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TODAY 工程机械



风险管理：适应快速变化的经济环境 P68

BICES 2011 大阅兵 P76

说说工资那点事 P136

营销版

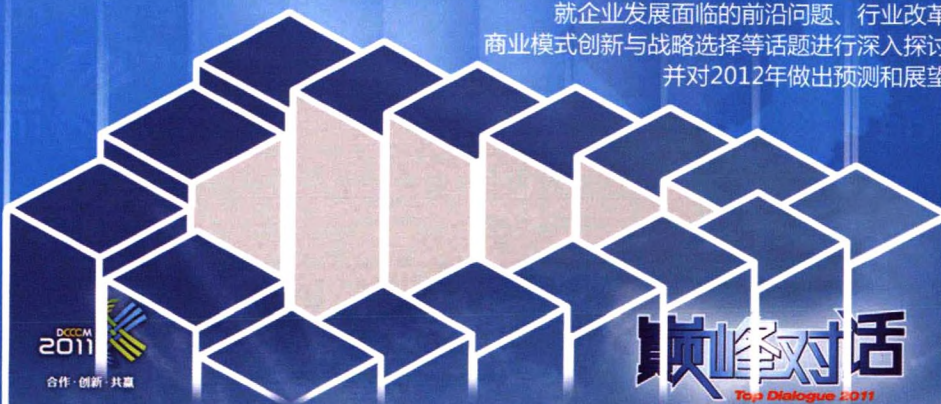
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变革环境下的再起步

Restart under the Changing Environment

6位重量级嘉宾，对复杂纠结的工程机械市场进行梳理和盘点，就企业发展面临的前沿问题、行业改革、商业模式创新与战略选择等话题进行深入探讨，并对2012年做出预测和展望。



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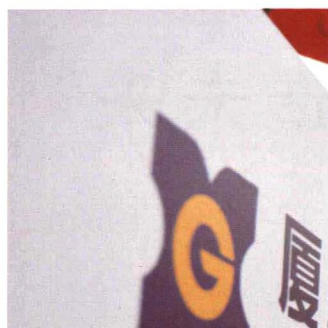
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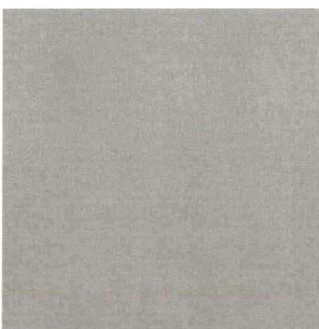
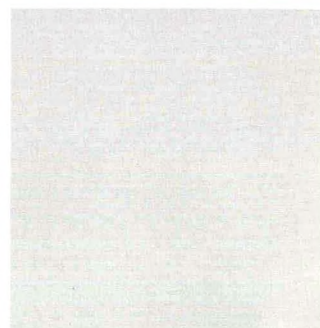
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厦工一方面扩大装载机、挖掘机等产品的产能；另一方面进军拓展桩工、混凝土等其他机械产品，将产品覆盖到工程机械的18子类，目前，旋挖钻机、混凝土泵车等产品已经下线，这些新增的产品系列是未来5年厦工发展的新亮点。

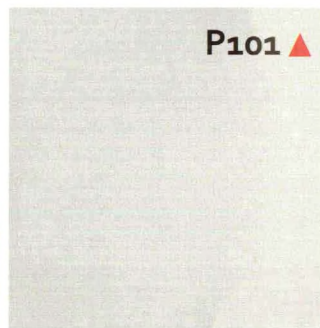


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即使把同样的厂房、设备、技术、制度、资金等全部整合起来成立一个新公司，也无法打造出第二个潍柴，因为承载于潍柴人身上的企业文化是专属于潍柴的宝贵无形资产，别人学不会、偷不走、买不来。



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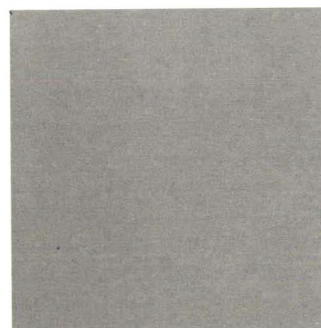
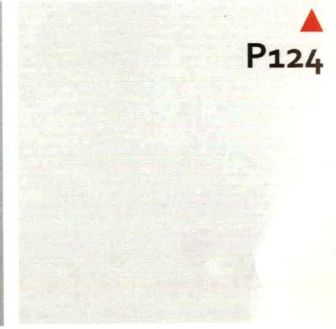
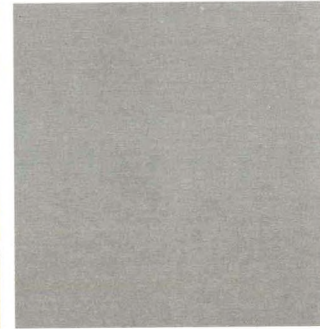
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现在也许正是我们工程机械行业向家电行业学习领先的服务理念，并合理应用于日常经营中的合适时机。

