

 **BICES 2009**

Show Report

**10th Beijing International Construction Machinery
Exhibition & Seminar**



Organizers

China Construction Machinery Association
China Construction Machinery Co., Ltd.
CCPIT Machinery Sub-council

International Partner

Association of Equipment Manufacturers (AEM)



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The largest construction machinery exhibition in Asia and Pacific region in 2009, 10th Beijing International Construction Machinery Exhibition & Seminar (BICES 2009) was held in Beijing Jiuha International Exhibition Center from Nov 3 – 6, 2009. BICES and the organizer of ConExpo Asia, AEM, jointly organized this event. With the number of exhibitors hitting 880 and show area over 150,000sq.m, 40% and 50% respective increases from previous event, BICES 2009 proved its significant recognition once again to the industry for its joint organization with international counterparts. According to the statistics, the total number of visits over the 4 days is 78,600, a 25% increase from the previous event, which hit a new record. Fully packed show area, an array of towering cranes and many staged machinery proved the huge market potential represented by China as well as the influence of BICES. As the most sluggish year since the 21st century, in 2009 Chinese economy broke out of the downturn and grew by at least 8% with the 4 trillion stimulus package. On account of this, China's construction machinery industry grew by at least 10% in spite of the downturn of the global construction machinery market. Undoubtedly, BICES 2009 has become a festival of construction machinery in midst of the global financial crisis. Seeing through BICES 2009, we could perceive the huge potential and dynamics of construction machinery market.



The Power of Innovation Leads into the Future

The theme of BICES 2009 is “safety, environmental protection and science & technology innovation”. Quite a number of exhibitors showcased their latest products, such as the hybrid excavator by Komatsu and Sany, energy-saving loader, intelligent remote control excavator and mini skid steering loader. Also the asphalt batching plant with the largest hourly output and the pump truck with the longest arm in the world were displayed. The key players such as Komatsu, Terex, Doosan, Hyundai, Kobelco, Manitowac, Fayat, Ammann, Tadano, Bauer, JLG, Haulotte and Takeuchi and etc as well as Chinese famous manufacturers staged together. Isuzu, Perkins, Kubota, Yanmar, Kohler and other international famous engine makers along with their Chinese counterparts Weichai, Yuchai, Shangchai and Huachai jointly make the heart of construction machinery more energy-saving, environment-friendly and efficient. Giant parts makers such as Eaton, Parker Hannifin, Moba, Bosch and Linde Hydraulics also unveiled their new products specially for Chinese market.

The construction of Chinese high speed railway is accelerating. By 2012, the total distance of high speed railway will be 13,000km. Over one Hundred billion dollars are put into the construction and will stimulate the development of construction machinery market. Those new products in response to the demand of the market became another highlight in the event, such as beam carrier, asphalt-concrete slurry truck, special pump truck and drilling rig developed for high speed railway construction.



Asphalt batching plant with the largest hourly output in the world-Calong CL-7500



High Level Professional Activities

Activities such as “Technologies & Market Development Seminar of 2009 China Construction Machinery Tires & Rubber Parts”, “First Construction Machinery Inspection Technologies Seminar”, “3rd Construction Machinery Maintenance Technologies Seminar” and “Construction Machinery Exterior Design and Quality Contest” were held during the exhibition, which significantly propelled technologies development and the professional level of BICES.

The opening of “Introduction of Indonesian Construction Machinery Market”, “GCC and China Motor Vehicles (Construction Machinery) Trade Cooperation (6+1) Development Seminar”, “Italian Technology: Transform Innovation to Productive Forces” helped all exhibitors deepen the understanding of the relevant markets and

build bridge for them to grasp opportunities. New products releases & technical seminars made the “Safety, Innovation, Environmental Protection” theme more impressive and played an important role in helping users choose relevant types of equipments and guide industry development.

BICES 2009 specially set up a 5,000sq.m demonstration area for the exhibitors. Thus visitors could physically perceive the dexterity and mobility of the machinery. The wonderful performance displayed the applications of the construction machinery to the full extent. “Road Machinery Operator Skills Contest Performance” organized by Ministry of Communications of the People’s Republic of China held during the exhibition displayed the modernization of the road building and maintenance equipment and the amazing skills of the operators.



Waves of Visitors with Business Opportunities

High quality visitors are vital to the success of the exhibition. As a solid example of the exhibition being organized by the industry itself, BICES always put visitor invitation in extremely high priority. And promotional conferences were also held in nearly 20 provinces and cities through “BICES Long March Promotional Campaign”. The number of user institutions from railways, water conservancy, power, military, highway, urban

construction and etc as well as international delegations from India, Russia, Vietnam, Turkey, Malaysia, Indonesia and other countries exceeded 80. The visitor groups from the above countries were very surprised at the achievements of Chinese construction machinery industry and commented they have found the ideal products. According to the statistics, more than half of the visits were from south-east Asia, mid-east and south Asian countries, which represented the influence of BICES in the emerging markets.



