

探析工程机械的财富模式



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不断推出的大手笔发展规划让工程机械市场上空春雷涌动，但这次，从业者却很少尝到甘霖的滋味。

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特写

采石有“道”

——侯文涛上演百倍产量背后的 Cat® (卡特) 情缘

“京沪高铁、青兰和德上高速，这些工程都从我这里进过石料。现在的产量要跟过去比，百倍都不止！自从用了Cat 挖掘机之后就没再买过其他品牌。”谈到这里，侯文涛意气风发，眉宇间透着笃定。

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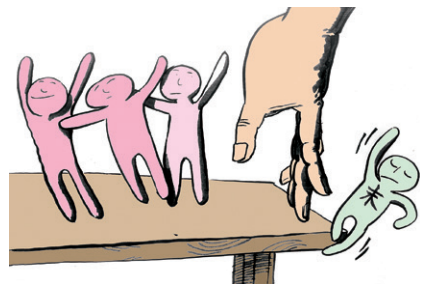
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不良资产“新视野”

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STORY

How Effective Will the New Stimulus Plan Be?

The 2008 Chinese economic stimulus plan is seen as an attempt to minimize the impact of the global financial crisis on the world's second largest economy. Critics of China's stimulus packet have maintained that it has made matter worse by pumping excessive investments into an economy that was overheated and marked by overcapacity and overinvestment. Five years later, new stimulus plan including one belt one road policy has offered hope for the sluggish construction machinery market. However, what worked, and what didn't are yet to be examined.

60 Feature

XCMG Launched “One Belt, One Road” Overseas Service Activity

On May 29, envoys from 18 countries to China along “One Belt, One Road”, gathered at XCMG to launch the “One Belt, One Road” Overseas Service Activity with the theme of “New Silk Road, New Service”. After the ceremony, Seminar on XCMG “One Belt, One Road” Cooperation and Development was held. On the seminar, the 27 envoys to China, officials from Jiangsu provincial government and Xuzhou municipal government, and management team of XCMG gathered together, discussing business opportunities deriving from the “One Belt, One Road” strategy. XCMG is by far the first company in the field to react and respond to the strategy. The overseas service activity is the first action XCMG takes to promote its market share in countries along the belt and road.

73 Feature

Wary of Risks on the Journey of “One Belt, One Road”

“One Belt, One Road” is a new strategy, guideline, and measure put forward by Chinese government under the economic situation of “New Normal”, Implementation of the strategy will bring China construction machinery industry historical opportunities. One of the obvious economic motives behind Xi's initiative lies in China's slowing economic growth and lingering industrial overcapacity. China wants to solve these problems by exporting its production capacity and participating in the construction of the infrastructure — railways, airports, roads and sea ports — along the Road and Belt. In spite of China's good intentions, there are a few risks along the way. To begin with, China's neighbors may not be as enthusiastic as Beijing in reviving the Silk Road. China views the road as a platform for cultural and economic exchanges, but some countries may look at it differently.

86 Management

Digital Market Place for Industrial Goods

Today more than ever before, manufacturers need to be visible online to reach new customers. The key objective is to promote brands through various forms of digital media. It is embodied by an extensive selection of service, product and brand marketing tactics, which mainly use the Internet as a core promotional medium. More focus has been placed on segmentation within digital marketing, in order to target specific markets in both business to business and business to consumer sectors.

88 Management

Things We Will Do in Digital Industry 4.0

Connected, intelligent products that communicate with users, new digital business models that harness collected data to offer additional services and as-a-service products, products on the assembly line that tell shop floor machinery how they are to be processed. The core of Digital Industry 4.0 is highly intelligent connected systems that create a fully digital value chain. Digital Industry 4.0 is also commonly referred to as the Industrial Internet of Things. Digital has disrupted the industry like never before, leaving incumbents vulnerable. Industrial manufacturers can no longer be content to remain fast followers. To effectively distance themselves from the competition and ensure enduring growth, they must harness the power of emerging technologies by integrating hardware and software, as well as redefine product life-cycle management and leverage Digital Industry 4.0 or the Internet of Things.