

# BICES 2015

The 13th Beijing International  
Construction Machinery  
Exhibition & Seminar

## Concurrent International Exhibitions , Conferences & Competitions

The 3rd China International Commercial Vehicle Exhibition  
The 3rd China International Emergency Rescue Equipment Exhibition  
BICES Construction Machinery Shape & Appearance Competition  
World Construction Machinery Industry Conference & T50 Forum  
BICES China-The 3rd International Construction Machinery and Specialized Vehicle Design Competition



BICES Wechat



[www.e-bices.org](http://www.e-bices.org)



# SHOW REPORT

**New Exhibition Center**

**New Normal**

**New Initiatives**

**New Image**

Organizers:



**CCMA**  
China Construction  
Machinery Association



**CNMC**  
China Construction  
Machinery Co.Ltd.



**CCPIT - MSC**  
China Council for the Promotion of  
International Trade - Machinery Sub-Council

**Exhibition Management Office:** Beijing Asiamachine International Convention & Exhibition Ltd. ( BAICE )

**International Partner:** Association of Equipment Manufacturers ( AEM )

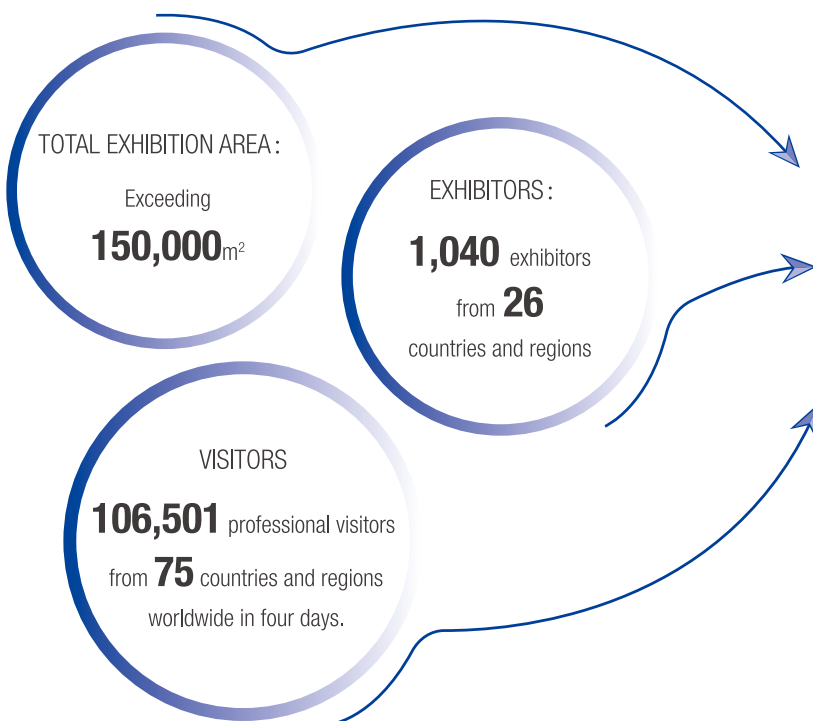


## Guests of the Industry Gather in Beijing for BICES under the “New Normal”

On September 22, 2015, the 13th Beijing International Construction Machinery Exhibition & Seminar (BICES 2015) was held in China International Exhibition Center (New Beijing International Exhibition Centre). Mr. Wang Ruixiang, Chairman of China Machinery Industry Federation (CMIF) proclaimed the opening of the occasion. Mr. Su Zimeng, Vice-Chairman and Secretary-General of CCMA addressed on the occasion. The opening ceremony was held by Mr. Zhou Weidong, Vice-Chairman of China Council for the Promotion of International Trade Machinery Sub-Council, with the participation of over 200 guests including Mr. He Guangyuan, former Minister of Ministry of Machinery Industry, Mr. Jing Xiaobo, Deputy Inspector of Bureau of Operation Monitoring and Coordination of MIIT, Mr. Saranov, Vice Prime Minister of Republic of Bashkortostan, Russian Federation, Senior Colonel Yang Jianhao, Head of the Second Institute of the PLA General Armament Department, Mr. Feng Dekun, former Director of the PLA General Armament Department, leaders from MIIT, Ministry of Commerce of the People's Republic of China, CCMA, China National Construction Machinery Quality Supervision Testing Center, Embassy of Islamic Republic of Iran in China, Association of Equipment Manufactures, Korea Association of Machinery Industry, International Powered Access Federation, Chamber of Commerce and Industry of the Russian Federation, delegations of professional institutions and trade associations at home and abroad, as well as representatives of the user organizations and exhibitors.

