续发展

## **Sustainable Development of Corporate in a Time of Economic Recession**

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■ 2008 年爆发的全球经济危机历历在目

The global economic crisis in 2008

■ 与经济危机并行的严峻挑战——大趋势

Tough challenges in parallel with the economic recession - Mega trends

■ 不断提高危机意识，增强企业核心竞争力

Improve crisis consciousness, and strengthen core competitiveness

■ 预期准备 — 调节市场环境、规范企业行为以保持企业核心竞争力

Preparation in advance - Adjust marketing environment and standardize corporate behavior to maintain core competitiveness

■ 确保全体人员严格执行合规，遵守中国境内所有法律规定，包括环境、安全、健康、反腐败等方面规章制度。

Ensure compliance with all laws and regulations of the P. R. China, including environmental, safety, health and anti-corruption regulations.

■ 维护产品安全和品质计划的有效性。

Maintain effective product safety and quality programs.

■实行正规、经常性、标准的培训和训练，以提高管理层和员工处理紧急情况的能力。

■Conduct formal, frequent standards-based training and exercises to improve the ability of management and employees to handle emergency situations.

■预期准备 — 注重内外部沟通，关注竞争对手

Preparation in advance - Emphasize internal & external communication,

and pay attention to competitors

■关注来自客户、员工或供应商就某些小问题的投诉或建议。

Watch for pattern minor problems from customer, employee or supplier complaints or suggestions.

■观察竞争对手和市场环境以尽早发现警示讯号，或观察对其他企业产生的影响是否有可能发生在自己的公司。

Observe competitors and market environment to detect early warning signals or to see if there is an impact on other companies, which also could happen at your own company.

■培养各级公开沟通的渠道

Foster open communication at all levels.

■成本节约与资源优化并举

Cost economization & resource optimization

■成本节约是一项长期稳定的管理策略。

Cost economization is a long-term steady management strategy

■持续成本节约的目标追求卓越营运。

Continuously cost economization is to pursue outstanding operation.

■科学的成本节约指标和有效的考核体系将促进目标达成。

Scientific cost economization target and effective assessment system will accelerate to achieve the goal.

■从长远角度进行业务整合与调整

Integrate and expand business focusing on long-term development

■人才发展—员工是核心竞争力的关键

People Development - Employee is the key to core competitiveness

■录用、培养和留住高素质员工

Recruit, develop and retain high potential employees

■全面的个人发展和基于业绩的薪酬制度

Comprehensive personal development and performance-based compensation

■开展系统化管理和领导能力培养项目，推进本土化

■ Systematic management and leadership development programs to drive localization

■西门子如何管理可持续发展？

How we manage Sustainability at Siemens

■西门子如何管理可持续发展？

How we manage Sustainability at Siemens

■企业中的全员合规

Compliance at all levels

■合规对于企业意味着所有商业活动都需要给予法律和相关内部规定的监管。

Compliance at enterprises means that business activities are based on observation of the laws and relevant internal regulations.

■所有管理层及员工都应遵守法律，绝不容忍任何违反行为。All management and employees should obey the law and will not tolerate any violations.

■企业全球合规计划

The Global Compliance Program

■对青年专才的期望

Expectations to young professionals

■理性认识自我、规划职业发展 Rational self-recognition and making career development plan

■脚踏实地、持“志”以恒 working responsible and adhering to career ideals

■ 勤奋学习、主动融入企业与社会 Study intelligently and integrate individual into enterprise and society actively

■ 敢于迎接挑战，在逆境中成长 Dare to face the challenges and grow under adversity

■ 谢谢！

Thank you !