

# Joyea

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Joyea is an industrial automation company, based in the Chinese city of Danyang. A leader in its field of robotics with more than 150 patents and many more in the pipeline, Joyea's evolution from a glass and handicrafts manufacturer to a leading innovator has been rapid and echoes the rapid transformation of the Chinese economy. With technology giants and exciting innovation hubs like Shanghai, Hangzhou and Shenzhen drawing much of the top talent, how does a Danyang-based company of 150 employees become the leader of a \$44 billion domestic market?

Located 200 kilometers from Shanghai and with a population of 890,000, Danyang is a small city by Chinese standards. When Joyea Founder and President Mr. Liping Wu discovered there was a lack of quality childcare for his employees in Danyang, he invested in developing a childcare center. He also introduced Danyang's first Japanese Ramen café, complete with Japanese chefs and ingredients imported from Osaka. He understands the vital connection between community, life and work.

**It was clear that the companies who would take the lead would be those that invested in a holistic comfortable, healthy and rewarding employee experience.**

Mr. Wu's view, inspired by Taoist philosophy, centers around the notion that happiness, wellbeing, trust and the opportunity to do meaningful work, together form a culture that sees employees, innovation and business thrive. "Chinese companies that will continue to lead in the future must genuinely care for their people" is how he explains the key to his highly skilled and robust pipeline of talent.

To design a home that would attract new talent as well as continue to inspire its 150 employees, Joyea worked with Steelcase to create a custom-built new campus it called Wisdom Park. Described as a place that promotes a healthy, balanced lifestyle, the campus is an open and supportive environment that fosters innovative teamwork and a thriving community, creating a progressive work environment that underpins a culture of innovation and excellence. The space is designed to foster creative work, independent thinking and communication.

Mr. Wu's office is relatively small by Chinese standards and is designed to accommodate many different activities, from focused work and reflection to social interaction and meetings with employees.

Opened in 2018, the new campus features a range of settings that support both individual focus and collaboration that provide Joyea's employees with a highly attractive and social work environment. Spaces can be easily personalized to elevate an employee's individuality and sense of belonging. Generous sports facilities and spaces for continuous education mean employees are physically well and intellectually stimulated.

The company's attitude to innovation means that employees are encouraged to experiment. In this dynamic, inventive environment, high levels of trust and responsibility rest with each individual. The organization relies on people thriving in their work. Education is paramount to Joyea's philosophy. Employees are encouraged to upskill, pursue development, share knowledge and host exchanges of ideas and perspectives.