With eight unique advantages, BICES 2015 has won great support from and attracted the active participation of a large number of industrial associations and users at home and abroad, and fascinated the delegations of numerous overseas professional institutions from such emerging markets as Russia, Vietnam, Brazil and India, as well as delegations from hot industrial organizations in the fields of water conservancy, transportation, energy, municipal services, mine, emergency, harbor machinery, etc. Moreover, scientific research institutes, as well as teachers and students from over 10 universities and colleges in Beijing, e.g. Tsinghua University, China University of Mining and Technology, China Agricultural University, Beijing University of Technology, Beijing Jiaotong University, University of Science and Technology Beijing, Beijing Forestry University, Beijing University of Chemical Technology and Beijing University of Civil Engineering and Architecture, formed all kinds of delegations to attend the seminar to learn the latest products and technologies in the industry and experience the charm of mechanical cultures.

# FIGURES :



## BICES 2015

**An Occasion with Great Scale  
in Asia in 2015**

**A Superior Platform for Construction  
Machinery Brands Worldwide**

**The Sign for Construction  
Machinery Industry in China**

## BICES 2015

As the key seminar of Construction Machinery Industry in China, BICES 2015 achieved great success in the depression period of the industry. Hitachi made every effort to prepare the exhibition and aimed to inspire the confidence in the industry together with all associations, and finally showed the good demeanor and spirits of Hitachi in the seminar. Wish Construction Machinery Industry and BICES a better future!

Hitachi Construction Machinery (Shanghai) Co., Ltd.

BICES 2015 achieved great success! The participating enterprises and personnel attended the seminar with great enthusiasm under the "New Normal". Inspired by the theme, international and domestic exhibitors changed the idea, improved the quality of brands exhibited and paid more attention to the exhibition of the core businesses in consideration of the reduction of exhibition scale, so as to present the customers and industry their core values.

Shantui Construction Machinery Co., Ltd.



BICES 2015 was successful held in the depression period of the construction machinery industry. In the seminar, we exhibited our products with the world's top technologies, e.g. K7V-series pumps, M7V motors and full-intelligent LC electric control systems in our booth with the largest area we never prepared before. Although the number of visitors was less than that of the last seminar, the number of visitors to our booth was more than we received in BICES 2013. Kawasaki will continue to increase the input in technology development to offer better hydraulic parts and systems for the development of construction machinery industry in China, and even all over the world.

Kawasaki Precision Machinery Trading (Shanghai) Co., Ltd.

## Competition among internationally famed exhibitors along the full-value industrial chain

Although the world economy witnessed weak growth in 2015, BICES actively reduced the exhibition scale and made remarkable achievements. BICES 2015 attracted numerous famous domestic and international exhibitors to exhibit their latest products, including XCMG, ZOOMLION, SANY, XGMA, LiuGong, Shantui, SINOMACH, SDLG, SUNWARD, HELI, LISHIDE, etc. domestically and KOMATSU, Hitachi, Terex, John Deere, JLG, etc. internationally. Among them, Pohang Iron and Steel Co., Ltd. (POSCO), a world leading iron and steel company in the upstream of full-value industrial chain, made its first appearance in construction machinery industry in China through BICES. The world famous enterprise SCANIA exhibited its efficient and eco-friendly motors and solutions in the seminar. Moreover, Xinxing Cathay, a famous enterprise in the field of special emergency equipment, also made its first appearance in the seminar as a large group to exhibit its superior products. A lot of key parts manufacturers and internationally famed enterprises gathered in Beijing, including Weichai, SDEC, YTO, Cummins, Kohler, Isuzu, Hino Motors, Kawasaki, Hawe, Bonfiglioli, Moba, IFM, Donaldson, Jomo, SAMCARTER and Faro. A batch of high-end hydraulic part industrial collaboration platform enterprises and independent high-end parts manufacturers exhibited the latest achievements to the industry in a centralized manner, including Henglihy, SKS, CCHC, Stronger and HCHC.



