



Facing the Future

Although dominant in its native China, Yuanda is a building façade specialist active across the globe – and Yuanda Europe is leading the group's success story today. CEO and Managing Director Alistair Lazenby shared the vision and foundation propelling the organisation's unyielding growth today.

Many of the most impressive buildings standing worldwide today owe their aesthetic appeal and structural integrity to the ingenuity of Yuanda – the Chinese conglomerate specialising in the prefabrication and construction for building façades.

An organisation well renowned for working alongside giants of enterprise, Yuanda is accelerating its strategy of internationalisation to great acclaim. Yuanda Europe is a pivotal element of that strategy, and has been since its inception, as explained by Managing Director Mr Alistair Lazenby.

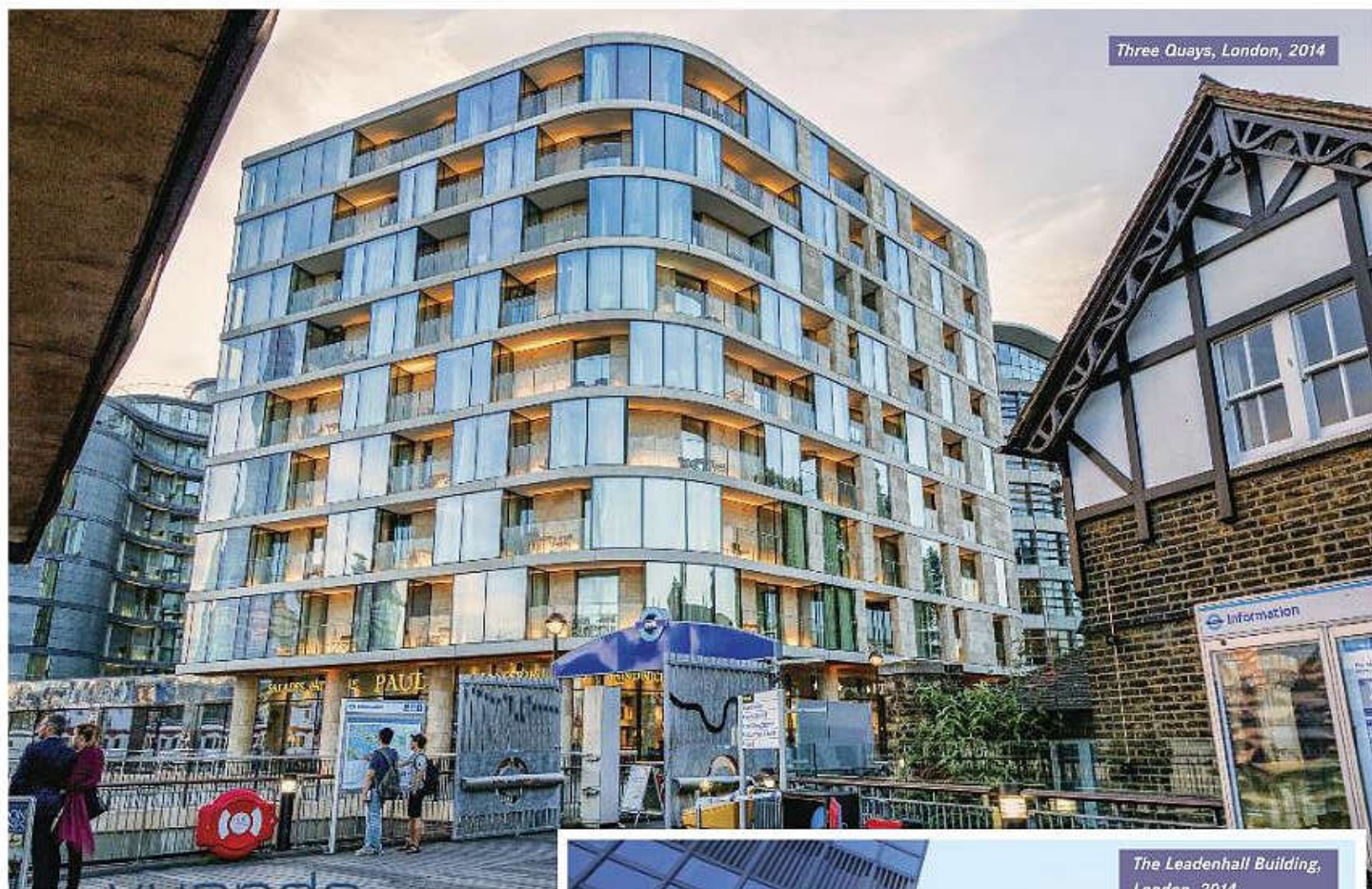
"Yuanda Europe began in 2008, after the group's Chinese epicentre contacted a small group of key industry players to facilitate its establishment – I among them," he revealed. "The group had moved to enter the UK market five years previously through Yuanda UK, although that strategy did not gain the intended traction."

