

BICES 2013

2013 Beijing International
Construction Machinery
Exhibition & Seminar

Show Report

Organizers:

China Construction Machinery Association(CCMA)
China Construction Machinery Co., Ltd.(CNCMC)
China Council for the Promotion of International Trade
– Machinery Sub-Council(CCPIT-MSC)

Exhibition Management Office:

Beijing Asiamachine International Convention & Exhibition Ltd.

International Partner

Association of Equipment Manufacturers(AEM)



BICES 2013 Review

The 12th Beijing International Construction Machinery Exhibition & Seminar (hereafter referred to as BICES 2013) was successfully held from October 15th to 18th, 2013 in Beijing. During the 4 days show, 1,120 exhibitors from more than 30 countries and regions exhibited at BICES 2013 with their latest equipment and technology, which increased by around 10% compared to the exhibitor number of BICES 2011. While, total show space reduced slightly to 190,000 m² as the leading manufactures no longer compete on scope, but quality and efficiency, which reflected the new movement of the leading Chinese brands during the adjustment period of China CE industry and market. More than 100,000 professional visitors from over 100 countries and regions visited the show.

Facing the fact that China CE market had been under recession and adjustment for almost two years, the successful held of BICES 2013 could reveal that China is still the most dynamic economy and market for construction machinery in the world, and that BICES is the right trade show platform for CE industry.



Technology and Innovation

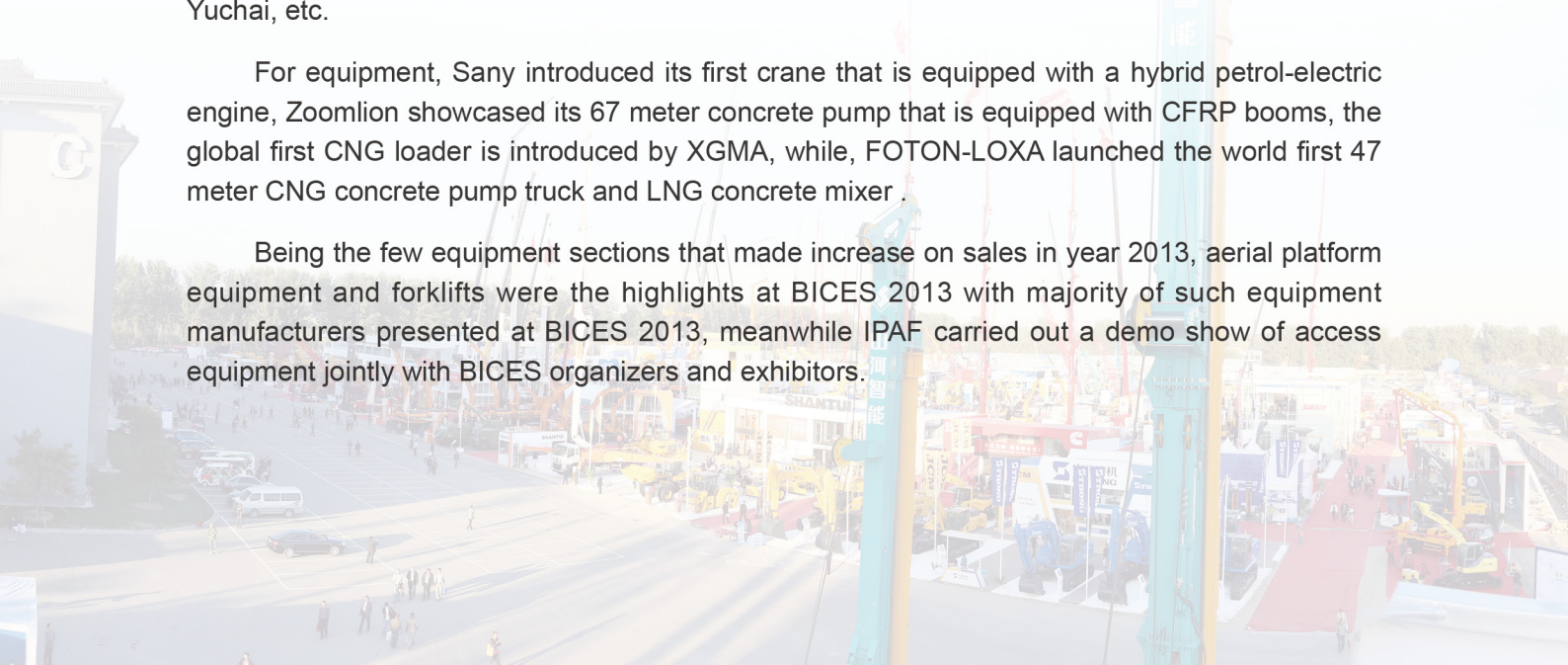


Facing to the challenges of market recession, environmental protection and energy save, a lot of new technology, new material and innovation were introduced at BICES 2013.

