

探析工程机械的财富模式

www.cmtoday.cn



卡特彼勒解读智能机器时代 P42
 退出渠道,协议离婚好过诉讼离婚 P54
 集团性企业如何做好资金的有效管理 P60

2016年第 07 期 7月5日出版 总第201期

代理商的

当前,西部地区消息不胫而走,两家国内知名品牌对代理商大范围实施债转股、控股,甚至以直销取而代之。直面新常态下的新阶段,代理商的转型升级之路要如何考量?代理商的下一程又在哪里.....

P14



国内统一连续出版物号 / CN 11-4814/TH 国际连续出版物号 / ISSN 1671-9018 邮发代号: 2-632 定价: 20.00元



P14
COVER STORY
封面故事

代理商的下一程

当前，西部地区消息不胫而走，两家国内知名品牌对代理商大范围实施债转股、控股，甚至以直销取而代之。直面新常态下的新阶段，代理商的转型升级之路要如何考量？代理商的下一程又在哪里……

EDITORIAL 卷首语

03 产能过剩逼出信心危机？

VIEWPOINT 今日观察

08 我们需要的并不是“市场回暖”
——中国工程机械行业的反思

BUSINESS 业态

10 [宏观]

11 [产业]



COVER STORY 封面故事

14 代理商的下一程



INDUSTRY ANALYSIS 产经

[资本]

22 制造服务业的“服务”逻辑

[市场]

26 中国工程机械工业协会

2016年统计信息工作会议召开

27 苏子孟：再制造“盈利”很关键





P28

FEATURE

特写

沃尔沃代理商康复计划再探访

“工程机械行业仿佛是一条海滩，在第一线的设备用户、施工承包商，第二线的是代理商，第三线的是各大厂商。”

FEATURE 特写

- 28 沃尔沃代理商康复计划再探访
- 30 壳牌抢抓细分市场先机，欲以专用油撬动后市场
- 34 共筑 BICES，助力工程机械转型升级新征程
- 38 “铲业”争霸 风云再起
——中国好铲车“铲业英雄”争霸赛港口专场纪实
- 40 中端之合：临工重机与山特维克牵手矿业
- 42 卡特彼勒解读智能机器时代
- 43 柳工压缩机的变革与质量聚焦
- 44 三一挖掘机全球销量已达十万台 新一代高端新品面市
- 46 “会思考”的智能机
——凯斯全新 CXC 系列挖掘机登陆中国
- 47 一汽锡柴：只造用户满意的柴油机
- 48 关爱用户，用行动说话

50 雷沃 FR370 型挖掘机助力贵州高速公路建设

52 斗山助力“一带一路”卡一拉高速公路项目

MARKETING 营销

[管理]

- 54 退出渠道，协议离婚好过诉讼离婚
- 56 品牌经营要“六戒”
- 58 一家矿山机械企业网络直播引发的商业思考
- 60 集团性企业如何做好资金的有效管理

MODERN BUSINESS 现代商业

62 行业寒冬持续 宝钢环保投资为何翻番？



14
COVER STORY

Dealers' Next Journey

It has long begun to make inroads in new markets for China construction machinery dealers, but it easier said than done. Recently, news has spread far that in western China, manufacturers began to take initiatives in carrying out debt-to-equity swap programs in enterprises where conditions permit. Financial supervision has been strengthened. Risks with some financial institution have been resolved by mergers, acquisitions, debt-equity conversions, closures and bankruptcies. Dealers who wish to survive are compelled to follow this business trend as they set out for their next journey.

22
INDUSTRY

Service-Dominant Logic for Manufacturing Industry

China's has released its roadmap for the manufacturing sector. The 'Made in China 2025' initiative aspires to revive China's manufacturing sector and make it a competitive global player. Made in China is now not only about manufacturing, but is focusing more on innovation and design. The integration of modern service into manufacturing highlights the current industry upgrading. However, those who lacking management experience tend to over-exaggerate the importance of service input, which causes more financial difficulties.

34
FEATURE

BICES 2017 Close at Hand

BICES 2017—The 14th Beijing International Construction Machinery Exhibition & Seminar is organized in between September 20-23, 2017. The Trade Show, Fair and Exhibition place is going to be New China International Exhibition Center. There is an opportunity to discover the latest advances in Building Technology, Interior Construction, Construction, Building and Construction Machinery at this key Trade Show, Fair and Exhibition. This Trade Show, Fair and Exhibition is predicted to be visited by about 100,000 professionals.

60
MANAGEMENT

Asset Management for Group Enterprises

The central government has set up a fund to help cut excess capacity in heavy industries, like steel, coal and oil, which are currently suffering heavy losses. The central government encourages re-organizing and merging in these industries to avoid over-competitiveness. Restructuring is the best way to prevent a large number of defaults and unemployment and to tackle the over-capacity issue. Enterprise asset management is the business of processing and enabling information systems that support management of an organization's assets, both physical assets and non-physical assets.

62
BUSINESS

Baosteel Environment Investment Doubled

Baosteel Group, the largest steelmaker in China, made breakthroughs in energy saving and environmental protection at its new complex in Zhanjiang, Guangdong province. The system removes both sulfur dioxide and nitrogen oxides from coke oven gas to meet the national emissions standards issued last year. A world first, the system was developed by a domestic institute and had its pilot testing. In addition, in the sintering process, facilities using activated carbon, the first of their kind in China, remove heavy metals, dioxin, sulfur dioxide and nitrogen oxides in the gas.

AD INDEX
广告索引

永立建机（中国）有限公司	封底拉页
中联重科股份有限公司	封底
现代重工（中国）投资有限公司	P1
福建南方路面机械有限公司	P7
凯斯工程机械（上海）有限公司	P9
北汽福田汽车股份有限公司北京福田雷萨泵送机械分公司	P21
赛克思液压科技股份有限公司	P25
山推工程机械股份有限公司	P32/33
成都神钢工程机械（集团）有限公司	P36
四川成都成工工程机械股份有限公司	P37
天津亿美博数字装备科技有限公司	P41
上海彭浦机器厂有限公司	P45
住重中骏（厦门）建机有限公司	P49
bauma 2016	P53
石川岛中骏（厦门）建机有限公司	P64