

Neway has evolved into a Chinese valve brand that has definitely made its mark in the global marketplace. The company states that innovation has been at the core of its development from the day it was founded. Neway also has the drive to continue to improve its performance, the company states, and to expand its portfolio to create a complete set of “industrial valve solutions for customers around the world.”



Neway: ‘excellent products make famous brands’

After being in business for 23 years, Neway has evolved into an international company and brand. The company has built an impressive portfolio, covering all valve products, including gate-, globe-, check-, ball-, butterfly-, nuclear-, control-, subsea-, safety valves and Well-head equipment. There are more than 100 series and more than 5,000 specifications, including many products for highly-demanding applications, which satisfy the requirements of customers in different markets and fields, from general supplies to special designs, and harsh working conditions, the company states. Mr. Elvin Feng, President of Neway International Business Division, says: “All achievements are

from our long-term emphasis on and investment in our brand value. Neway’s brand building exercise started at the very beginning of our company history. Although Neway was just one of the thousands of ordinary Chinese valve companies at the time, it had already deepened the awareness of brand building. It is rooted in our work philosophy, and translates into every step in the development of product technology, quality control, service network, talent training, social responsibility, etc. We believe that excellent products can make famous brands, and we are inspired by brands that have passed the test of time. It can also endow products with long-term vitality and unique competitiveness.”

Innovation strategy

Neway regards technological upgrading and product innovation as the core of brand-building and an important driving force for product development, Mr. Feng says. The company attaches great importance to investment in scientific research and is committed to the “development of product core technologies to build the core competitiveness of the company.”

Neway states its innovation strategy is twofold. The first is to continuously upgrade the original products to meet the higher requirements of customers with the upgrading of technology and equipment. On the other hand, Neway is committed to capturing new market trends, especially focusing on exploring and developing valves for clean energy, including high-end products such as liquid hydrogen valves, cryogenic valves, and nuclear valves, and also paying more attention to the demand of the fine chemical industry.

At the forefront of standards development

“Neway has also been at the forefront of setting new standards in the industry”, Mr. Feng says. He mentions specifically valves for oxygen and hydrogen service. “Working

Neway’s core values

Neway has devised core values that should represent the essence of the company: **integrity, respect, collaboration and innovation.**

‘Integrity is our commitment to employees and business partners that our decisions will always live up to the highest ethical standards. Neway recognizes that acting with integrity is the foundation for building successful business partnerships.’

The company is also committed to building an atmosphere where all business partners are encouraged to listen, understand, and respond in an open and professional manner. A collaborative team is built through an earned mutual respect among its members.

‘Providing complete solutions on a global scale requires effective collaboration from teams spanning multiple countries, organizational levels, and professional skillsets. Our drive for innovation is dependent on our team’s ability to effectively work together.’

‘Innovation is at the heart of the Neway-brand, inspiring the drive for continuous improvement in every aspect of our business. It is the key to being a performance driven company and creating added value for our customers.’

Source: Newayvalve.com

Neway’s timeline: 1997-2021

- 2019 • Neway Valve West Africa FZE was established.
- 2019 • Authorized by National Nuclear Safety Administration to design and manufacture nuclear safety class 1 valve.
- 2014 • Neway Valve was successful listed in Shanghai Stock Exchange.
- 2012 • Neway Italy was established.
- 2009 • Neway Oil Equipment (Suzhou) Co., Ltd. was established.
- 2005 • Neway America was established.
- 2005 • Neway Saudi Arabia was established.
- 2004 • Annual sales reached 50 million U.S. dollars and grew up to China’s large manufacturer and exporter of industrial valves.
- 2004 • New ball factory and office complex completed, Neway moved its headquarters to No.999 Xiangjiang Road, Suzhou New District (Huashan Plant).
- 2004 • Neway Foundry (Tongshang) was established.
- 2002 • Approved by Royal Dutch Shell.
- 2002 • Neway Valve (Suzhou) Co., Ltd. was formally established.
- 2002 • Neway Foundry (Suzhou Baiyang Wan) was established.
- 1997 • Suzhou Neway Machinery Co., Ltd. was established.

with oxygen and hydrogen requires very high specifications for the valves as these gases are very explosive, causing probable harm to people and assets. The key aspect is to prevent lubricants (oil, grease) from getting into contact with oxygen as the former components can ignite in an oxygen-rich environment. Together with an international energy corporation, we have developed specifications (materials, design et cetera) for a valve that prevents this from happening. This has important implications for the valve industry.”

It is worth mentioning that, during the process of technological innovation, Neway also actively promotes automated production and process innovation, and introduces automation equipment in some production links to improve the automation level and process skills of the factory.

“Our aim is to improve production efficiency and product quality. Digitalisation is key,

not only in production but also in R&D and customer service. For suppliers, we have adopted a SRM system to standardize our supply chain and procurement management. In addition, the remote inspection and online factory tour services are well received by our customers, enabling safe, flexible and efficient customer interaction.”

Cornerstone

Mr. Feng states that innovation, leading to stable product quality, is the cornerstone of Neway's brand and market expansion. “We have always stuck to the quality mantra throughout our history. If customers are disappointed by price levels, they can come back. If they are disappointed by the quality, they are most likely not coming back. Therefore, reliability is our main goal.” Continuous improvement and the pursuit of zero defects is Neway's quality policy. The company fully implements 6-Sigma quality management and has a quality center in place for the company's daily quality management. Aiming to be a company with an international management level, Neway continues to improve its management system. It has successively passed a series of international management system certificates, many industry approvals, and has been recognized by many well-known international energy companies. “Neway has a professional quality management team, which not only strengthens its own quality control management, but also has developed a complete supplier management system.”