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本次秋季订货会，三一重机在2011年市场局势低迷的情况下，挖掘机销量依然突破了1180台的好成绩。

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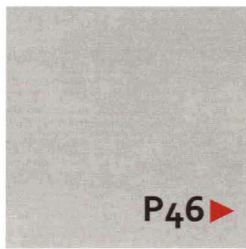
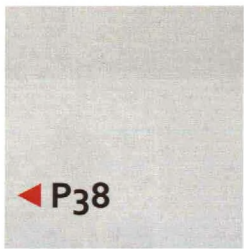
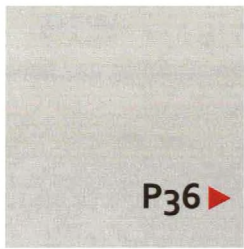
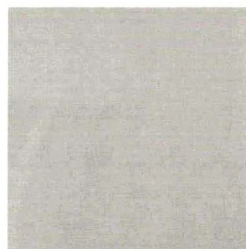
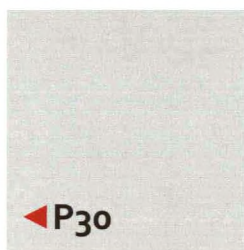
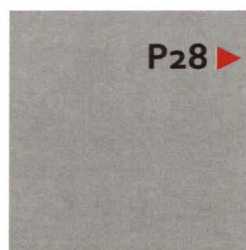
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The outgoing 2011, is a year that world's construction machinery industry slowly step forward in the recovery process, while China's construction machinery market in the first four months of high growth, the market began to the fall cycle. Changing environment, requiring every industry colleagues once again thinking about how to achieve the practitioners development of construction machinery industry and enterprises, working to create the future, grasp the next market opportunities, is incumbent upon business leaders.

In this context, the Ninth China Construction Machinery Marketing Summit Forum 2011 & Annual Meeting of Distributor China Construction Machinery with "cooperation • win • innovation" as the thematic, on October 14-17 in Beijing. Nearly 600 Construction Machinery agents representatives, user representatives, industry medias attended the meeting. October 15, 2011, the Marketing Summit invited six heavy-weight guests join the top dialogue, unscramble and check the complex Chinese construction machinery market, deeply discuss about cutting-edge issues of agents and manufacturers to develop in the field of circulation, industry reform and enterprise "business model innovation and strategic choice" and other, and make predictions and outlook of 2012.

Overseas View P28

**Deere Plans to Invest Two New Factories in Brazil
U.S. likely to Promote Hybrid Earthmover
Volvo Group Reported Third Quarter 2011 Earnings
Second ConBuild Mining Exhibition Will be Held in Indonesia in 2012
Caterpillar's Acquisition of Third-quarter Boost Because of Purchase**

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**Sany were Among the *Fortune* Top Ten "Most Admired Chinese Company"
Phoenix (Nanjing) R & D Engineering Center Fifth Anniversary Celebrations Held
XCMG Won the "China Standard Innovation Award"
Atlas Copco Construction Mining Machinery R & D Center in Nanjing
Doosan Completion of the Plant in Suzhou
2011 National Construction Machinery Quality and Vehicle Technology Information Network Cranes and Special Vehicle Sub-network Meeting Successfully Held in Taian**



Special Report P76 BICES 2011: the Main Force of Industry Parade

During 17-21 October 2011, the Eleventh China (Beijing) International Construction Machinery, Building Material Machinery and Mining Machinery Exhibition & Conference and China • 2011 Beijing International Commercial Vehicle Fair (BICES/IVEX2011), in Beijing Jiuhua international Convention and Exhibition Center successfully concluded.

Compared with the previous exhibition BICES, BICES / IVEX 2011 in terms of number of exhibitors, exhibition area, and other aspect all made new high, as the biggest international exhibition of construction machinery, building materials machinery and mining machinery, commercial vehicles. According to statistics, there are nearly 1,200 exhibitors, 200,000m² exhibition areas, including three indoor museum of more than 70,000 m² and outdoor museum of more than 120,000 m² in BICES / IVEX 2011. BICES / IVEX 2011 is the most exhibitors, most comprehensive product coverage, and the biggest in BICES history, in the self-crossing, but also make the BICES / IVEX 2011 to become the largest and most influential construction machinery exhibition in Asia-Pacific region this year.

Marketing Investigation P124 Caterpillar, CEL and Their Customers Get Together in Guangxi

On October 28, 2011, the world's largest earthmoving machinery and construction equipment manufacturer Caterpillar, and its only designated agent in six provinces in southern China and Hong Kong and Macao and Xinjiang - CEL Engineering jointly held a meeting in Nanning, Guangxi, through technical presentations, impart knowledge of maintain construction machinery, explain product use errors and field demonstration and other forms, to show the Caterpillar client-side, the mechanical infrastructure equipment, consultation service and other advanced intelligent management solutions to the client stereoscopically, and share the Caterpillar's strategic vision and industry-leading technology with them. The event brought together more than 200 customers of Guangxi's construction machinery industry.