

探析工程机械的财富模式



警惕:不要重蹈“四万亿投资时恶性竞争”的覆辙
新三板市场前景可期
产业互联时代的“超级供应链”

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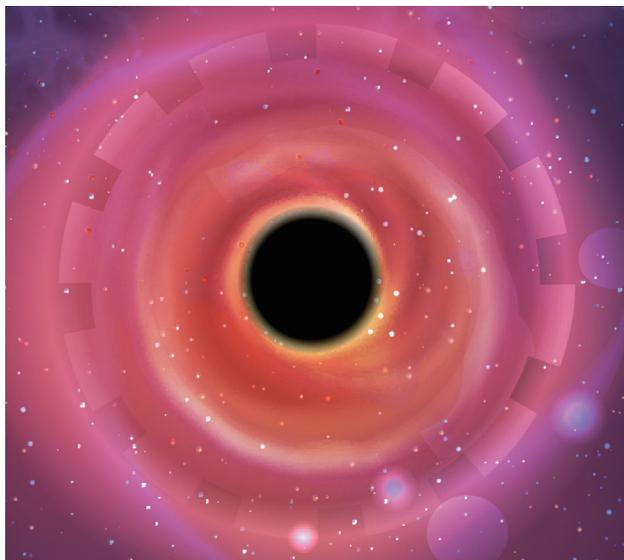
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存量市场下的旧件迷局

近几年,庞大的二手交易催生了活跃的旧件市场,
在这个极其不透明的领域,隐藏着巨大暴力和引力,如同黑洞,
吸引并驱使着一些冒险者铤而走险。

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COVER STORY

封面故事

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FEATURE

特写



占领后市场高地

——徐工起重机械引领行业维修再制造能力

徐工集团围绕服务、备件、再制造、二手车和经营租赁五大业务，广拓深耕工程机械后市场，其中起重机械再制造逐渐从中脱颖而出。

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COVER STORY

The puzzle of old parts under the stock market

With the increase of construction machinery and acceleration of second-hand machinery trade, debt and dismantling in recent years, resulting in a large number of old parts. At the same time, agents overhaul plant, social maintenance service stores, remanufacturing enterprises also have some demand for the old parts. Behind the second-hand machinery market is a extremely active and huge old parts market chain, it has been running in silence, but now many people are still sketchy on this issue, some specializing enterprises and individuals in the field also carefully conceal mentioning. The source of the old pieces, channels, circulation, profit, and even the acceptance of users are all mystery that have never been touched by the media..

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INDUSTRY ANALYSIS

In the field of energy, the construction machinery industry will bring great opportunity

In February 17, 2017, the National Energy Board issued "2017 Energy Working Guidance", to further deepen the work of energy supply side structural reforms, promote the full implementation of the "13th Five-Year" planning. Some of the content is directly related to China's construction machinery industry. First, to resolve and prevent excess capacity, the exit capacity objectives will directly affect the construction machinery industry downstream areas, such as coal, electricity and other demand areas. Second, the upgrading of diesel oil will have a more favorable impact on the fuel utilization ratio of construction machinery. Third, some major projects in the adjustment of energy structure, clean and efficient use of coal, making up the short board of energy system, the innovation of energy consumption pattern will directly pull crawler cranes, truck cranes, excavators, concrete pump and other construction machinery needs.

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MANAGEMENT

The super supply chain in the era of industrial interconnection"

In the past, the enterprise tries to return to the core competence in a part of the supply chain and want a deep end. But now, based on the cloud user data and production data, they began to do frequent cross-border business and full supply chain integration, and upgrade it to super supply chain that can be unlimited to meet the demands of users. This is the cloud manufacturing, interconnection manufacturing, distributed manufacturing, but also the essence of INDUSTRIE 4.0.

In fact, the thinking that the Internet is equivalent to e-commerce is naive. Using Internet technology to improve transaction efficiency is only one of the bonus. The magic of the Internet business world is far from spreading. So, when the manufacturing companies think that their products are not suitable for sale online, the Internet is "not over", they're missing one of the biggest opportunities and also suffering in a greater "catastrophe" at the same time. This is the Internet industry!

In the future, access to the network determines the existence of your business, this is the development direction of the Internet thinking landing in the business model. This is the real Internet plus and the Internet industry!

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公 示

根据《新闻记者证管理办法》及新闻出版广电总局《关于开展新闻记者证2016年度核验工作的通知》的相关要求,《今日工程机械》杂志对2016年12月31日前已申领第五版新闻记者证人员的资格进行了严格审核,现将通过年度核验的人员名单进行公示,以接受社会监督。新闻出版广电总局举报电话:010-83138953。

已通过本单位年度核验人员名单:

杨志芳 冯桂英 闫晗
石强 李辽 张凯丽