## HIGHLIGHTS:

Most of the domestically and internationally famous powered access enterprise

IPAF, JLG, Genie, Haulotte, Dingli, Mantall and Sinoboom, attended the seminar and JLG exhibited its self-walking powered access platform with the highest working height in the world for the first time.

Tunnel equipment manufacturers made their first appearance

CRCHI, CRTE, NHI, CCCCTH, STEC, LNSS, etc.

### A smart of intelligent equipment launched for the first time in China and even in the world

XG958I intelligent loader and XG822I intelligent excavator of XGMA, DE12R eco-friendly unmanned bulldozer of Shantui, hundred-ton intelligent jib crane XCT130 and series-3 unmanned milling machine XM200K of XCMG, etc.

### Exhibition of new findings of enterprises and industry under the "New Normal"

ZOOMLION appeared in the seminar by means of VI and on-site O2O shopping model for the first time, SANY firstly launched its V8 Pro smart phone; "Internet +" Era BICES Theme Forum, "Construction Machinery + Internet" Digital Marketing and e-Commerce Exchange, Seminar on User Demand under "New Normal", etc.

### Construction machinery remanufacturing springs up again

Remanufacturing technology exhibition area was established together with the National Key Laboratory of Remanufacturing Technology, and some enterprises comprehensively exhibited all their remanufactured products from new materials to hydraulic parts, electrical elements and other core components, including LiuGong, SDLG, XGMA, CSR Times, SEVALO, Boyi, Bengbu Planet, TECHNY, Guangdong Rongxing Hydraulic Maintenance and Remanufacturing Factory, Bensong, KOMATSU, Ningbo SKS, Tianjin Boshile and Tianjin Hongxiang.

### A smart of eco-friendly and new technical equipment launched for the first time in China and even in the world

The world's first electric pneumatic tyred roller with the largest tonnage LRS240E launched by SINOMACH, hundred-ton port material loader and "Yingtianxia" series excavator of Lishide, GLG950E large mining excavator of LiuGong that breaking the monopoly of foreign brands in 40-ton mining excavator, full-hydraulic walking and milling CLG5100-2 milling machine of LiuGong, the first hard rock slurry balance tube push bench XD500 with the highest rock-breaking hardness in the industry by XCMG, the forcing type bitumen mixing plant with the largest production in the world by CA-LONG, the world's longest four-axle carbon fiber boom pump truck by ZOOMLION, etc.



## Professional and high-end visiting groups from all over the world bring unprecedented opportunities

### International visiting groups:

Visiting group from Russia, Vietnam, Brazil, India, Korea, Singapore, Malaysia, Japan, India, Thailand, America, Indonesia, etc.

### Domestic visiting groups:

PLA General Armament Department, CAPF Hydropower Force, China Railway Construction Heavy Industry Co., Ltd., China Railway Construction Engineering Group, China Railway Tunnel Group Co., Ltd., China Railway Engineering Equipment Group Co., Ltd., China Civil Engineering Construction Corporation, China State Construction Engineering Corporation Ltd., Sinohydro Foundation Engineering Co., Ltd., China Communication Construction Company Ltd., China National Building Material Group Co., Ltd., China Coal Technology & Engineering Group, China National Petroleum Corporation, Sinochem Group, China Geological Equipment Group Co., Ltd., China Power Investment Corporation, China Communications Construction Company Limited, Aviation Industry Corporation of China, China Metallurgical Group Corporation, China Zhonghua Geotechnical Engineering Co., Ltd., China Construction First Building (Group) Corporation Limited, China Construction Third Engineering Bureau Co., Ltd., China Construction Seventh Engineering Division Corp. Ltd., visiting groups of constructors, purchasing groups of Hc360.Com, users of CEhome.com ...