Most of world leading engine manufacturers for off-high way equipment presented at BICES 2013 with their latest engine of high efficiency, low consumption and environmental friendly, such as Perkins, Deutz, Cummins, Fiat, Isuzu, Mitsubishi, Shanghai Hino, Sinotruck, SDEC, Weichai, Yuchai, etc.

For equipment, Sany introduced its first crane that is equipped with a hybrid petrol-electric engine, Zoomlion showcased its 67 meter concrete pump that is equipped with CFRP booms, the global first CNG loader is introduced by XGMA, while, FOTON-LOXA launched the world first 47 meter CNG concrete pump truck and LNG concrete mixer .

Being the few equipment sections that made increase on sales in year 2013, aerial platform equipment and forklifts were the highlights at BICES 2013 with majority of such equipment manufacturers presented at BICES 2013, meanwhile IPAF carried out a demo show of access equipment jointly with BICES organizers and exhibitors.



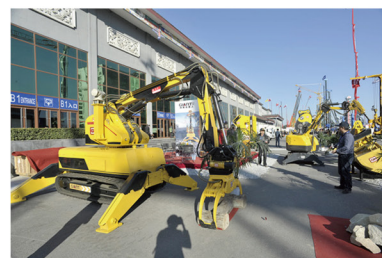


Concurrent Exhibition

2013 Beijing International Emergency Rescue Equipment Exhibition, held at the same period and in same venue of BICES 2013, was shown in two ways. One was to review and display how an important role that construction machinery played in the rescue actions by photos and videos, as well as how new products and new technologies of rescue equipment being applied in future rescue action were also illustrated as per products category, which manifested the patriotism of the CE industry.

Meanwhile, emergency rescue equipment and special emergency rescue vehicles were also showcased at outdoor area, which covered the full line equipment ranging from early-stage warning devices, rescue equipment and reconstruction equipment and material for post-disaster period.

The show attracted attention and visits by government officials and professional rescue organizations, and teams from Ministry of Industry and Information Technology of the People's Republic of China, Ministry of Civil Affairs of the People's Republic of China, and Chinese PLA General Armament Department.



BICES is attracting more and more truck manufacturers to exhibit, such as SINOTRUCK, FOTON, JAC, HONGCHANG, CNR Beijing Railway Transportation Equipment Co., Ltd., Aerospace Heavy Industry Co., Ltd., and Xiangtan Electric Manufacturing Group Heavy-duty Equipment Co., Ltd. Meanwhile, it is a trend that CE manufacturers are extending their products line into heavy duty trucks and special purpose vehicles, like XCMG, ZOOMLION, SINOMACH Heavy Industry, LIUGONG, and CHENGGONG all show cased their truck products at BICES 2013.





Seminars and Conferences



As it's explained by name of BICES, abundant top level seminars and conferences were organized as part of BICES 2013 to review, analyze and forecast both market and technology development of construction machinery industry, such as :

Top 50 Summit of World Construction Machinery Industry Meeting and World Excavator Summit jointly organized by CCMA, AEM and KOCEMA and participated by the representatives of world top 50 manufacturers.

International Rental Conference held by KHL Group addressed both international and China rental market, which attended by more than 300 professionals from both China and abroad.

China Construction Machinery Marketing Summit Forum organized by Distributors Association of CCMA and participated by distributors and dealers.

China National Municipal Construction Project Management and Technical Development Forum participated by municipal contractors.

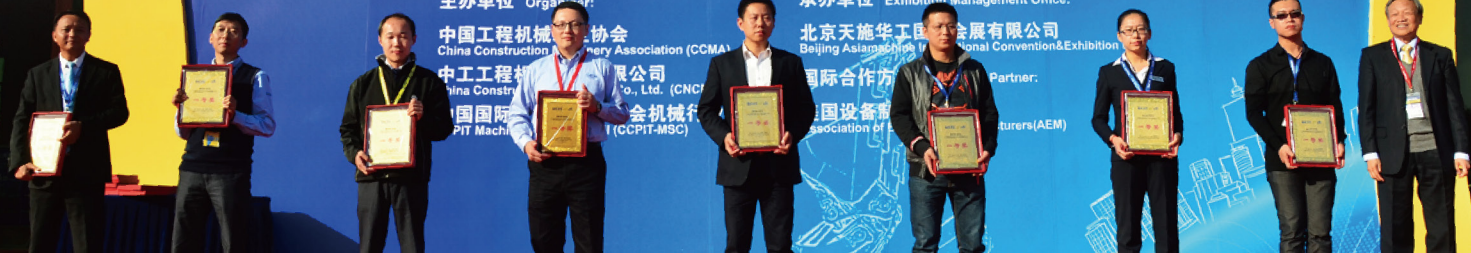
2013 International Heavy-duty Vehicle Forum, which echoed the trend that CE manufacturers are developing trucks, and that BICES is having more vehicle exhibitors.