It was a different story for Yuanda Europe, which began from a Swiss headquarters with specific and viable goals. "The headquarters matched the location of our design and engineering office," Mr Lazenby elaborated. "The tactics utilised revolved around our bespoke façade design and engineering capability, which enabled us to directly meet the requirements of clients and architects."

Distinguished Capabilities

Yuanda Europe's presence on the continent is bolstered by four major centres, situated in Switzerland, France, Germany and the UK.

"Our demographic predominantly relates to high-end residential high-rises and office complexes," Mr Lazenby informed. "Turnover growth year-on-year has been progressive since we began in 2008, even as the financial crisis bore down on the European market."



Three Quays, London, 2014



The Leadenhall Building, London, 2014



One Blackfriars Road, London, on-site

Part of that success is due to the high profile projects to which Yuanda Europe's expertise is frequently applied – including the famous Leadenhall Building in London. “That project was secured in 2011, and was instrumental in raising our profile and credibility in the European market thereafter,” noted Mr Lazenby.

Mr Lazenby revealed Yuanda Europe's business model is largely shaped by the same strategies that have defined the success of the international group.

“We specify, design and install bespoke curtain wall systems. Our team is European – 45 engineers and designers based in Switzerland. Each façade is comprised of individual components that are sourced predominantly from Yuanda's native China, to European standards, with each panel being fully built in that country before being shipped via sea containers to the location of the project.”

