



9th Beijing International Construction
Machinery Exhibition & Seminar

第九届北京国际工程机械展览 与技术交流会



展览会报告 Show Report

主办单位
Organizers

中国工程机械工业协会
China Construction Machinery Association

中工工程机械成套有限公司
China Construction Machinery Co., Ltd.

中国国际贸易促进委员会机械行业分会
CCPIT Machinery Sub-council



9th
BICES

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主题顺应时代潮流， 引领行业发展



Theme of 9th BICES echoes the trend and leads the development of the industry

第 九届北京国际工程机械展览与技术交流会

(9th BICES) 再一次向世人展示了其在行业中的风向标作用。作为中国工程机械行业自主举办的、具有民族品牌的、本年度国内最大的工程机械展览会，9th BICES吸引了国内外工程机械企业踊跃参加，完美演绎了工程机械市场的繁荣画卷。

9th BICES于2007年10月16日至19日在北京全国农业展览馆举行。全国政协副主席李蒙、中国机械工业联合会会长于珍、中国国际贸易促进委员会副会长董松根、中国工程机械工业协会理事长韩学松、中国机械工业集团公司副总经理王松林出席了开幕式并剪彩。来自各国使领馆的贵宾也应邀出席了开幕式。

本届展览会的主题是“安全、节能、环保、高效”，之所以选择这个主题，是为了响应国家的政策和顺应行业发展趋势，从而引领企业适应未来工程机械市场的需要。“安全”不管是在生产过程中，还是在产品销售中，都已经成为衡量产品综合指数的重要指标；“节能”和“高效”是在能源短缺日益严重的情况下，企业产品具有竞争力的一个重要标准；“环保”更是人类经过工业化大生产后反思的结果。这些都是企业产品进入市场的基本条件，也是保持核心竞争力的关键。本届展会中的小型挖掘机、小型滑移装载机、混合动力挖掘机和绿色环保发动机等展品深入切合展会主题，受到了广大业内人士的关注。

9th Beijing International Construction Machinery Exhibition & Seminar (9th BICES) once again proved its irreplaceable role as the leading construction machinery exhibition in the industry. Sponsored by China construction machinery industry itself, the renowned name brand exhibition drew active participation from Chinese and foreign manufacturers.

As the largest construction machinery exhibition this year in China, BICES paints a picture of the booming market.

9th BICES was held from Oct 16-19 in 2007 in Beijing National Agricultural Exhibition Center. Mr. Li Meng, Vice President of Chinese People's Political Consultative Conference (CPPCC), Mr. Yu Zhen, President of China Machinery Confederation, Mr. Dong Songgen, Vice President of China Council for the Promotion of International Trade, Mr. Han Xuesong, President of China Construction Machinery Association and Mr. Wang Songlin, Vice President of China National Machinery Industry Corporation participated in the opening ceremony and cut the ribbon. Distinguished guests from foreign embassies and consulates were invited as well.

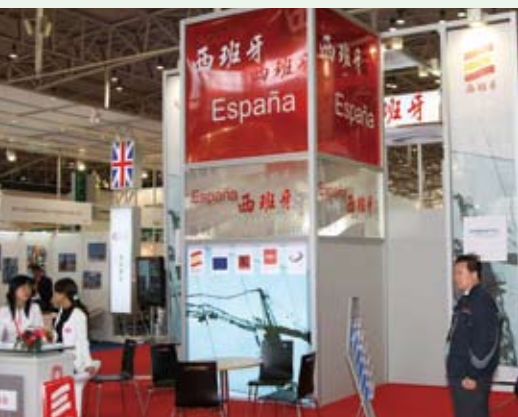
The theme of 9th BICES “safety, energy saving, environmental protection and high efficiency” is carefully proposed by the organizers in response to the state policy and in the efforts to comply with the industry development trend to guide the manufacturers to adapt to the demand of the construction machinery market. In the process of production and sales, safety has become a key factor of the criteria assessing the products. Energy saving and high efficiency are key for the manufacturers to improve their competitiveness especially when the resources shortage is becoming worse. And environmental protection was raised by the human beings after the retrospection on the industrial revolution. All the above mentioned challenges have to be surmounted by the manufacturers before they start marketing their products. These are also key to maintain their core competitiveness. At the 9th BICES, mini-excavators, skid steering loaders, hybrid energy excavators, green engines and so on met with the theme of the event and drew the attention of the industry and mainstream media press.

