bauma China 2014: On the Destocking of China Construction Machinery

With macroeconomic stabilization and recovery, the machinery industry also appears to run some improvement. During the difficult time of the industry, many companies adjust their marketing strategy, making the sales decline narrowed, and some even restore growth. But after a golden decade of development, there is a huge amount of construction machinery inventory. How to destock is a hard nut for the enterprises.

Expand the global market

Global positioning becomes the highlight of the many construction machinery enterprises. Among them, Sany Chairman, Liang Wengen pointed, "We use high quality products and services, to change the image of Chinese products in the world, and promote ‘Made in China’ become ‘Created by China’. That is to get world recognition, so we put our internationalization as Sany’s third venture." The launch of Liugong global R & D center construction project marks the further internationalization of the company, Zeng Guang An, the president of Liugong president said that regarding the global market, especially the emerging market, their demands have not been completely met by the European and American companies, but they passively accept a lot of demands. For instance, special needs of Southeast Asia, Latin America, Africa, the Middle East and other places are not being met yet.

How to expand overseas markets and achieve sustainable development, enterprises need to develop customized marketing programs, consider the specific market needs of customers, and constantly improve the relevant products, adhere to product differentiation and make the technological innovation on product performance, safety, environmental protection, driving comfort, and process improvement. At the same time, increasing sales, improving service, optimizing parts network, and transforming the passive after-sale service to active care service, to consequently win the customers by high quality products and services.

Focus on the construction of small and medium cities

In addition, we can see the new urbanization compared to the past are very different, it is more inclined to the renovation of small and medium cities, and the investment on the livelihood-related middle and small projects of urban cluster building and township-level projects of agriculture, forestry, water conservancy. And these regions compared with the traditional city center, feature scattered market distribution, non-centralized equipment and underdeveloped transport and logistics, etc. which leads to few formal accessories and repair workshop locally. So users of these areas are very aspired to get timely, fast service by the manufacturers. With the new advancement of urbanization, the purchasing power of these users and purchase requirements are greatly improved. The main battlefield of the domestic construction machinery may also be transferred toward these regions. Thus to provide appropriate services according to their actual needs, will get more initiative in the pre-sales and after-market of the region.
Although there are many difficulties in the current industry, this is the inevitable process of “growing pains” from the rapid growth to the stable growth; an industry professional, believes that to spend this period, enterprises needs to assess the situation of the industry, set up the scientific development goal, rather than pursuing short market indicators. As of this year, due to the climate osmanthus did not bloom in August, but delayed until September. After a year of growth, although the flowering is late, the blossom will appear eventually. So is with the construction machinery enterprises which develop in a low profile.

Time flies. It is quietly approaching 2014. bauma China, the biennial feast of construction machinery industry will be held from November 25 to 28, 2014 at the Shanghai New International Expo Centre. Since the launch of exhibitor application, we have received the great support from many enterprises. What will the construction machinery enterprises concerned about in 2014? Welcome to bauma China 2014 to find the answer.

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