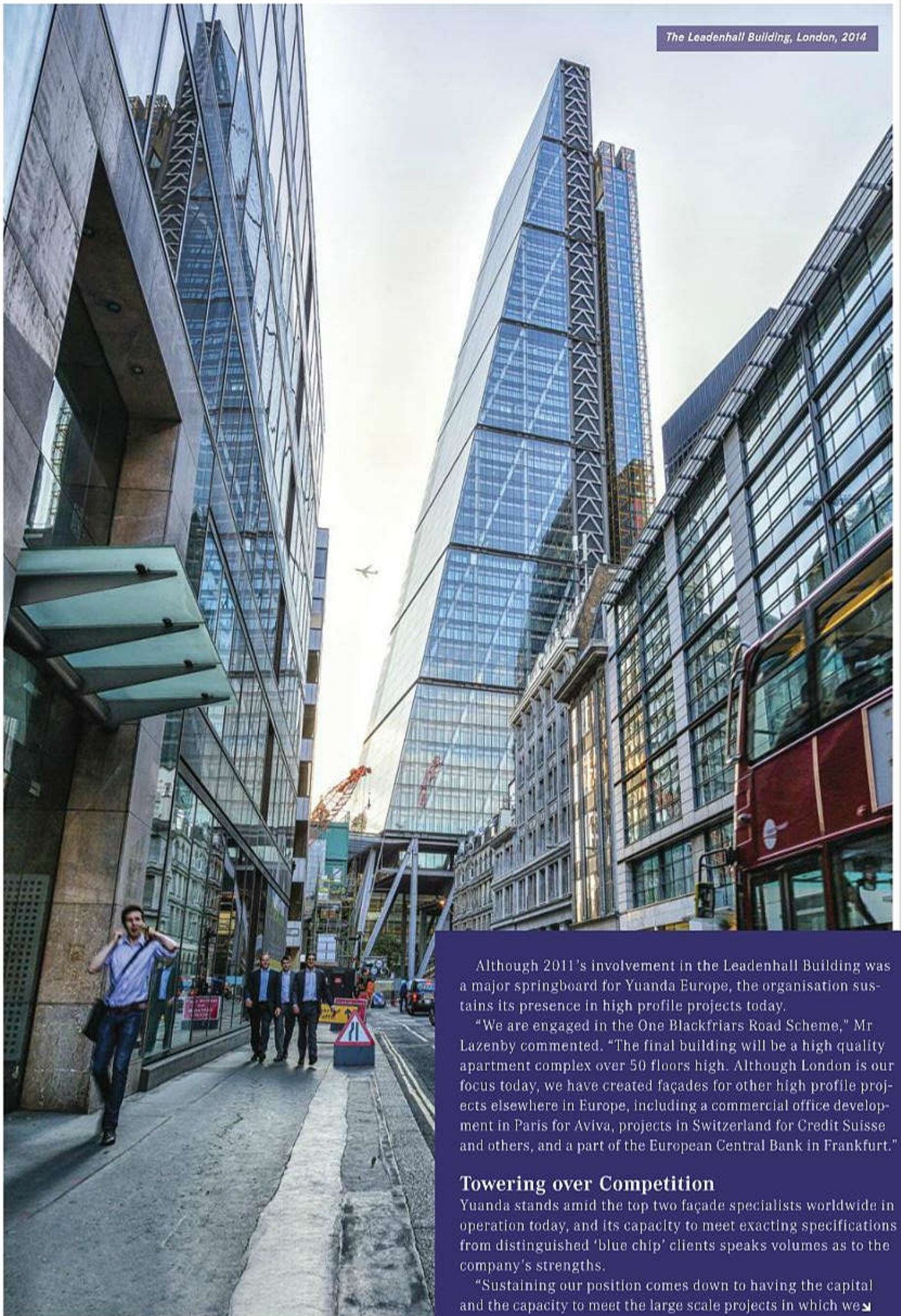


Yuanda boasts one of the largest curtain wall manufacturing plants in the world, with its Chinese head office footprint comprising 22 production sites and assembly halls. By enacting such a strategy, Yuanda Europe combines European design capability and quality control with competitive Chinese material and production costs to remarkably effective ends.

Sustaining the Momentum

Capable of creating façades to meet every specification, utilising materials from stone to steel, Yuanda Europe is at the zenith of a growth strategy enacted by an international leader.

"Yuanda operates on almost every continent, with 9,000-plus employees and a turnover in excess of one billion sterling," Mr Lazenby said. "As far as Yuanda Europe is concerned, around 60 per cent of our façades currently see application in residential towers. Most of our projects today take place in London, although across our operations, we emphasise generating repeat business with trusted clientele."



Although 2011's involvement in the Leadenhall Building was a major springboard for Yuanda Europe, the organisation sustains its presence in high profile projects today.

"We are engaged in the One Blackfriars Road Scheme," Mr Lazenby commented. "The final building will be a high quality apartment complex over 50 floors high. Although London is our focus today, we have created façades for other high profile projects elsewhere in Europe, including a commercial office development in Paris for Aviva, projects in Switzerland for Credit Suisse and others, and a part of the European Central Bank in Frankfurt."

Towering over Competition

Yuanda stands amid the top two façade specialists worldwide in operation today, and its capacity to meet exacting specifications from distinguished 'blue chip' clients speaks volumes as to the company's strengths.

"Sustaining our position comes down to having the capital and the capacity to meet the large scale projects in which we



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AUTOMATIC ENTRANCE SYSTEMS
BUILDING MANAGEMENT SYSTEMS

Aesthetics.



Lexicon Tower, London © Yuanda Europe



Sophisticated façade solutions.

When developing solutions for façades, we take project-related special parts developed exclusively for individual projects as innovative engineering work and combine them with components from the tried-and-tested GU hardware range.

