



Haitima's new heart at the Zhongshan factory: the 'Clean Room'. Here, workers are controlling the BPE Ball Valves and putting them together in a sterile environment.

# The Haitima Corporation aims for

In the large, constantly changing and growing world of industrial ball valves, a company has to follow and believe in certain philosophies if it wants to make its mark and distinguish itself from its competitors. Qualities like persistence, innovation, integrity, and effort are very important if your aim is to achieve perfect products and services for your customers. One company that adheres to these aims is in fact one of the longest standing companies in the valve business, the Taiwan-based company Haitima Corporation. Its success has led it to become one of the top five players in its specific niche of valve production. Although the company is still based in Taiwan, it has recently opened a second valve production factory in Zhongshan, China. The company recently invited Valve World to visit and to have a look at their new facility. At the same time we talked to the company's president and CEO Mr Shen Ming-Show about the status quo of the Haitima Corporation, their future plans, and the reasons behind their success.

*By Christian Bormann*

“It is now almost 24 years,” says Mr Shen Ming-Show, “since the Haitima Corporation was founded in Taiwan.” And indeed, in 1984, Haitima actually started out as a retail and trading company for valves. A lot of the initial trading was done with Japan and China, though business occurred with other countries as well. However, two years further down the road and the Corporation had

established its first industrial ball valves factory in Taipei, the capital of Taiwan.

## History

“However, I would consider 1984 as the actual starting point for the rise of the Haitima Corporation” continues Mr Shen Ming-Show. Since then, we have constantly been growing at a rapid pace”. After the first valves and fittings factory

was built, the head office had to be moved to a bigger building in Taipei because of the ever increasing number of workers. The location was changed in 1998. In 2002, the Haitima Casting Company was established. “This led to an expansion of our standing range of products from not only industrial ball valves and fittings but also to include stainless steel castings,” states Mr Shen



Haitima Corporation's valve factory in Zhongshan, China.

seems to have been a very good decision,” smiles Mr Shen Ming-Show.

### Valve production

The Haitima Corporation is a company that does almost everything itself. The only material it gets from outside is scrap. Mr Shen Ming-Show adds: “Almost 95% of our valves are made of stainless steel and only 5% are made of carbon steel.” The rest of the valve production, from casting through assembly and testing, to finally finishing the products and making them ready for shipment, is all carried out by the company itself. “By keeping all these tasks under one roof, we can guarantee the quality of our valves from start to finish. This is very important to our clients because they trust and rely on us and know that when we say that we produce high quality valves, we really mean it,” he states proudly. And indeed, the Haitima Corporation is a very customer-oriented company. Mr Shen Ming-Show and his

team constantly travel the world to keep up their very close and personal ties not only their existing clients but also with new and future customers. Mr. Shen Ming-Show describes the reasoning behind this as follows: “It's obviously necessary for any company to establish close relationships with clients. However, in our case, they tend to be very fruitful. Perhaps this is because we seem to manage to develop real friendships with most of the companies with whom we work, so we never have the feeling that we are just doing a business deal. I think that this is uncommon these days, especially in this tough and continually changing industry,” he says with pride in his voice.

Having the whole production process under one roof has another reason, in addition to the quality aspect. It enables the company not only to sell the valves but also the individual components that make up the valves: the castings, the parts, and also the Teflon. Mr Shen Ming-

# perfection

Ming-Show. “Moreover, in the same year, we further established our first branch office in Shanghai and became a shareholder of a company that produced actuators. We decided to do this because a lot of people and companies order valves and actuators at the same time. So, for us, it seemed to be the next logical step in our expansion plans.” Next to this large investment, the company opened its first valve production factory in Zhongshan, China, to increase production rates in compliance with valve market demands.

In 2005, the Haitima Corporation went on to open two new branch offices - one in Tokyo, Japan, and the other one in Vancouver, Canada. Also in this year, the company opened a second valve factory in Zhongshan, again to increase its production of valves. “Next to our head office in Taiwan, this newly established Chinese facility is the heart of our company. We have invested more than 16 million dollars into this place and so far it



Not only valves are produced by Haitima but also actuators. This gives the customers the chance to order both products in one house, and they can be sure that single parts fit and work perfectly together.



**Haitima Blind Valves and High Pressure Valves which are produced for the marine industries all over the world.**

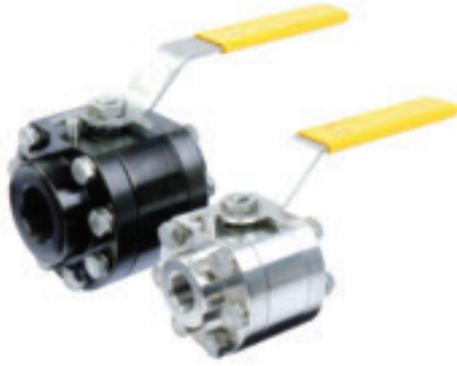
Show explains the logic behind this: “Some companies only want parts of the valves, the castings, or just the Teflon because they want to put the valves together themselves, and we can provide them with the appropriate material to do so. We export 300 metric tonnes of castings per month in addition to roughly 200,000 balls to all sorts of locations around the world.”