国家展团鼎力支持， BICES影响不断扩大

Significant support from national pavilions made
BICES enjoy more extensive popularity

再次易地展出并没有影响BICES的成功。本届展览会使用了全国农业展览馆所有的室内外地，展览规模超过10万平方米，共有来自28个国家和地区的640余家国内外企业参展。另外还有百余家企业因场地限制，无法满足其参展需求。

英国、西班牙、韩国、日本组织了国家展团。他们认为，本届展览会在组织、展场布置、观众数量、展品品质等方面，都在往届的基础上有了提高，BICES在这些国家已经有了很好的口碑。大部分前来参展的企业对参展效果都表示满意，并且愿意继续参展。





9th BICES proved another great success in spite of the negative impact by the change of the venue. All the available indoor halls and outdoor area were fully accommodated by approximately 640 Chinese and foreign exhibitors from 28 countries and regions. The total show area exceeds 100,000 sq.m. Even though demand on the area from approximately one hundred companies was not entirely satisfied due to the limited space.

National pavilions from UK, Spain, Korea, Japan presented at the event. Feedback from the national pavilions is that 9th BICES is better than the previous one in terms of the preparation work, allocation of the show area, number of visitors and level of the exhibits, which helped BICES establish reputation in those countries. Meanwhile, most of the exhibitors also expressed their satisfaction on the accomplishments they achieved at the event and would continue to participate in BICES in the future.





BICES 笑迎八方宾客

All visitors are warmly welcome to BICES

得 益于主办方对观众的重视和强有力的组织工作，四天的展会共吸引了来自80个国家和地区的超过65000名观众。开展第一天观众数量超过20000人，室内外展区呈现出摩肩接踵的火爆场面。即使在最后一天，仍然有大批观众流连于室内外展位间，迟迟不愿离去。

在此之前，主办单位通过多种方式向海内外30万以上的潜在观众进行了宣传。同时通过参加国际性专业展览会与国外用户协会和组织合作，有计划地组织境外专业参观团；国内铁路、水电、公路建设、建筑、市政、石油、冶金、深基础工程、施工企业管理和对外承



包等用户单位组织了较大规模的参观团。这些举措不仅使国内外参观团的数量超过30个，而且有效提高了本届展览会观众的质量，提升了9th BICES的国际化水平。特别是很多用户带着订单，有目的地前来选购设备，这就大大提高了参展企业和观众的实效性。BICES像一块强有力的磁石，吸引了行业人士的广泛参与，使他们能够面对面地接触，促进了展商与用户之间的交流。

展会期间，为了搭建BICES参展商与用户之间沟通的平台，拓宽沟通的渠道，主办单位特别组织了“BICES之夜”、“展商答谢晚会”等活动，邀请参展商和用户代表共聚一堂，促进了供需双方的互动。

Thanks to the hard efforts of the organizers on drawing and organizing visitors, during the four days over 65,000 visitors from 80 countries and regions physically paid a visit to 9th BICES. Over 20,000 visitors came to the show on the first day. Both indoor halls and outdoor area were fully packed with enthusiastic visitors. Even on the last day, quite a number of visitors still enjoyed their visit even it was too late.

Over 300,000 potential visitors were promoted by different ways prior to the event. By participating in exhibitions in the target area, directly meeting relevant users and other associations and organizing visiting delegations through foreign associations, a wider recognition of BICES is achieved. In China, industry associations and construction units from railway, water power, road construction, building, environmental sanitation, petroleum, metallurgy, deep foundation, construction company management, contractors association organized large scale delegations to 9th BICES as well. All the hard work has been translated into over 30 professional delegations with a further improvement on the quality of the visitors and the internation-

alization of 9th BICES. Moreover, most of the visitors came with orders to select their ideal equipment, which resulted in benefits for the exhibitors. BICES is like a magnet attracting people and enabling them to contact directly, which dramatically does good to the communication between exhibitors and visitors in the end.

In order to build up the platform between exhibitors and end-users and to streamline the communication channels during the exhibition, BICES Evening Banquet and Exhibitors Banquet were thus held. Both exhibitors and end-users were invited together to enable them to meet face to face and better interact between each other.





活动精彩不断，热点频现

Diversified activities and continuous highlights

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心组织的技术交流会、信息发布会及展品评比等专业活动使9th BICES亮点不断，异彩纷呈。这些活动的开展，吸引了国内外工程机械权威机构代表、行业专家和行业媒体记者等众多专业人士的参观，大大提高了本届展览会的专业化水平。

为加强BICES作为国内外工程机械企业无障碍交流平台的作用，本届展会首次邀请欧洲、南美、亚洲等几大目标市场所在国家的相关权威机构专家介绍当地工程机械市场情况，协助国内企业开拓国际市场，促进双方的交流与合作。

展会除延续举办“工程机械造型及外观质量评比”这一特色活动之外，还举行了“爱心车模拍卖”活动，提升了独特的BICES文化。Perkins绿色环保发动机及法亚玛连尼全新设计的MAC系列发布，将欧洲最新的节能环保技术

