



On the Spot... Li Shenhua



Founder of Huaxing Glass, Li Shenhua was named 'Glass Person of the Year 2022' and received the 50th Phoenix Award in recognition of his achievements in the glass industry and his leadership in pollution reduction in China. Mr Li spoke to *Glass Worldwide* about changes and developments at the company in recent years along with his outlook for the future of container manufacturing.

GW: What does it mean to you personally to be the recipient of the Phoenix Award and 'Glass Person of the Year 2022'?

In my opinion, winning this honour means that Huaxing Glass has become truly international, taken on a leading role in the sharing of labour, and become an indispensable part of the international supply chain and industrial chain. At the same time, it has made particular contributions and been recognised [for them].

GW: Is it extra special that you are the milestone 50th recipient?

I think that the significance of being the 50th winner at the right time lies in the fact that Huaxing Glass and the Phoenix Award Committee have worked together on the 50th anniversary of the establishment of the Phoenix Award Committee, which is a milestone.

GW: Over the years, how familiar were you with the Phoenix Awards before being approached as the winner?

Since Huaxing Glass pushed for implementation of an internationalisation strategy [to expand into foreign markets] over 10 years ago, it has had in-depth understanding and contact with the fundamentals of the international glass



Li Shenhua was named 'Glass Person of the Year 2022'.

industry chain and supply chain, at the same time gradually deepening interaction, exchange and co-operation within the glass industry and supply chain. In view of this, we naturally understand and recognise the Phoenix Award.

GW: Considering the long list of esteemed winners, how does it feel to be recognised in such distinguished company?



Li Shenhua is the 50th recipient of the Phoenix Award.



The Guangdong Huaxing Glass headquarters at Foshan City, Guangdong Province.



Although I don't know too much about how each winner has arrived here, I always feel that among the 50 winners, Huaxing Glass is still relatively young. This shows that Huaxing Glass has progressed quite quickly both in terms of development and the pace of internationalisation, and it's also a relatively large company. At the

same time, it reflects the fact that the development concept and commercial value of Huaxing Glass are rational and proven, and how the company is accepted and recognised by the glass industry and supply chain partners. For this reason, as a founder I am also gratified. I believe it isn't easy to win the Phoenix Award, and that

doing so is something worth cherishing, but we will not stop simply at cherishing for its own sake. Accordingly we see it as both a historical milestone and as encouragement for future development. It's also a new starting point for another stage of development. So, if you're talking about feelings, winning the Phoenix Award should be a new opportunity for me to think deeply about 'how to achieve sustainable development'.



Guangdong Huaxing Glass Co Ltd is Asia's largest glass container manufacturer.

GW: What are your expectations and plans for the awards ceremony, to be conducted in China as soon as travel restrictions permit?

My plan for the awards is to invite the government, all members of the Phoenix Award Committee, partners in the glass industry chain and supply chain, and friends from all walks of life to participate in and share the award activities with our Huaxing Glass colleagues, shareholders and their families. It's also an opportunity to thank all the supporters who made it possible for me to win the award.

GW: Since your exclusive interview with Glass Worldwide in 2019 (March/April issue), what changes and developments have Huaxing Glass made?

Huaxing Glass has been able to successfully implement each stage of its development strategy for over 30 years. So far, on average, it's essentially maintained double-digit growth every year. The few years since your exclusive interview in 2019 were a critical period for the transformation and upgrading of Huaxing Glass. Our development has focused not only on growth in terms of quantity, but also on the improvement of quality. ▶

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There have been several significant achievements in the past few years. The first was to be guided by an AB InBev expert team to jointly promote the optimal factory management model of VPO; the second was co-operating with Siemens to comprehensively promote the digital factory; and the third was to build a leading 600,000-ton factory of which 450,000 tons was put into production a year ago. Huaxing Glass has implemented several major projects to improve the overall operational level of the group. At the same time, it has established a solid foundation for the industry. A benchmark for high-quality development.

There have also been a number of headline projects, the first being the Fujian Great Wall Huaxing bottle production and printing integration project. The main features of this project are that the production equipment and technology right throughout the process – from kiln to packaging – are currently the most advanced in the world. The second project is the digital and smart project in co-operation with Siemens. The third is a VPO (Voyager Plant Optimisation) optimal factory management project promoted in co-operation with [beer brewer] AB InBev. Through the implementation of these three projects, Huaxing can achieve a qualitative improvement, at the same time promoting the progress and promotion of the glass industry.

GW: Please describe the current market conditions in China and the outlook for the next 12 months.

In my opinion, the Chinese government is implementing the spirit of the 'Twentieth National Congress'. In 2023, the government's work will focus on stabilising growth, employment, and prices, and on 'better co-ordination of domestic circulation and international circulation'. It will also introduce a series of supporting policies and measures to promote domestic demand and high-level in-depth reform and opening-up. On this basis, I believe that China has a consumer market of over 14 billion people; our everyday glass industry for mass consumption forms part of people's livelihoods and is highly valued by the Chinese government. The good news is that as the impact of the Covid-19 epidemic continues to lessen, the market in China in 2023 is optimistic and there should be new breakthroughs.



Huaxing Glass has 34 glass furnaces and 167 production lines.

GW: And what about conditions in the export market?

At present, China still has some competitive advantage in the cost of various industrial chains. The everyday glass industry is no exception, with exports, to some extent, being relatively stable.

GW: Are there any recent Huaxing projects that you are particularly satisfied with or any new innovative projects in the pipeline?

At present, Huaxing Glass has a strategic plan for the next three years, with many projects, each of which is larger in scale and more significant. Accordingly we hope more supply chain partners will take part and support us.

GW: Have any of your factories been subject to any major technology upgrades, and if so, which technology suppliers are you working with?

As Huaxing has more than 10 production bases, some are older and some newer and the world's science and technology is changing with each passing day. The continuous bringing-in of technology and equipment will be what we strive for over the next years. Upgrading requires both hardware and software, at both large and small scales, so the cooperation and support of more sophisticated partners is needed.

GW: What is Huaxing Glass' strategy on the road to carbon-neutral glass manufacturing?

From my understanding, the achievement of carbon neutrality cannot be understood or considered in isolation by a particular link in the industrial chain or supply chain. In other words, achieving carbon neutrality requires the coordination and engagement of the entire industry. So our strategy is to create a carbon-neutral supply chain, with carbon neutrality as the goal, to guide and encourage like-minded partners upstream and downstream to continuously move towards the carbon neutrality goal, and form a sustainable green production strategic alliance.

GW: Since the 2019 interview, what other Huaxing Glass developments can you update us on?

First of all, I would like to thank your magazine for the attention and interest you have paid to the development of Huaxing Glass. There is nothing urgent to report for now, but I hope that your magazine will continue to monitor and support Huaxing's future development, as well as provide me with timely updates on the international glass industry and establish a special relationship. I believe the main thing is that you continue to watch Huaxing's development, and you will definitely find a lot of good things worth reporting on!

Finally, I sincerely thank *Glass Worldwide Magazine* for the attention it has given Huaxing Glass over the years, and for the special interview and report [March/April 2019 issue], which contributed a lot to helping me win the Phoenix Award on behalf of Huaxing Glass! To this end, on behalf of the board of directors of the group, I would like to thank your company for your support and help! And good luck to all our colleagues – stay healthy! ●

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