Advantageous Resources & Value-oriented Platform

Over the past 20 years, BICES rooted in China and cast its look on the world emerging markets. The concept of the show becomes gradually enriched. The growth of BICES owes too much to the support extended from relevant ministries of the central government as well as Beijing municipal associations. Relevant state watchdogs, foreign embassies and representative offices of commerce and trade are also the strong driving force of BICES. With over half of the top 100 construction companies headquartered in Beijing, BICES has deepened the cooperation with them in wider areas. Annual conferences and seminars from eight relevant companies such as Sinhydro Corporation, Armed Police Hydro-electric Construction Headquarters were held along with BICES.

BICES adhered to the concept of industry-led exhibition and let Exhibitor Advisory Committee and User Advisory Committee play an important role. BICES closely cooperated with approximately 20 foreign manufacturers associations and user associations and grasped the developments in domestic and foreign markets, which enhanced the event in all respects. BICES 2009 reflected the latest demand of Chinese construction machinery market and represented its development level.



Delegates with The Chinese-Arab Friendship Association led by former Vice Chairman Tomur Dawamat of National People Congress Standing Committee



Key Leaders with PLA General Armament Department



Worldwide Network & Global Coverage

After more than 20 years of development, a full line-up of nearly 120 domestic and foreign professional magazines, newspapers, websites, televisions and radios joined with BICES. The coverage ran through before, in the middle of and after the event. "BICES Long March Promotional Campaign" attracted hundreds of local media from Beijing, Tianjin, Shanghai, Jiangsu, Zhejiang, Hebei, Shanxi, Henan, Shandong, Fujian, Guizhou, Sichuan and northeast provinces and etc, which further enhanced the influence of BICES among the user associations in these key areas.

To better promote the event, BICES has run over 300 advertisements in domestic and foreign publications, which is twice of the previous one. The bilingual "BICES Daily Express" and "BICES News" issued during the show captured the timely dynamics and on-site hot spots, which is an important window for exhibitors and visitors to acquire a comprehensive understanding of the exhibition. Live webcast provided by HC360.com and 21-sun.com spread the live information through the network platform in forms of video, pictures, text, and etc. The support from international famous media such as KHL, Resale Weekly, South-East Construction, Diesel International, Quarry and South America Construction also made BICES better exposed internationally.



Comments and Wishes from Professionals

Since the first event in 1989, Liugong has joined in BICES for 10 times. We are very delighted to witness its significant growth and enrichment of the exhibits. There are some characteristics with BICES. Its visitor invitation is very excellent. Now BICES has become a key platform to build our brand and company image. We will as always extend our support to make BICES a world famous exhibition.

President Zeng Guang'an with Guangxi Liugong Machinery Co.,Ltd.

BICES 2009, an outstanding, well-organized and efficient exhibition, has come to an end. On behalf of Terex, I would like to extend my thanks to the organizers for their great support. As the 3rd largest construction machinery manufacturer in the world, Terex has long attached great importance to China's development and looks forward to making contributions to the development of China's manufacture industry.

President Lang Hua with Terex China

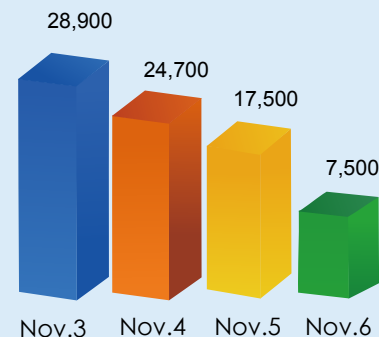
CEA was very pleased to again bring a group of UK manufacturers to BICES 2009. We think this BICES was the leading construction equipment exhibition in China in 2009 and are looking forward to returning again in 2011. BICES was a very large-scale event with a lot of exhibitors and visitors, despite the global recession. We really appreciated the excellent work of the organizer in making our participation as smooth as possible and ensuring BICES was a very worthwhile event for all our exhibitors. UK manufacturers still see China as one of the most important global markets for construction equipment and its components.

