

Huang Keke, Makes the World-leading Magnetizer



Interviewee: Huang Keke, born in 1968, general manager of Ningbo Canmag Technology Co., Ltd.

Highlights of the project: four types of products, such as magnetizing machine, magnetizing fixture, magnetic related automation equipment and magnetic measuring and testing equipment, are used in magnetic material manufacturing enterprises, motor industry, electro-acoustic industry, automobile, aviation, microwave. In various fields such as telecommunications, it has established long-term cooperative relationships with many Fortune 500 companies and multinational companies, and its market share in the segmentation field ranks among the top three in China. At present, the company is involved in the intelligent factory transformation business.

Entrepreneurial story:

In the 1990s, Ningbo became an important production base for domestic NdFeB magnets. The demand for magnetizing machines was greatly increased. However, magnetizing machines were basically monopolized by foreign companies. At that time, Huang Keke, a company engaged in R&D work. I started the research of magnetizers in my spare time, and I have since formed a fate with this industry. After he resigned, he founded Ningbo Canmag Technology Co., Ltd.

Soon, for the first time, Huang Keke saw a magnetizer made in Japan. He found that the magnetizing equipment he made was far from it. Therefore, he is determined to be the world's leading brand of magnetizing equipment.

After experiencing various setbacks and failures, in October 1998, the company's first high-voltage pulse recharge (magnetic) machine DH2000-32T was born. However, birth is not equal to maturity, and the magnetizer frequently fails when the customer is using it. In order to troubleshoot, Huang Keke simply entered the customer's workshop, ready to replace the parts at any time. In the meantime, he suffered from all kinds of dislikes of the workshop staff, and for several days, he could not find the cause of frequent failures. On one occasion, the magnetizer ignited a fire and almost burned the workshop floor. Huang Keke was extremely hard hit, and once doubted whether he could persist, but his sense of responsibility and his dedication to technology finally made him find the cause of the malfunction and lifted the crisis.

In 2002, the company successfully developed multi-pole magnetizing heads and multi-pole magnetizing machines to fill the domestic gap. Since then, the company has revolutionized the magnetizing machine several times and improved the magnetizing efficiency. Because the performance is comparable to that of foreign products, the unit price is only one-third of that of foreign counterparts, and foreign magnetizers are gradually fading out of the Chinese market. Today, the market share of Canmag ranks among the top three.

In 2008, the company began to develop automatic magnetizing equipment and automatic testing equipment. In 2016, a Fortune 500 company purchased magnetic declination testers from around the world. As a small and micro enterprise, Canmag won the bid with a repeatability of 0.1 degrees or so. Among competitors, there is no shortage of magnetic materials industry. Years of foreign established companies. Subsequently, the company's products are also exported to European countries such as Germany, which is known for its high precision.

In 2015, Huang Keke moved its corporate headquarters to Ningbo Science and Technology Park. With the help of the technology and platform advantages of the Chinese Academy of Sciences, it established a world-leading laboratory, developed new products, and provided various magnetization solutions for customers. The company has provided solutions for magnetizing and measuring new energy vehicles for European and domestic famous automobile manufacturers.