

探析工程机械的财富模式

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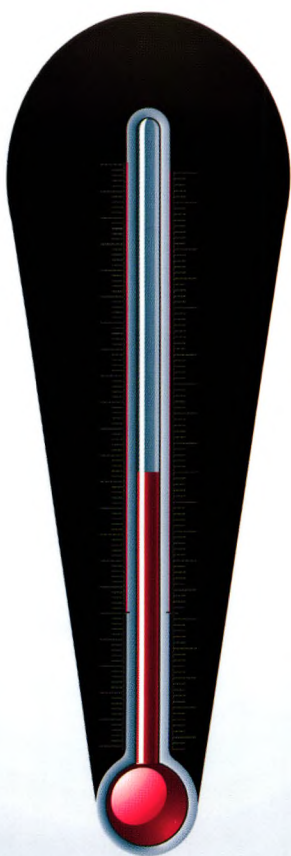
2016年第 06 期 6月5日出版 总第200期

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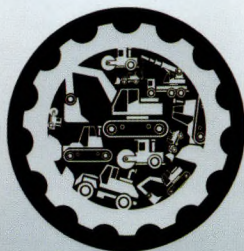
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年中将至 “回暖”何期

回顾2016年上半年,无论是制造商、配套件企业,还是代理商、用户,产业链上的每一环都在为了生存而积极适应当下的市场形势,努力进行变革。

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ISSN 1671 9018

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封面故事

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FEATURE

特写

德纳中国: 对的时间, 对的产品

通过实施“中国制造 2025”, 实现从工业 2.0、3.0 到 4.0 的跨越式发展, 是中国工程机械产业未来十年的核心任务。

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特写

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COVER STORY

Higher Expectation on Recovery of Heavy Equipment Industry

It's been half a year since heavy equipment industry in China met new challenges which are hard to simply generalize. In the past six months, the implementation of Stage III emission standard, the new record high of excavator and loader sales in March, and the vicious completion of equipment market underlie the fundamental changes of the industry. Dealers, while deeply burdened, are blazing trails to seek transformation through the after-sale market and E-commerce hoping of new profit gains.



34 MARKET

How Are Oil Prices Determined?

Oil prices are determined by commodities traders who bid on oil futures contracts in the commodities market. These contracts are agreements to buy or sell oil at a specific date in the future for an agreed-upon price. They are executed on the floor of commodity exchange by traders who are registered with the Commodities Futures Trading Commission. Commodities have been traded for more than 100 years, and have been regulated by the CFTC since the 1920s. Commodities traders fall into two categories. Most are representatives of companies who actually use oil. They buy oil for delivery at a future date at the fixed price.



45 FEATURE

SDLG to launch Tier 4 wheel loaders at APWA Snow Conference

For the first time in North America, SDLG exhibited its new range of Tier 4 Final wheel loaders at the 2016 APWA Snow Conference. The event took place at the Connecticut Convention Center in Hartford, Connecticut, and was hosted by the American Public Works Association. Tyler Equipment, based out of East Longmeadow, Massachusetts, was SDLG's regional partner for the show. The company began selling the brand's wheel loaders last winter, specifically with the snow removal sector in mind. Key executives from SDLG also attended the event to debut the loaders, and fielded questions from customers and the press.

58 BUSINESS

Will "Incredible India" Replace "Made in China"

During the business tour of India, Apple CEO signals Apple's move into India market. Discussions covered recent government decisions related to Apple. Indian authorities have approved single-branded Apple Stores, and they could open within 18 months, but they have refused to allow the sale of refurbished iPhones. India is a highly price sensitive market, where Apple market share is still less than 2%. However Cook says that the country is a "really great opportunity" for further growth, especially given that sales in the U.S. and China have slowed. In India the company's revenue grew 56% last quarter, surpassing the \$1 billion barrier for the first time.

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