工程机械造型与外观质量评比 Competition on shape and feature quality of Construction Machinery

主办单位 Organizer:
中国工程机械工业协会
China Construction Machinery Association (CCMA)

承办单位 Exhibition Management Office:
北京天施华工国际会展有限公司
Beijing Asia-Global International Convention & Exhibition Co., Ltd. (CNCI)

国际合作伙伴 Partner:
中国设备制造商协会 (AEM)



Social Responsibility and CE Culture

The 2nd BICES International Construction Machinery and Vehicle Design Competition attracted around 1,000 participants coming from manufacturers, colleges, and research institutes related to the industry with amazing ideas, designs and applications for future development of construction equipment and special purpose vehicles.

Meanwhile BICES 2013 set up an interaction and simulation area, which allows both professionals and fans to experience simulation drive and operation of various construction equipment. A special show area of construction equipment models provided with collectors and fans of such models with excited communication and exchange opportunity.



World wide support and participation

Based on the unique advantages that BICES accumulated in organizing trade fair for and on behalf of the CE industry since 1989, BICES has established with and gained supports and participation from most of national contractors, distributors and end users associations and related industrial organizations. BICES 2013 received many domestic visitor delegations coming from the section of water conservancy, transportation, energy, municipal administration, and emergency rescue, and student's visitor group from the colleges and universities located in Beijing.

Meanwhile, BICES also established wide co-operation relationship with overseas manufacturer associations, contractors and user associations, and commercial associations from the regions of developed, emerging and hot market area, and jointly invited the targeted overseas professional visitors with those associated organizations.



Statistical data

Statistics of daily visitors

15th Oct.	16th Oct.	17th Oct.	18th Oct.
43,500	32,700	20,300	6,500

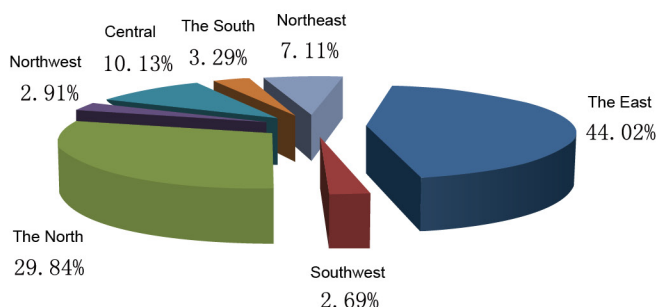
Distribution of top 10 countries and regions where international visitors come from

Russia	21.12%
South Korea	17.34%
Asean	8.64%
North America	5.88%
Japan	5.59%

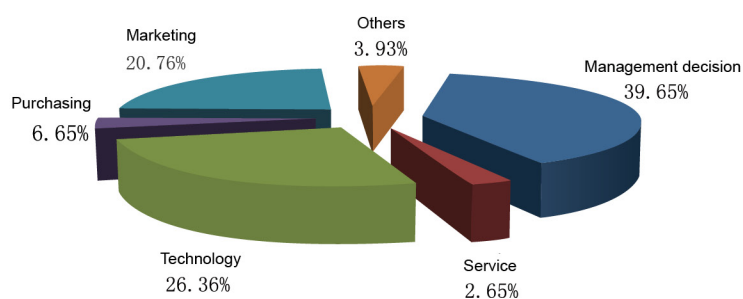
Brazil	5.22%
HK/Macao/Taiwan	4.86%
Italy	3.48%
Mongolia	3.48%
India	2.83%

Distribution of domestic visitors

Out of all domestic visitors, 32.94% are from Beijing. Distribution of the rest domestic visitors is shown in figure as follows (exclusive of Beijing).



Categorized by department



Categorized by industry



Media and Press Coverage

Being the most important annual event in China construction machinery industry, more than 200 media and press from both China and abroad interviewed and reported about BICES 2013. Out of broad domestic report and broadcast, it was highlighted that Economic Information Broadcasting, Global Financial Connection of CCTV Finance Channel made series and special report about BICES 2013 and exhibitors, and Current Affairs Debate of Phoenix Satellite Television also conducted special reports of the show.

Meanwhile, many world leading professional media, like KHL, Route One, Diesel Progress, Construction Pan-America, Crane Today, Construction Equipment, Cygnus, Moffat, MB-diffusion, UKIP, CPI, TEXHO, Automobilnye Dorogy, MESA, Trade Link, all sent their journals and editors to BICES 2013 and made series of report about BICES, China CE industry and market.



