

ROD FRANKLYN Managing Director, Techwool Trading

“We entered the Chinese market as its economy began to open up. There was a great deal of opportunity and we became increasingly reliant on China. In my opinion, China is now the most reliable country in the world, particularly regarding work conditions and payment. They have greatly supported the Australian wool industry.”

“随着中国经济开放，我们进入了中国市场。这里有大量的机会，我们也越来越依赖中国。在我看来，中国现在是最可靠的国家，特别是在工作条件和资金方面。他们为澳大利亚羊毛产业给予了巨大的支持。”

Techwool Trading is an Australian family-owned wool company. Managing Director Rod Franklyn found the company in 1983 and from humble beginnings, Techwool has progressed to being one of Australia's leading wool traders, exporting more than 220,000 bales per year.

Franklyn's consistent and sound business ethics has earned Techwool an excellent reputation with woolgrowers and export clients alike. His wealth of experience is complemented by a genuine consideration for the health and longevity of the wool industry. The company supplies wool to more than 100 textile mills worldwide, from combing to carding to carbonising and fabric making operations. Through Franklyn's mentorship and consistent business ethics, Techwool has forged mutually rewarding partnerships with local woolgrowers and export clients.

“Without China, we would still have a business, but costs would be a lot higher. China offers great reliability in terms of both business operations and customer demand. As far as I'm concerned, it is what makes the Australian wool industry what it is today.”

Techwool Trading是一家位于澳大利亚的羊毛家族企业，由常务董事Rod Franklyn于1983年创立。Techwool在创立伊始规模并不大，而现在已发展成为澳大利亚领先的羊毛贸易商，每年出口超过220,000包羊毛。

Franklyn秉承着一贯良好的商业道德和品质，这使Techwool在羊毛生产商和出口客户中享有极高的声誉。Franklyn不仅有着丰富的经验，还真正的在为羊毛行业健康可持续的发展作考虑。全球有100多家纺织企业向Techwool购买羊毛，涉及精梳、后整理、碳化和面料生产。在Franklyn的指引下，并在其一贯坚持的商业道德的护航下，Techwool与当地的羊毛生产商和出口客户建立了互利共赢的合作关系。

“如果没有中国，尽管我们仍然会有其他业务，但成本会大幅增加。中国在商业运作和客户需求方面都极为稳定。在我看来，是中国造就了澳大利亚羊毛产业的今天。”

“A partner and I formed Techwool in 1983. We started from humble beginnings and were fortunate to have the support of other trading companies. In 1985, we began direct exports. At that time, of course, China was an insignificant player in the market, but we were doing business with India, Turkey, and most of the European companies, as well as with the USA who was a major partner at the time. It was in 1988 that I first started to do business with China. It started off small, however it kept gradually increasing. My first trip to China was in the early-1990s and that was when our business began to grow quite rapidly.”

“我和我的合伙人在1983年创立了Techwool。刚开始的条件非常艰苦，但是很幸运的得到了其他贸易公司的支持。1985年，我们开始经营直接出口的业务。当然，中国当时在这个市场上并不活跃，我们当时与印度、土耳其和大多数欧洲企业开展业务。我第一次与中国伙伴开展业务是在1988年，刚开始的业务规模很小，随后才逐渐发展壮大。我记得第一次来中国是在上世纪90年代初，那时候我们的业务正在开始迅速增长。”