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Vorsprung mit System



COSCO LOGISTICS

Over the past six years, Cosco Logistics has had a growing relationship with Yuanda. Being a highly specialised logistics company working in the construction industry, Cosco has been able to assist Yuanda in many projects.

Our 200,000sq ft secure construction consolidation facilities in Essex, have proved to be a great asset, very accessible to and from ports, airports and motorway networks, ensuring prompt collection and delivery. It has always been a pleasure working with Yuanda and I am certain we can build even further on our successful partnership in the coming years.

Keith Batterson, Director, Cosco Logistics UK.

editorial mention



SIKA

'First we take China, then we take the world' seems to be Shenyang Yuanda's slogan since its foundation in 1993. Sika Façade Systems has been supporting this ambitious expansion since late 1990s in numerous projects in UAE (Meydan Race Course, ADIC), and in Europe - in Russia (Russia Federation Tower, Mercury Tower, Mirax Tower) and Great Britain (Poplar Business Park, Vauxhall Tower, Indecon Court).

Yuanda appreciates not only the great diversity of Sika's product range - from silicone sealants and adhesives to vapour proofing membranes to glass grouting polyurethanes but also the close cooperation during design phases and technical support in the factory and on site.

editorial mention



GRETSCH UNITAS

Skilled in the development of innovative opening mechanisms and specialised in every method of facade opening, Gretsch Unitas has been a competent partner in facade construction for many years. GU experts take project-related special parts developed exclusively for individual projects as innovative engineering work and combine them with elements from the tried and tested GU range.

For the Lexicon tower, Yuanda Europe - facade design and engineering specialists - commissioned Gretsch-Unitas to engineer and supply a number of different fittings for the windows such as manual projecting top-hung windows, motor-driven ventilation flaps, manual floor-to-ceiling windows, special concealed clampable aluminium hinges for high sash weights, curved turn-only windows and skylights with various sash geometries.

editorial mention

Multifunctional Window



Louvre window in the roof

The company mp2, with its headquarters in the south of Germany, has 10 years of experience in the field of louvre glazing with insulating glazing and single glazing as well as top-hung casement windows and skylights.

The use of the windows of the types with single, double or triple glazing is quite versatile. In historically listed buildings, residential buildings, public buildings and high-rise buildings up to a height of 170 m, they would meet optical and functional demands. Special attention has been given to the flush type. The drives, power supplies and signal contacts are integrated in the frame profile.

In single, as well as functional or double facades, the window elements fulfil a wide range of tasks:

- This includes the natural air flow and ventilation.
- The opening angle of the window is infinitely variable. It is possible to realise a gap opening as well as the shock ventilation and thus it would be even possible to air in bad weather without water penetration.
- The elements can be used as natural smoke ventilation devices or as air vent opening in the event of a fire.
- The louvres flapping open to the outside do not protrude into the interior and do not block any escape routes.
- Due to the sealing system, which deflects the water to the outside in a controlled way, a permanent tightness during driving rain according to DIN EN 12208 has been achieved.
- In high-rise buildings with high suction loads, a special lock fitting avoids the opening of the louvres when no current is applied to the drives. This fitting also allows that the demands in permanent tightness during driving rain and the wind load are also being attained in high-rise buildings with a height of 170 m.
- Another performance feature is the implementation of the safety regulations stipulated by law in reference to the pinch protection and burglary protection.

In the currently running project 'One Blackfriars' in London, more than 1700 louvre windows of different sizes, geometries and types of installation have been realised in the building exterior with the same window system. The demands in size, incline and tilt are resulting of the complex building geometry have been also necessitating the use of one-dimensionally rounded louvre windows for the first time.

We extended our range of services by developing our own mp2-BUS system. With this method, we do not only deliver the window, but can provide you comprehensive comfort and safety functions, which are compatible with the common BUS systems.

The window controls and the mp2 BUS system were developed in cooperation with the company jvi (www.jvi.de).

The particular strength of the company mp2 lies in the development of customer-oriented special solutions.