Comments of industry insiders

It's the first time for John Deere to present officially in Chinese market, demonstrating the strong world influence with its 176 years' history in the constructional machinery industry. The BICES show offers a platform to chronologically display the development both within the whole industry and John Deere. Best wishes for the future of BICES.

Liu Fang, Marketing Manager
Construction Machinery Business Division
John Deere

More than 1,000 companies exhibited in BICES 2013, and there were a great many visitors. In such a large-scale exhibition, we feel very honored that we can display our products. In addition, we could know the trend of a new technology, the new products of the companies, and the needs of the market through the exhibition, so BICES 2013 was a very significant exhibition.

Chen Aimin, General Manager
KPM(Shanghai)

In the overall downturn background of the whole industry in 2013, the successful convening of BICES has inevitably played a very positive role in boosting confidence in the industry and promoting development of the industry. Loxa made the first appearance on BICES. Through this platform, Loxa showed its elegant demeanor, achieved the breakthroughs, and created customer value! It also showed the determination and confidence in building Loxa into one of World-class brands with scientific and technical innovation. The effect of the exhibition reached our expectations. Let's work together in BICES 2015!

Luo Peng, Vice General Manager
Sales Division
LOXA, FOTON

BICES2013 Beijing exhibition provided a good information exchange and resource sharing platform to various construction machinery companies and industry insiders. The exhibition is getting better and better from the aspects of the scale and level. Shantui attached great importance to this exhibition. The booth design is more and more delicate and decent. Besides, the exhibition content transferred into a full display, paying more attention to corporate image, from the previous product displaying. The design competition held by the exhibition, and the appearance and quality appraisal awards are of great significance, which is good idea.

Zhu Zhi, Director
Marketing Department
SHANTUI

We showed our latest emergency rescue equipment on this exhibition. During the exhibition, we fully displayed ourselves through site activities and established contact with customers from a number of countries. BICES 2013 is a successful experience for us.

Chen Liming, Chairman
Jiangsu Bada Heavy Industry Machinery Co., Ltd.

Many manufactures gathered at BICES 2013 with latest products. Each session of BICES draw attention and passion of the industry friends. Careful and thorough services always impressed the customers from Shanghai. After years of elaborate creation, BICES has become a reliable exhibition platform in Shanghai construction machinery industry.

Wang Zhengchun, Vice President and Secretary General
Shanghai Construction Machine Trade Association

BICES 2013 was a successful, well organised and efficient exhibition. The UK Pavilion exhibitors all reported that they were delighted with the high number of influential visitors to the event and all made some very important new contacts

Angela Spink
Manager of Global Programmes
Construction Equipment Association. UK



www.e-bices.org

International Supporters

Indonesian Contractors Association (ICA)
The Construction Equipment Association (CEA)
Mongolian National Chamber of Commerce and Industry (MNCCI)
The Chamber of Commerce and Industry of the Russian Federation (RF-CCI)
Belarusian Chamber of Commerce and Industry (BY-CCI)
Russia National Association of Builders (NOSTROY)
Russia National Union for Building Industry Participants (NUBIP)
Turkey Construction Equipment Distributors and Manufacturers Association (IMDER)
The International Powered Access Federation (IPAF)
The Finnish Foreign Trade Association (FINPRO)
Korea Construction Equipment Manufactures Association (KOCEMA)
S & T Construction Equipment Consulting Group (S&T)
Spanish Association of Equipment Manufacturers of the Construction and Mining Industries (ANMOPYC)
Brazilian Association of Technology for Construction and Mining (SOBRATEMA)
Brazil-China Chamber of Commerce and Industry (CCIBC)
Builders Association of India (BAI)
Ministry of Construction of the Socialist Republic of Vietnam (MOC)

Domestic Supporters

China Machinery Confederation
Bureau of Comprehensive Development Ministry of Water Resources
China National Machinery Industry Corporation
China International Contractors Association
China Road Building Association, Construction & Maintenance Sub-association
China Construction Machinery Association, Industrial Vehicles Sub-association
China Railway Construction Corporation Limited China Railway Engineering Corporation
SinoHydro Corporation
China Huaneng Group
China Anneng Construction Corporation
China Petroleum Project Construction Association
China Metallurgy Construction Association
China National Association of Chemical Construction Enterprises
China Enterprises Association of Power Construction
China State Power Corporation
China Mechanical & Electrical Products Circulation Association
China Deep Foundation Engineering Association
China National Water Resources & Electric Power Materials & Equipment Co., Ltd.
China National Gold Group Corporation
Beijing Construction Commission
Beijing Municipal Engineering Association
Beijing Municipal Engineering Corporation
Confederation of Beijing Building Industry
China Building Industry Association, Construction Management & Leasing Sub-association
Petrochemical Branch of China Construction Industry Association
Beijing Construction Project Materials Association, Construction Machinery Sub-association

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