The valves that the Haitima Corporation produces and the industries for which these valves are produced are quite diverse. The company manufactures 1-piece, 2-piece, and 3-piece flange and screwed-end ball valves, gate valves, globe check valves for the oil & gas, mining & mineral processing, and chemical & petrochemical industries, as well as the nuclear power sector. Mr Shen Ming-Show: “All the valves we produce for these industries are, of course, fire-safe and high-pressure approved.”

Next to producing valves for these more typical industries, the Haitima Corporation also produces blind valves for the marine industries not only in China, but also on a worldwide basis. Mr Shen Ming-Show gives a wry smile: “As far as I know, there are only two Chinese companies that work in this field of valve production and we are one of them.”

### **New areas for valves**

The latest and most recent developments in the range of valves produced at the Haitima Corporation are those for the sanitary, food, and pharmaceutical



industries. Asked if he considers this as their new market, Mr Shen Ming-Show answers enthusiastically: “Yes! That is exactly the term that I would use for it. In our new, second Chinese factory we have built a sort of clean room specially adapted for the production, testing, and finishing of the special valves needed for these industries. I think that there is a lot of potential in this market for Haitima and we have just begun to get into this area of applications. And,” Mr Shen Ming-Show points out, “in our new Zhongshan factory, we definitely have the space and potential to expand our business in this niche segment even more, should the market demand this.” The valves that the Haitima Corporation produces for these industries are clean ball and low ferrite BPE valves, which are used for

pharmaceutical and high-vacuum applications. Also, these valves can be found all over the world in everyday applications, especially in those areas which are involved with drinking water, medicine, and civil & public buildings. “At this point in time, our reasons for being a shareholder in an actuator production company makes perfect sense,” says Mr Shen Ming Show “as together with our valves the actuators make a perfect complementary match.” The actuators which are produced in the Shanghai-based factory are pneumatic (Rack and Pinion Design) and electric (Quarter Turn) and in addition to this, the factory also produces the corresponding accessories, such as E/P positioners, weather and explosion proof limit switchboxes, and ISO5211 mounting brackets.

### **Certificates and a global network**

Of course, the Haitima Corporation works to clearly defined specifications that guarantee the quality of the valves that the company produces. These qualification certificates are: ISO 9001, API 607 fire-safe approval, CRN registered, DVGW, PED module H certificate, 3A, and TA-Luft. Mr Shen Ming-Show: “These guarantees and the fact that we produce our valves according to European and American standards, as well as being able to deliver them either as single components or as a whole, show our customers our strengths and



**There is a lot of enthusiasm among the workers and the leading staff about the developments at Haitima.**



Haitima Corporation also produces singles parts of valves which are then exported to customers. This picture shows some castings in various sizes and the picture below shows some of the stainless steel balls which are also produced in the Zhongshan factory.

possibilities within the world of valves.” And he proves his words by providing a list with their sales and distribution network. This list contains all the important industrial countries spread across the world. The network spans in the west (North and South America), over Europe and the Middle East to the Far East (Japan), and Oceania (New Zealand and Australia). “In contrast to where we started off 24 years ago, we focus our productions on the European and American markets because of the large demand for valves and actuators there. However, this does not mean that we do not do anything within the Asian market, it is just that we have shifted our main focus to the other side of the world,” Mr Shen Ming-Show emphasizes.

### The future of the Haitima Corporation

For the future, the Haitima Corporation wants to focus even more on expansion. Mr Shen Ming-Show explains: “We are looking around for another big company with which we might establish a joint venture. This would enable us to increase even further our production rates and to expand upon our product range. But,” and Mr Shen Ming-Show goes on, “we do not want to put too much emphasis on a joint venture because we are a healthy and

growing company in our own right now and have a good reputation so we do not want to risk all this by taking hasty decisions. This is not our way of working.” Another plan that the Haitima Corporation wants to pursue is that it is looking for more distributors in other countries. “We think that this needs to be our main goal for the near future because in this way we can assure the company's continued health and growth. This is naturally also a good situation for our workers,” adds Mr Shen Ming-Show and

he concludes: “So you see, there are lots of options for us in the future and we are open to face all of them. But despite the fact that we want to grow and become a bigger company within the world of valves, we still want to adhere to our traditional values for our customers. We strongly believe that the friendship and trust we receive from our customers are the greatest treasures we have.”

### Some facts and figures about the Haitima Corporation

- ❖ head office in Taipei, Taiwan
- ❖ president: Mr Shen Ming-Show
- ❖ branch offices:
  - Haitima Corporation in Tokyo, Japan
  - Robinox Valves Inc. in Vancouver, Canada
- ❖ more than 900 employees:
  - Taipei office: 30-35 sales and engineers
  - Tainan factory: 30 workers
  - Zhongshan (1st factory): 450 workers
  - Zhongshan (2nd factory): 400 workers
- ❖ Quality certifications: ISO 9001, API 607, CRN, DVGW, PED module H certificate, 3A, TA-Luft
- ❖ shareholder of an actuator production company in Shanghai



Stainless Steel Balls for OEM/ODM