

LISTEN.
THINK.
SOLVE.™

**University
Partnership Program
Rockwell Automation
China**

Bruce Quinn
Vice President and Chief Representative
March 2006

ALLEN-BRADLEY • ROCKWELL SOFTWARE • DODGE • RELIANCE ELECTRIC

**Rockwell
Automation**

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Agenda

1. Rockwell Automation China Introduction

2. UPP Overview

3. UPP Activities

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Our Brands Provide Complementary Technology And Expertise

Rockwell Automation

Integration, Industry and application expertise, Partnering, Coordination



Real time control and system linked solutions



Electrical power conversion



Mechanical power transmission



Information management & application of software technology

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Allen-Bradley - A Century of Quality



Stanton Allen
President,
Allen-Bradley
1909-1916



Lynde Bradley
President,
Allen-Bradley
1916-1942



First commercial electric current controller



First office & drafting room of the Compression Rheostat Company



Keith Nosbusch,
President, Rockwell
Automation Control
Systems, 1998




Allen-Bradley products



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Rockwell Today

- **Headquarters: Milwaukee, Wisconsin (USA)**
- **A World Leading Provider of Industry Automation Power, Control & Information Solutions**
- **Sales: approx. US\$ 5.0 Billion**
- **Nearly 22,000 employees**
- **More than 450 facilities in 80+ countries**
- **Nearly 5,600 distributors, system integrators and agents worldwide**
- **Premier brands... Allen-Bradley, Reliance Electric, Dodge, Rockwell Software**



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Serving Customers in China

- **16 sales offices with 5 training facilities**
- **29 university partners**
- **12 distributors, 35 solution providers, 23 dealers, 56 engineering solution providers**
- **Logistic center in Hong Kong, Xiamen and Shanghai**
- **Software development center in Dalian**
- **Research center in Shanghai**
- **Repair center in Xiamen**
- **Motor repair and mechanical equipment assembly center in Shanghai**
- **OEM application and development center in Shenzhen**
- **Manufacturing facility in Shanghai Wai Gao Qiao**



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UPP Introduction

University Partnership Automation Laboratory



- Launched in 1998
- A team of three fulltime employees
- With the most number of automation labs established in more than 17 provinces and regions among all multinational companies in China

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UPP Objectives

- Support Chinese higher education with leading edge equipment and technology
- Training and education to generations of Chinese students with hands-on experience in automation
- Supply of high quality human capital to the society
- Showcasing RA's long-term commitment to developing China's science education and automation industry
- Demonstration of RA's contribution to the local community as a responsible corporate citizen

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UPP Partners

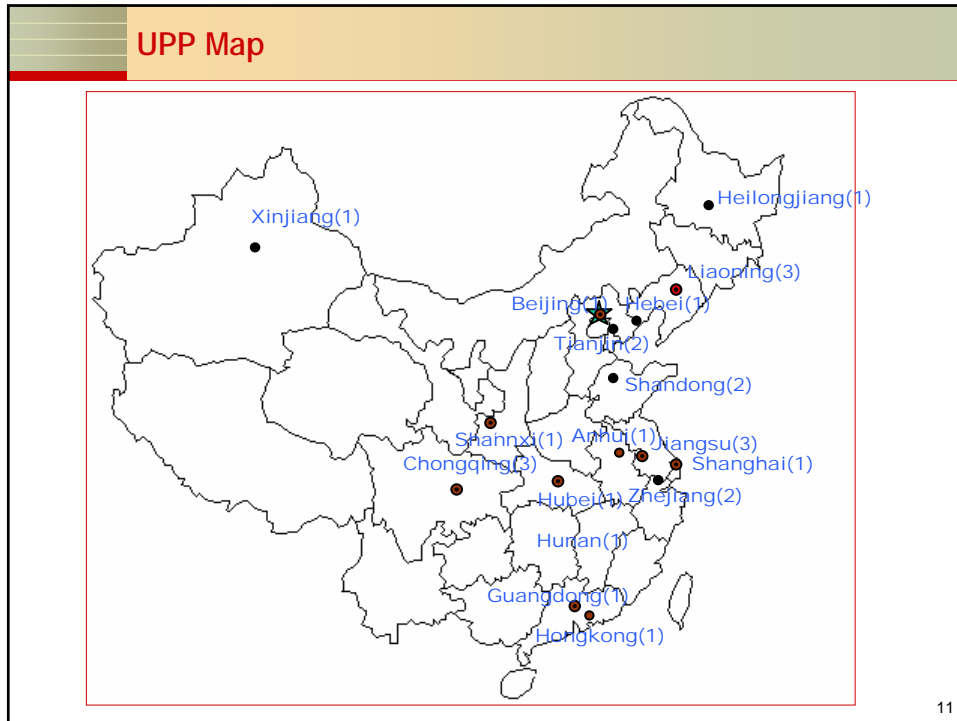
- 中南大学 Central South University
- 中国矿业大学 China University of Mining and Technology
- 中国计量学院 China Jiliang University
- 常州机电职业技术学院 Changzhou Institute of Mechatronic Technology
- 重庆大学 Chongqing University
- 重庆邮电学院 Chongqing University of Posts and Telecommunications
- 大连海事大学 Dalian Maritime University
- 广东工业大学 Guangdong University of Technology
- 哈尔滨工业大学 Harbin Institute of Technology
- 河北工业大学 Hebei University of Technology
- 河北石油职业技术学院 Hebei Institute of Petroleum
- 合肥工业大学 Hefei University of Technology
- 香港理工大学 Hong Kong University of Science and Technology
- 华中科技大学 Huazhong University of Science and Technology

