



# FOTILE 方太

Fotile was founded by Mr. Mao Zhongqun, shortly after he graduated from Shanghai Jiaotong University with a MA in double E. in 1993. He benefited from having an entrepreneurial father who had created a successful business making electronic lighter, but decided to focus on making high-end range hoods after a careful market investigation. With the financial support from his father, Mao was able to pool together a strong technical team and the first product was successfully launched in 1996. After a few years intensive focus on the products and markets, Mao realized the needs to build the company culture. He went and worked on his EMBA degree in China European International Business School. However, the results made him realize that all he learned was how the Japanese or the Americans or Germans run their companies. He was convinced that 15 years down in the road, the Chinese would have to have a Chinese way. For that, he started searching. After two years restless search by attending classes on philosophies in China two leading universities and by intensive reading, he decided to apply the Confucianism to his management because as he said: “Confucius ideologies are in the blood of the Chinese people. All we need to do is to arouse them and help people aware of their existence...” It was not easy, but Mr. Mao persisted. Starting by setting a role model by himself and by all the leaders; then modifying all the policies and practices to make them be consistent with the ideologies; by gradually encouraging employees to spend the first 15 minutes at work on reading classics every day, the company has become a large company with over 19000 employees and continuously to be the most

competitive in the industry with an average growth of 30%. Over the years, Fotile has developed a complete system to ensure that love for people is their driving force for innovation, elegant looking and perfect quality is their goal and happiness of hundreds of millions of families is their ultimate purpose of existence.



The Confucius Hall Fotile uses as a big classroom.



A modern kitchen in the Company Display room.