



# Master Fluid

SOLUTIONS®

## MFS HQ Staffs Visited China in Mar.

### 马思特总部领导 3 月访问中国



Master  
暖意催生

Shanghai • China

三月暖意催生，马思特总部领导层团队在龙年开春之际乘风而来，如春风拂面，在传递关爱的同时更是为马思特中国开启了 2024 繁花似锦的新征程。

In the warm of March, the MFS HQ Staffs came to China at the beginning of the spring. This trip is like a spring breeze, while delivering strong care, opens a prosperous new journey for Master China in 2024.

此次中国之行，有马思特董事会主席 Jerry Lundquist 先生，马思特全球 CEO Dean Fronney 先生，全球销售副总裁 Monte Dhatt 先生，全球战略与市场副总裁 Ahmed Tahir 先生，全球首席财务官 Nijaruna Niranjan 女士，以及全球研发总监 Tom Ribaud 先生。

# Master

Tianjin • China



The group visiting China includes Mr. Jerry Lundquist, Chairman of Master BOD, Mr. Dean Frone, the global CEO of Master, Monte Dhatt, Global VP of Sales, Mr. Ahmed Tahir, Global VP-Strategy & Marketing, Ms. Nijaruna Niranjana, Chief Financial Officer and Mr. Tom Ribaud, Global Director of Research & Development.

总部领导首先来到的是马思特位于天津的生产工厂，对工厂的生产车间、原料储存和成品仓库进行了考察和了解，并对天津工厂规范的生产作业流程给予了高度的好评。

The HQ staffs visited Master Tianjin plant firstly including workshops, raw material and FG warehouse. Particularly they highly appraise the standardized production



随后，又一同前往了上海总部。在 Townhall 会议上，与公司的全体员工进行了线上线下的直面交流。通过问答的互动形式，了解了员工们在工作中所遇到的困难，同时也给予了针对性的建议和支持。

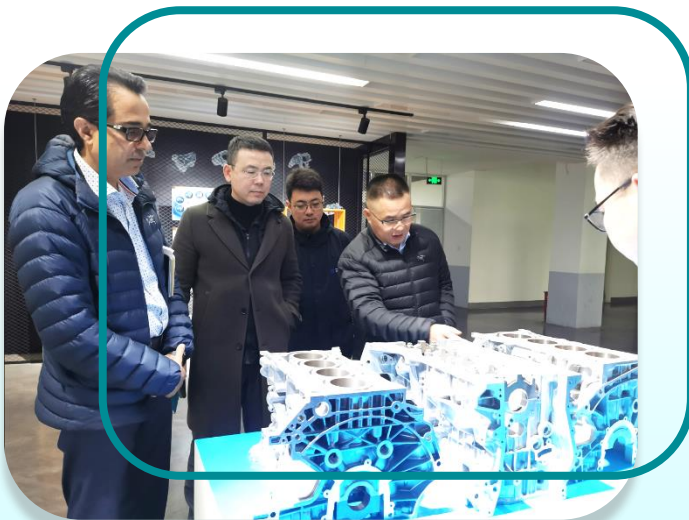
During the townhall meeting in Shanghai offices, the staffs had a face-to-face communication with all the employees by online and offline. With understanding the difficulties and challenges the employees mentioned, they provided valued advice and support accordingly.





在中国区总经理 Richard 和 KA 业务负责人的陪同下，走访了诸多马思特在各行业内的客户，通过考察与交流，了解到了客户使用马思特产品后的真实感受与反馈，这将有助于不断提高产品的质量和竞争力。

Accompanied by Richard, China General Manager and KA business leader, the HQ staffs visited many customers in various industries. With deep discussion with customers, the HQ staffs further understood the feedback of customers, which is definitely helpful to enhance competitiveness of MFS product and value to Chinese customers.



为了更好地了解中国市场，全球战略与市场副总裁 Ahmed Tahir 先生在中国区市场负责人的陪同下走访了上海金属切削协会、行业媒体和部分客户，深入了解了中国金属加工业务在汽车、航空航天等重点领域的现状以及面临的机会与挑战。

To better understand Chinese market, Mr. Ahmed Tahir, Global VP-Strategy & Marketing, visited Shanghai Metal Cutting Association, industry media and some customers accompanied by MFS China Marketing leader. This is actually a good opportunity to deep dive metal working fluid business in key industries like automotive and aviation as well as chances and challenges.



通过此次对中国市场的实地考察，总部将会在产品研发、业务创新等方面对马思特中国给予更多的支持与投入，为中国市场的客户提供更加优质的产品和服务。

With this China visit, the MFS HQ will provide more support and investment in product R&D and business innovation, which is expected to offer more fit-for-market products and services for Chinese customers in future.