

Frenchman finds life and work colorful in Jiading

Nicolas Franc De Ferriere carefully inspects the Axalta coating on a car.
— Wang Yueying

Wang Yueying, Zhu Liyan and Shi Jingyun

Frenchman Nicolas Franc De Ferriere has been in China for 15 years, spending the majority of his time in Shanghai.

His first foray into the automotive sector was in Shanghai, a city known for its size and diversity.

De Ferriere formerly worked for Delphi and BWI Group, where he led their foundation brake rigging business in North America and China. He worked for

Faurecia Clean Mobility from 2015 to 2021, overseeing one of its worldwide business units in North America, Europe, India and China. In 2021, he was named vice president of Mobility APAC at Axalta Coating Systems.

Axalta is a global leader in the coatings industry, offering customers innovative, colorful, beautiful and long-lasting coating solutions. The company was the first to provide waterborne, eco-friendly coatings to the automobile industry in China.

It has made coatings with

much lower VOC emissions to help governments in their efforts to reduce the environmental impact, especially in Jiading and for all of its customers in Shanghai.

De Ferriere uses colors to describe his team and life in Jiading, and the district itself.

He prefers the color red to represent himself and his team in Jiading, as it represents happiness and energy. He enjoys interacting with the team.

"You can feel the strong energy and the enthusiasm to

come to work every day and support our customers."

Blue is his favorite color because it reminds him of the sky and the water, and gives him a sense of calm or serenity. He claims that others will feel the same way if they are in a beautiful natural setting.

Every weekend, he wants to go out with his family and enjoy the scenery in Shanghai. De Ferriere also does sports to stay fit. He runs two to three times per week and plays tennis and badminton with friends.

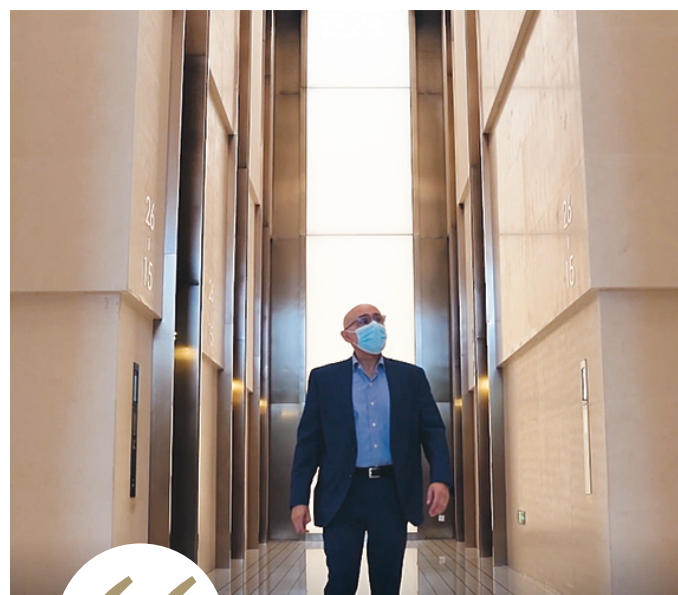
For Jiading, he chooses the green color because it indicates vitality and prosperity.

"It also connects to our commitment to a greener environment, which can be found in Axalta," he says.

He believes that environmental protection has had a significant impact on people's lives.

He can now enjoy more outdoor activities than he could during his first few years in China. The air quality is improving, and more green areas are being developed.

'We've contributed to the development of this city'



Chen Haojun, Zhu Liyan and Shi Jingyun

DARYOUSH Ziai, an American citizen, has been living a dream.

His fascination with China dates back to 1971, when his father first traveled to China. His mother followed him in 1980. This aroused the young Ziai's interest in China, giving him early exposure to the country.

Ziai began learning Chinese before moving to Shanghai.

He eventually settled down in Jiading District, which is home to Schindler China, the wholly-owned subsidiary of the Swiss multinational company that manufactures escalators, moving walkways and elevators.

The subsidiary's R&D and training facilities are also in Jiading.

Ziai was appointed CEO of Schindler Group China in 2015. It gave him the perfect opportunity to "discover" Jiading, realize a childhood goal,

and preserve his father's love for China.

In 2016, he was appointed to the Schindler Group's Executive Committee.

The American has been amazed by Jiading's seismic shifts while working and living here.

"It has grown a lot, with many new factories and many new businesses. I think it has become more modern, better established," he said.

"The ability to live in Jiading in a relatively new and modern house, work here, and have the schools and other facilities that make life convenient and enjoyable has all been developed in Jiading over the last decade."

Ziai, who holds a master's degree in civil engineering and business administration, has been involved in the elevator industry for decades. He has overseen the success and expansion of Schindler's business in China and remains upbeat about the country.

Refusing to stay confined

in his office room, Ziai frequently shuttles back and forth between the conference room, R&D center, and factory, while also supervising projects at the building sites.

Schindler's products and services are available throughout China and the world. He can quickly spot Schindler's elevators and escalators at airports, Metro stations, hospitals, retail malls, business buildings, and many other locations.

"What we build is to provide reliable, safe, vertical transportation in the places where we live, work, and use to go around the city," he said. "That's our mission."

He spends most of the weekends with his family, visiting places or interacting with children and helping them with their studies.

He feels a sense of pride when he talks about the city.

"We've contributed to the development of this city, and we are part of it now," said Ziai.

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Daryoush Ziai

CEO of Schindler Group China