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UPP Partners

- 东北大学 Northeastern University
- 东北大学秦皇岛分校 Northeastern University in Qinghuadao
- 青岛大学 Qingdao University
- 山东科技大学 Shandong University of Science and Technology
- 上海交通大学 Shanghai Jiaotong University
- 沈阳大学 Shenyang University
- 东南大学 Southeast University
- 西南师范大学 Southwest China Normal University
- 西南石油大学 Southwest University of Petroleum
- 西南交通大学 Southwest Jiaotong University
- 天津理工大学 Tianjin University of Technology
- 清华大学 Tsinghua University
- 西安交通大学 Xi'an Jiaotong University
- 新疆大学 Xinjiang University
- 浙江大学 Zhejiang University

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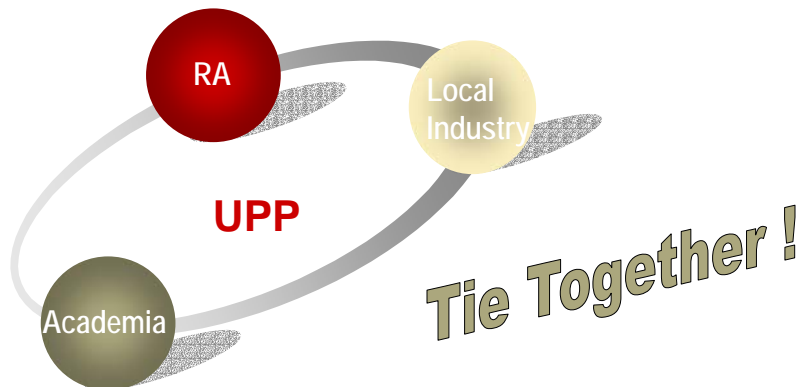
- ### UPP Overview
- 8 years of successful operations
 - 29 labs in leading Chinese universities throughout China
 - RMB50 million worth of equipment donation and financial assistance to Chinese education
 - 3 Hands-on Technical Training (HOTT) Labs (Hangzhou, Beidaihe, and Chengdu)
 - Over 35,000 students being trained at UPP labs, more than 4,000 students graduated with RA equipment training every year
 - Continuous provider of Rockwell Automation Scholarship and Teaching Awards to UPP partners
 - Strong supporter to establishing automation industry standards in China (ASEA)
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UPP Awards