Professional ability to serve the global market

From an ordinary local company to a reliable Chinese brand with many international customers, Neway's growth is not dependent



Elvin Feng: “We receive more and more requests for specialized products, featuring larger sizes, higher pressures and temperatures, ultra-low temperatures (cryogenic), and higher cycle applications (PDS).”

on a mature brand, but on the “development concept and continuous technology to provide customers with a complete set of solutions. It is gained by devotion and continuous accumulation of experience.” “Although Neway is still a fairly young brand compared to many internationally renowned brands, the investments and the changes we have made, are very impressive. Neway not only attaches great importance to keep up with the times, but also focus on the future. In the long run, while developing rapidly, we are more looking forward to the test of time. Neway puts forward the development goal of “One Hundred Years Neway”, not the pursuit of a time limit, but the brand's determination to provide customers with long-term and

stable all-round services” Mr. Feng says. As an independent brand, Neway has set up a flexible and dedicated service department to provide customers with more pre-sales, in-sales, and after-sales full-process services, professionally and efficiently solve customers' difficulties or needs, such as application selection support, technical guidance and application, training, interpretation and sharing of international cutting-edge valve technical specifications, one-stop “valve supermarket” procurement plan, technical document writing consulting services, etc.

Dedicated

Starting from the needs of customers, Neway provides them with comprehensive customized services. “As I always advise our clients: you should visit our facilities every year because we are in constant motion. However, our service team hasn't changed its direction. The team is flexible and has an initiative attitude. I hope our clients can experience this”, Mr. Feng smiles. He says the company has a dedicated project management team to provide each customer with a “one-to-one” service, tracking the execution of orders throughout the process, and solving obstacles regarding the progress of the project. Document management and control is another major feature of Neway's sales service, providing customers with timely and accurate project technical document production and transmission. In terms of after-sales service, Neway has equipped a professional after-sales team to provide synchronous stationing services for large-scale projects. At the same

time, the company has established long-term inventory to solve the urgent needs of customers.

In this regard, Mr. Feng emphasizes: “Serving the global market for many years has strengthened our international service resources and service levels. We have established a relatively complete global market service network and a comprehensive global market service network in major cities at home and abroad. We also have offices and branches to build local teams that are familiar with local markets. In addition, we have signed cooperation agreements with a number of inventory and maintenance service companies to jointly provide global customers with fast and efficient localized services.”

Neway today

For decades, Chinese brands have been associated with cost-competitiveness. Neway has moved away from this stigma, Mr. Feng says. “Yes, we are still very cost-competitive but we have gained extensive customer approvals and benefited from our experiences with customers. This is Neway's active choice in the development process. Neway's development is not only to meet its own interests, but also to put customer needs and industry needs before individuals, continuously improve product quality and service capabilities through innovation, and provide reliable customized solutions for different customers.” Obviously, in almost a quarter of a century, Neway has developed its technical expertise, know how, product portfolio and global presence. The company has also built a global B2B-brand based on its engineering and manufacturing capabilities that are recognized by many international oil and gas players. Ironically, this has been proven by the many cases of counterfeiting and brand piracy Neway has had to endure. “Gradually, we saw that other companies tried to capitalize on



our brand recognition, such as fake websites that offer our products. These criminals just copy our catalogues and put these online, never with the intention of selling these products. It's just a scam. As a result, we built an intellectual property protection system to protect the Neway brand from harm.”

Confidence

In addition, in the face of the COVID-19 pandemic sweeping the world, Neway has not reduced its service level and confidence in the market. Mr. Feng says. “Especially for overseas markets, Neway has more consciously assumed its responsibility. While maintaining confidence in overseas markets, we have good corporate quality and stable financial capabilities and are even more committed to serve the market in this special period, maintaining or even increasing our investments in product inventory categories and quantities.” Any brand will inevitably face various challenges in the development process, Mr. Feng

states. “As a company we are continuously developing and growing. This not only accounts for our manufacturing operations but also for our employees. To stand still is not an option for us. Neway values each aspect of the individual: expertise, knowledge/expertise, motivation, leadership. We also stimulate personal development within the company via job rotation and other HR-initiatives.”

New trails

To conclude the interview, Mr. Feng reiterates on market trends and new product development. “In the global environment of carbon reduction, we, as a valve supplier, not only develop new products for the booming new energy field; but we have also made our operations more sustainable to environmental protection and green production. Neway continues to improve its internal EHS management and gradually uses new environmental protection equipment to achieve the goal of carbon reduction. Take the photovoltaic power generation system we have built on the roof of the factory as an example. Neway totally used 2.9 million kilowatt-hours of photovoltaic power and reduced carbon emissions by 2934.4 tons in 2020.” Mr. Feng adds. “It is not difficult to see our original intention to differentiate from other brands. We strive to provide our customers with new products, production methods and to blaze new trails. It is gratifying that we have been moving in this direction for many years. Neway's changes are obvious for all in the entire market to see. In the future, we are even more looking forward to expanding our enterprise, which aims to provide a complete set of industrial valve solutions and to become an indispensable and reliable partner in the field of international valve applications.”

Neway across the globe



Over the last decade, Neway has spread its wings across the globe, establishing offices in major markets, such as Europe, the US, the Middle East and Asia Pacific.



Neway has invested heavily in testing facilities.