We will be pleased to meet your technically demanding and individual challenges and will advise you in the run-up of your planning.

Louvre window simple [V40] yet with a special design in modern architecture



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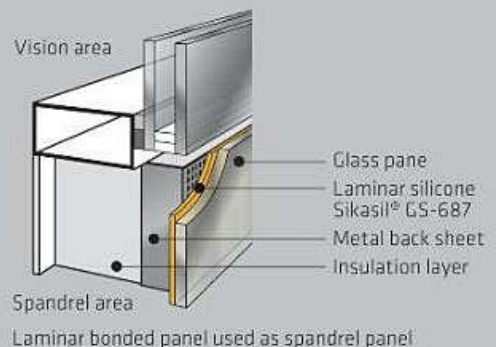
mp²
LAMELLEN und FENSTER



Photo: René Müller Photographie/berlak

LAMINAR GLASS BONDING

VISIBLE ELEGANCE FOR OPAQUE PANELS IN SPANDRELS, CANOPIES AND PARTITION WALLS



ADVANTAGES

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- Material saving and weight reduction (up to 30%)
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BUILDING TRUST



ON SITE-ON TIME

Cosco Logistics deliver on time, within budget, without delay, reliable and proven services. Planned logistics are the benchmark in any construction project. Cosco Logistics work with our clients to provide for all construction logistical needs.

We already deliver a wide range of materials including envelope/curtain wall glass, elevators and air-conditioning units amongst others. Our team will ensure your development runs smoothly with a professional, well planned Logistics strategy.

We offer our clients: 200,000 Sq ft of secure internal and external construction consolidation area based in Essex. Heavy Lift off loading facilities to cater for all types of products. Stock management. WRRR/FORS accredited delivery fleet. Audited and industry approved health and safety policy. Waste management from construction site. Fully trained and experienced staff.

Cosco Logistics UK

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Email: plewar@cosco-logistics.co.uk or visit our web site for further details www.cosco-logistics.co.uk



MP2

Due to very early advice by mp2 in the planning stage of the One Blackfriars project in London, it has been built in a very trusting and mutually beneficial cooperation with Yuanda Europe. mp2, manufacturer of high quality lamellas and windows, got the chance to meet the technically very high requirements of this construction project.

Yuanda is the partner who supported us in the highest degree in the implementation of this project. mp2 would like to thank the team at Yuanda Europe for the very good cooperation and their trust in us.

editorial mention

specialise," Mr Lazenby stated. "However, market dynamics - such as London's upswing in construction activity - frequently attract competitors. Players from Germany, Turkey, Switzerland and other countries are entering the UK market to take advantage of the potential. To remain competitive, we employ attractive pricing and cutting-edge technical methods to stay a perpetual step ahead."

Equally vital to Yuanda Europe's pioneering expertise is the company's philosophy of establishing strong business relationships that engender consistent repeat business. Similarly, the organisation retains a close-knit yet high-performance complement of Chinese suppliers who in light of the strong European

Allmend, Luzern, 2012





One Blackfriars Road, London, on-site

growth that the business has spearheaded on behalf of its parent firm, Yuanda Europe has played an active role in helping to develop.

"European quality protocols are hugely stringent, as are the safety standards," Mr Lazenby remarked. "We have ensured that each of our key Chinese suppliers have risen to excel at offering a similarly high regard to quality and delivery."

Promising Horizons

As Yuanda continues to internationalise, its European component is functioning with a keen comprehension of the challenges and opportunities which await.

"London's residential market is sensitive, and will slow down in due course – it is innately cyclical," Mr Lazenby outlined. "We stand prepared to meet new projects that arise throughout Europe as a whole. Internationally, the group has a keen interest to reverse its domestic Chinese market ratio – currently at 65 per cent of global turnover – to instead stand at 65 per cent export market activity."

"Although Western Europe, Australia and North America remain high growth markets for Yuanda in the short to medium term, opportunities exist long term for expansion into the developing markets of South America and Africa where Yuanda has already established a presence."