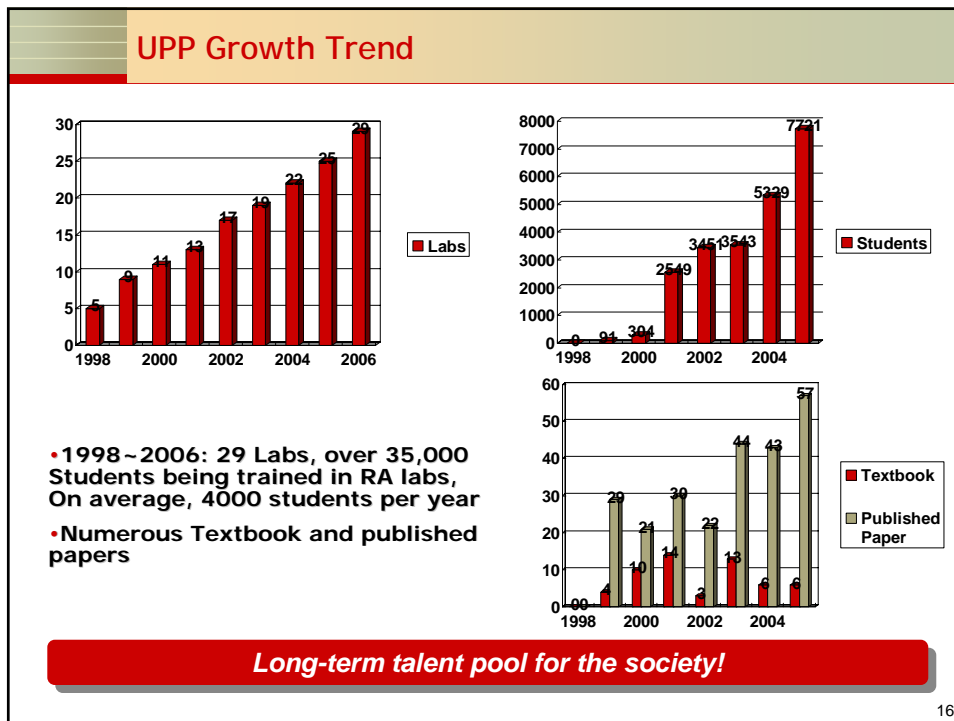
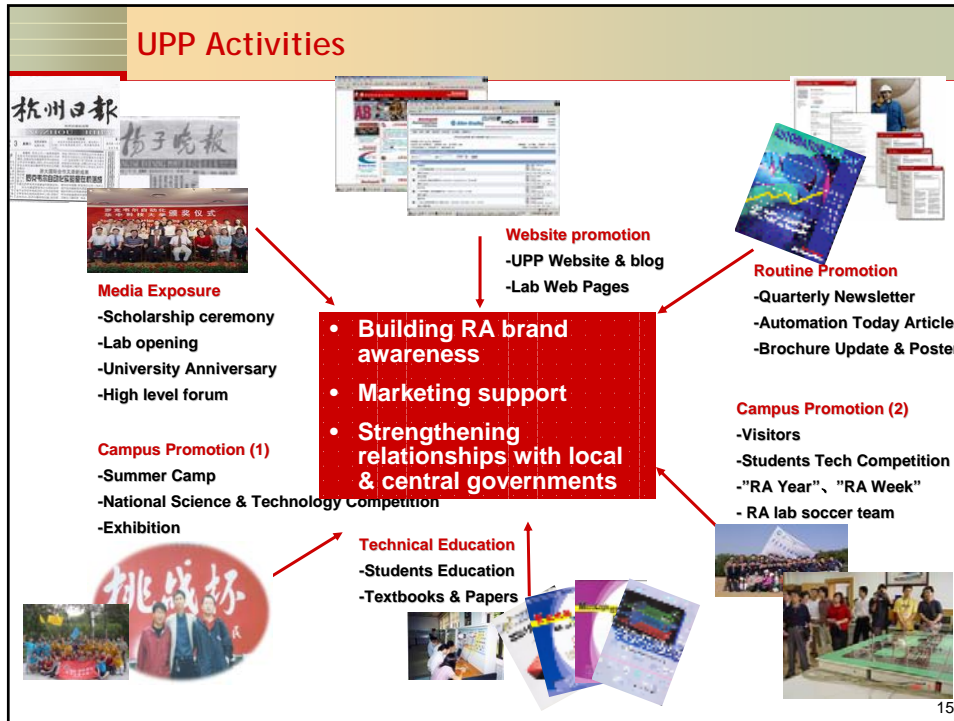
- "Outstanding Contribution to Chinese Education" Award by the Ministry of Education in 2004
- "Special Contribution to ASEA in China" by China Association of Automation in 2006

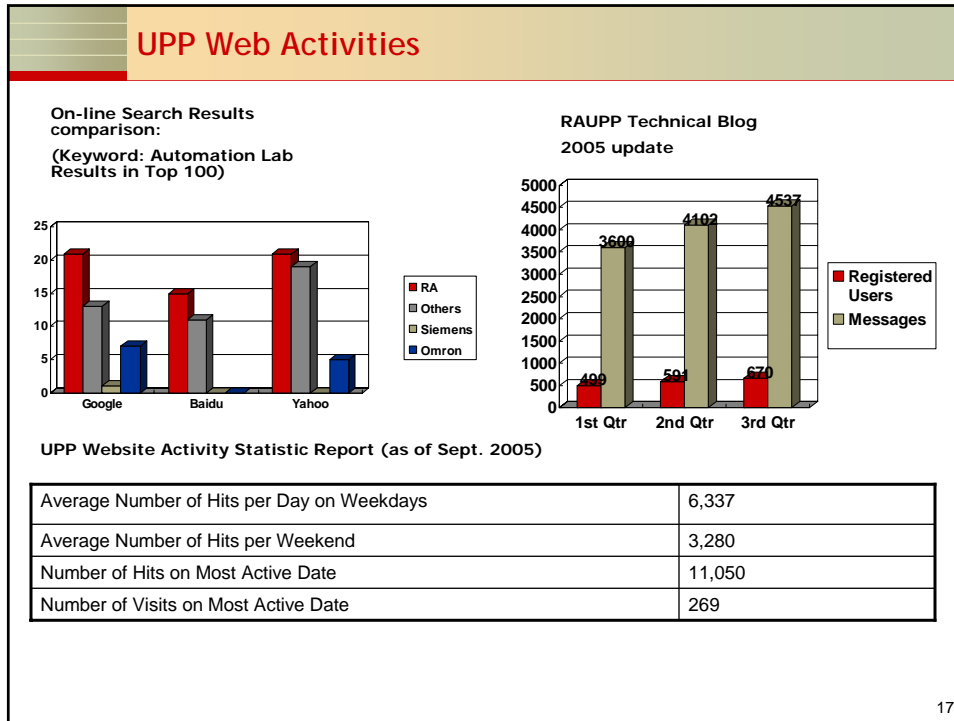
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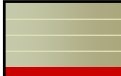
UPP Role



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**Rockwell
Automation**

Responding to Customer Needs

We listen to our customers

Think together about solutions

Solve their problems

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Thanks!

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Automation**

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