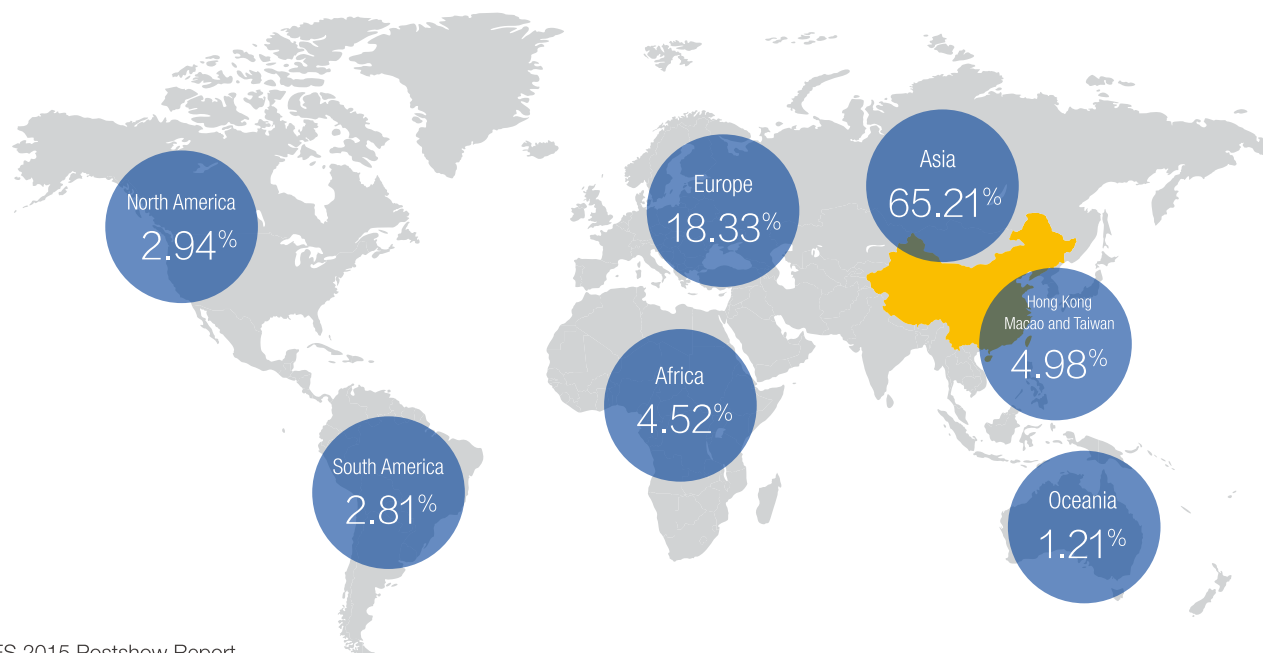
### Daily visitor statistics:

2015/9/22	46827
2015/9/23	35791
2015/9/24	18198
2015/9/25	5685

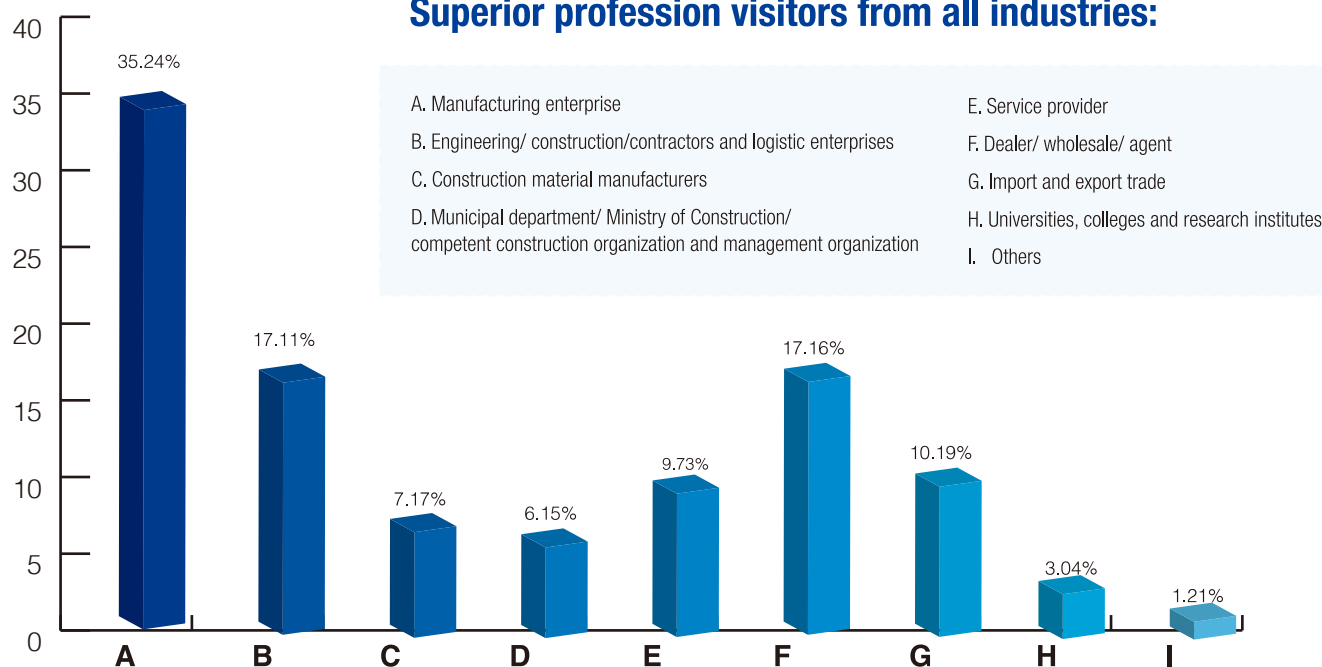
### Top ten visitor source countries and regions:

▪ Russia	23.82%	▪ India	3.85%
▪ South Korea	16.90%	▪ Vietnam	3.85%
▪ Singapore	5.88%	▪ Thailand	3.62%
▪ Malaysia	5.66%	▪ America	2.71%
▪ Japan	4.07%	▪ Indonesia	2.49%

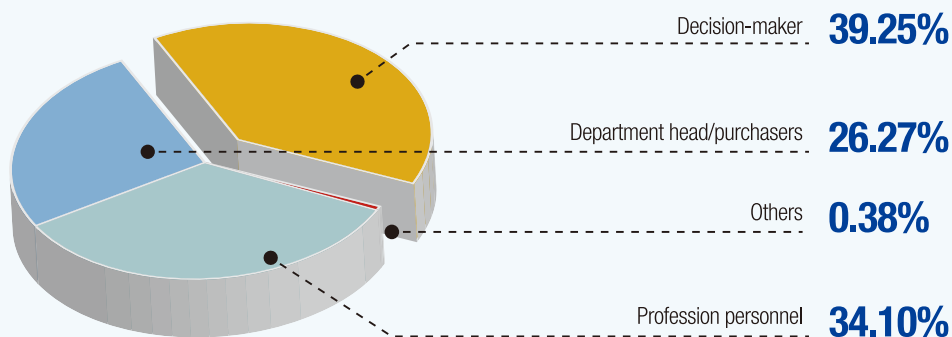
Source of international visitors (including Asian visitors from Hong Kong, Macao and Taiwan)



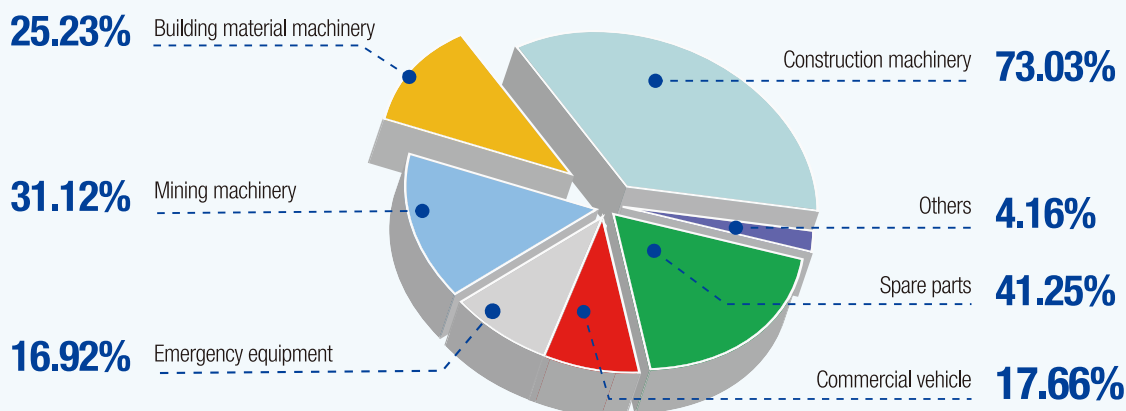
### Superior profession visitors from all industries:



### By positions:



### Industries of interested products:



# BICES is not only a platform for value exchange among the full-value industry chain, but also the sign for future development of the industry

## Audience satisfaction:

Overall evaluation	95%
Exhibition achievements	93%
New products and technologies	96%
Exhibition services	95%

## Purposes of visiting:

Purchasing	51.12%
Meeting with existing suppliers and purchasers	34.82%
Seeking and determining new agents, distributors and partners	36.59%
Understanding the market trend	49.33%

## Address by visitor representative:

Shanghai Construction Machine Trade Association is extremely proud to attend BICES 2015 in Beijing in early autumn, and was deeply attracted by the brand new exhibition environment, superior exhibitors, an influx of authoritative information, as well as a superb collection of quality products. All of us were deeply impressed by the attentive services provided by the sponsor to the exhibitors and visitors. BICES, after years of development, has become a reliable exhibition platform for the construction machinery industry in Shanghai. "Quality Innovation, Common Dream", it is believed that BICES will become a sign of the construction machinery industry in China that lead the enterprises to make innovation continuously and achieve the common dream by virtue of advanced science and technologies.

### Wang Zhengchun,

Vice-Chairman and Secretary-General of Shanghai Construction Machine Trade Association

On behalf of Information Center - Ministry of Construction, I would like to extend my sincerest thanks and appreciation to the Organizer of BICES China 2015. BICES 2015, with the participation of both international and domestic companies, had enabled Vietnamese enterprises to access the cutting-edge machines and technologies as well as to have chance to connect with Chinese companies for investing in the field of engineering construction and related equipment of Vietnam in the near future. During this time, Vietnamese delegation received the warm welcome of the BICES Organizer and had an opportunity to visit many buildings and construction site in Beijing. This left a good impression and brought more opportunities for Vietnamese delegation to learn from experience of Chinese companies in construction and design.

We will continue working with BICES Organizer to promote and introduce the trade show to Vietnamese enterprises as well as being a bridge to connect the construction companies of both countries for a long-term relationship and sustainable development of the construction industries.

Do Huu Luc  
Vice Director, Information Center  
Ministry of Construction, Vietnam



## Conferences & Seminars that Reform the Value Thought



### Development & Strategy

Top 50 Summit of CE Industry & International Crane Summit 2015  
and Top 100 Hoisting Enterprise Summit

International Leasing Summit 2015

International Powered Access Forum

The 15th China-Japan-Korea Crane Safety Forum

Korea CE Market Promotion

Seminar on User Demand under "New Normal"

### Marketing & Aftermarket

2015 Presidents Salon of CE Electronic Business

The 6th China CE Marketing Salon

National Construction Cranes Safety Management & Aftermarket Development Forum

Shanghai Excellent Equipment Management Organization and  
Outstanding Members Commendation Meeting

North-East Asia Changchun International MACHINERY City Investment Attraction  
Demonstration, News Release and CE Market Seminar

BICES 2015 Changsha Day – Changsha Equipment Manufacturing  
and "the Belt & Road" Construction Seminar



### Technology & Innovation

The 4th National Foundation and Underground Engineering Seminar

China CE Technology, Quality & Standard Development Forum

The 17th Annual Meeting of Engineering Crane Branch of China CE Institution

"Internet +" Era BICES Theme Forum

"Construction Machinery + Internet" Digital Marketing and e-Commerce Exchange

### Demonstration & Experience

Demonstration of MEWPs Safety

CE Appearance and Quality Competition

Remarks on Award-winning Works on Design Competition

CE Interactive Experience

Model Enthusiast Club