Joanna Oliver CEA Director of Global Programmes

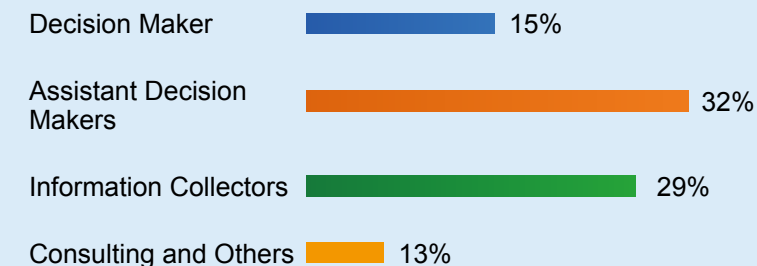


Statistics

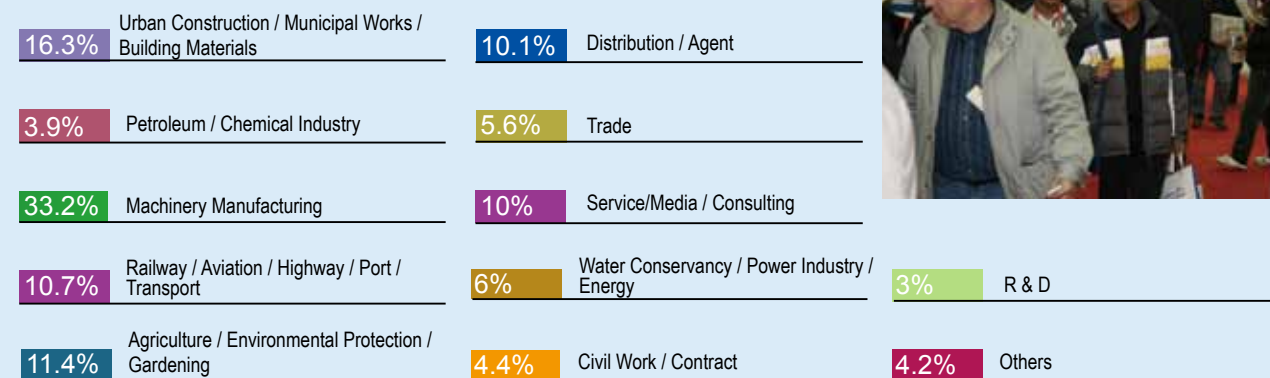
★ Visits Total:78,600



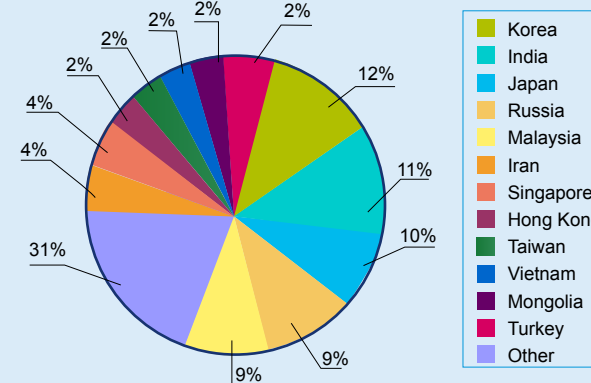
★ Related to Procurement 89%



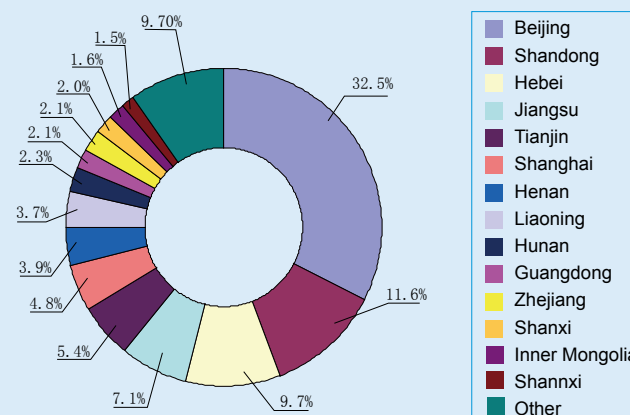
★ Visitors' Lines of Business



★ Top 12 Countries & Regions of International Visitors



★ Statistics of Domestic Visitors





The signs of recovery of global financial crisis and active on-site transactions showed the great potential demand of the global construction machinery market. The enormous market potential demonstrated by emerging markets such as China when fighting the crisis has become the driving force and source of confidence in the future. Despite the ups and downs over the past 20 years, BICES has made large strides and will embark on a new journey. We sincerely appreciated the consistent support from domestic and foreign exhibitors, visitors, associations, media and professionals of the industry and firmly believe the future of BICES will be more brilliant.

www.e-bices.org

Please Contact BICES Office,

Address: Bldg 7-16, No.188, South 4th Ring West Road, Fengtai District,
Beijing 100070 China

Tel: 86-10-52220922 52220919

Fax: 86-10-52220900

E-mail: info@e-bices.org