

探析工程机械的财富模式



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未来市场 还会更好吗?

你期待它、盼着它，它不来了。就是，你还是要放下，你不要说是“昨天的那个过得很美，我今天还愿意再来一回”，不行，你还是得放下，放下，放下，不要有一个期待心，那么才会出现。

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封面故事

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聚焦拉展,卡特彼勒不止于机械创新

我们不仅要提供最好的产品,还要能够提供超越机器之外的技术、数据分析和自动化等工程解决方案。

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COVER STORY

Will the future market be better?

From the end of 2016 to the first quarter of 2017, China's construction machinery market experienced a wave from the winter to spring, and then to the "summer" to pick up the market. the market temperature rise from the excavator, and gradually spread to the concrete machinery, Pile driving machinery, then to the lifting machinery and loaders and other sub-sectors...

The rapid rising of the market overwhelmed many enterprises , but also made some enterprises' pre-judgment came true, to win the initiative. What is the market situation? What are the factors that led to this round of the market to pick up? What is the survival status of spare parts suppliers, manufacturers, agents and user groups? Will the future market heat be sustainable?



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INDUSTRY ANALYSIS

Explore the development path of construction machinery remanufacturing

Construction machinery remanufacturing industry in China has reached a crossroads, should we choose a top-down high-end intelligent elite development path or grassroots participation gradual cyclic economy development? it is the time to reflect.

Facing challenges of market, tax, technical barriers and components , our country shall actively help solve these problems, to promote the national green manufacturing and the protection of the environment, support those remanufacturing enterprises that are recognized by the users, cultivate a number of re-manufacturing supporting enterprises, forming a benign remanufactured development environment.

China has a huge second-hand construction machinery equipment market. This shows that there is a demand of circular economy in China , but we have not found a suitable entry point for users and businesses to provide a win-win cooperation platform.

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MARKETING

Left or right

Facing the picking up situation of current market , should we turn to expand the scale of sales once again Or painstakingly solve historical problems? Construction machinery manufacturers came to a new crossroads.

China's construction machinery market began to decline in May 2011, after years of trough , has been restored in early 2017 finally. The major products got a year on year growth, some products even reproduce the hot situation in the past, in short supply.

This change, so that the major construction machinery manufacturers have a long drought every sense of the forest, many companies began to speed up the market layout, adjustment, in order to seize the new development opportunities.

But it can not be ignored that the excessive release of production capacity and irrational price competition in the past , the market overdraft makes the construction machinery market has accumulated too much burden , making the construction machinery manufacturers have to face reality, adjust the development strategy, Control the risk.

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