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Cover Story  
封面故事

## 再生之路

——详解《工程机械再制造产业发展路线图 2014》

随着一系列国家政策的制定和落实、市场的逐步推进，我国再制造产业面临的问题将有望逐一被解决，再制造产业将迎来快速发展期。



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特写

PRE-INTERMAT:  
自由畅谈中的预示与企盼

企业有时就像个体的人，市场悲观时就表现得低调，申请的展位面积较小，而当市场上涨，乐观情绪就随之而来，希望更大的展位，现在的欧洲市场处于平稳状态，参展商数量与展位面积的平衡恰到好处。

Feature  
特写

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开启 2015 服务新引擎  
——徐工道路机械“2+1”服务工程全面启动



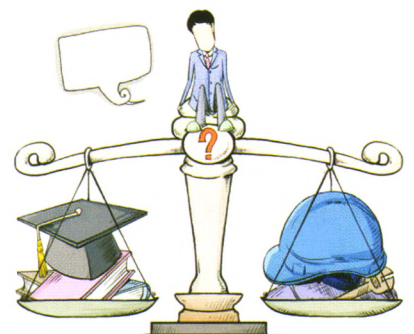
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企业何时该破例?

# 34 COVER STORY

## Reman Roadmap, A guide to Development and Implementation

The reman market for construction machinery industry has been expected to grow over the years, for the environmentally friendly image and the reliability factor of reman parts as two of the reasons for this rise. A remanufactured part, different from a reused, refurbished, reconditioned part, is the equivalent to or even better functioning than the original part. It is restored from an existing part, using standardized industrial processes in line with specific technical specifications. Early as 2008, laws and regulations began pushing its development but few manufacturers in China have gained ground in this field. At the end of 2014, the Roadmap for Reman Business inside Construction Machinery Industry was initiated. Will it be a successful story?

## 54 Feature

### PRE-INTERMAT: Anticipation and Prediction

Held three months prior to the show, this is unquestionably one of the events universally acclaimed by the world's trade and business media invited to this two day gathering with 200 industry players due to show at INTERMAT. The Pre-INTERMAT event provides magazines with a unique opportunity to gather information direct from manufacturers and put together comprehensive editorial guides to the show. Further to the success of the 2012 edition, INTERMAT 2015 will be introducing a new and improved exhibition sector layout to accompany the event's new developments and perspectives and therefore deliver an enhanced visiting experience.

## 60 Feature

### John Deere Financial: History And Mission

John Deere Financial is one of the largest providers of financial services to agricultural and construction customers, supporting John Deere around the world with more than 1.7 million accounts and a managed worldwide portfolio of \$40 billion. In addition to providing receivable and equipment financing to help facilitate the sale of John Deere agricultural, construction, forestry, turf, and utility equipment, John Deere Financial also offers revolving payment-based solutions and crop input financing. Today, John Deere Financial has approximately 2,300 employees worldwide and offers retail finance programs in 45 countries.

## 64 Feature

### 1850 SJ: Is this about as far as the boom can go?

Telescopic boom lifts are reaching heights not imagined 10 years ago, when 135 feet of maximum height was pushing the envelope. And now JLG has upped the ante by more than 5 feet with its 185-foot-7-inch-platform-height 1850 SJ boom, offering nearly 19 stories of working height and almost 3 million cubic feet of reachable space.

## 72 Management

### Managing Credit Risk Overseas under the Strategy of "One Belt One Road"

"One belt, one road" will link China with Europe through Central and Western Asia, and the 21st Century Maritime Silk Road, which will connect China with Southeast Asian countries, Africa and Europe. Many of the countries mentioned have traditionally had close trade and investment relations with China, which says they should deepen cooperation, especially in terms of building infrastructure and other development projects. The strategy underlines the government's push to have a bigger say in global economic and political affairs, and to export China's technologies and production capacity in oversupplied areas such as steel manufacturing. However, manufacturers should raise awareness of credit risk overseas. The first step in effective credit risk management is to gain a complete understanding of a bank's overall credit risk by viewing risk at the individual, customer and portfolio levels.





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万方数据