引入国内，突出了展览会主题。此外“筑养路设备与材料发展趋势及应用”、“多功能快速钻机应对复杂围岩的工法”、“深基础施工设备发展趋势及应用的工法”等多个专业讲座使无形的先进技术与有形的产品展示相结合，不仅丰富了展会内涵，而且提高了本届展会的专业化水平。另外，与展会同期举办的“中日韩国际起重机械安全论坛”等大型活动为展览会诠释了新的境界。





Carefully organized technical seminars, information releases and exhibits competitions frequently highlighted the great show. The diversified activities drew representatives from Chinese and foreign construction machinery research institutes, industrial experts and media press, which attributed to the improvement of the specialization of the event.

To make BICES a barrier free communication platform for domestic and international construction machinery manufacturers, relevant agencies and organizations from Europe, South America and Asia were invited to introduce the target market and local construction machinery exhibitions in order to help exhibitors tap the international market and promote exchanges and cooperation.

In addition to the traditional activity "Construction

Machinery Design and Exterior Quality Competition", "Goodwill Model Auction" was held in the meantime, which better enriched the in-depth culture of BICES. Press conferences of Perkins Environment Friendly Engines and Newly Design Marini Fayat MAC Series introduced latest environmental protection technologies of Europe and on the other hand strengthened the theme of the show. Nevertheless, technical seminars of "The Development Trend & Applications of Road Building & Maintenance Equipment & Materials," "Multi-function Rapid Driller in face of Different Rocks" and "Trend & Application of Deep Foundation Equipment" deepened the concept of the exhibition by combining the abstract technologies and concrete exhibits. "China-Japan-Korea Crane Safety Forum" held at the same time added new feature to BICES as well.



全球报道，提升BICES品牌价值

Worldwide news coverage, lifts brand value of BICES

9th BICES汇集了包括国内外专业杂志、报纸、网站、电视、广播等80多家媒体组成的强大宣传阵容。从2006年伊始就对9th BICES进行了全程跟踪。另外，主办单位开展的“BICES万里行”宣传推广活动，吸引了北京、天津、上海、河北、山西、河南、山东、云南以及东北三省和西北等地区的数百家当地媒体的争相报道，有力地推动了BICES品牌的传播。在本届展会的筹备过程中，主办单位借助战略合作伙伴-慕尼黑国际博览集团（MMG）成熟的国际网络，对目标市场进行了重点广告推广，让9th BICES传遍五湖四海，延伸到世界每一个角落，使BICES在全球的知名度得到了进一步提高。

据统计，在展会开幕前主办单位在80余家媒体刊登广告400余期。展会特别设立了媒体馆，专门开辟了新闻中心和新产品展示厅，为企业和媒体提供了一条相互了解和进行合作的最便捷渠道。中英文版的《每日快报》和《BICES消息》等媒体及时将现场亮点传递给每一位参观者。网上直播将现场信息珍藏并记录下来，也为那些未能到场的观众提供了一个了解展会的最便捷窗口。行业媒体的鼎力支持，助推了BICES的再次成功。



The exhibition attracts over 80 media partners from magazines, news papers, websites, TV, radio broadcast

internationally. The powerful line-up commenced their real time coverage since the beginning of 2006. As of July 2007, BICES organizers launched long march promotional campaign in Shanghai, Shanxi, north-east three provinces, Yunnan, Tianjin, Henan, Liaoning, Shannxi, Hebei and Shandong respectively, which drew hundreds of local media to cover and dramatically enhanced the recognition of BICES. By exploiting the comprehensive networks of the overseas strategic alliance, Messe Munchen GmbH (MMG), target markets were promoted by advertisements. Thus BICES was promoted in nearly all parts of the world. A wider recognition was achieved.

According to the statistics, more than 400 advertisements were placed in about 80 media before 9th BICES. Media hall, news center and new exhibits hall were carefully set up for the exhibitors and media to understand and cooperate between each other. The bilingual BICES Daily and BICES Message were published to update the highlights to all visitors. On-line live broadcast stored the information and enabled those who can't physically visit the show to experience the event. Strong support extended by the industry media contributed to the success of BICES.



新力量奠定成功基石， 新举措提升BICES服务水准

New force paved way for success, new measures promoted BICES service to new level

首次作为BICES主办单位出现的中国工程机械工业协会多年来一直全力支持BICES的各项工作，并在展会专业化进程中给予了行业指导。协会理事长韩学松道出了今后协会在BICES中所起的作用，“作为政府与企业之间纽带的协会，在中间充分发挥了“解说员”和“调度员”的作用，解决了诸多问题。凭借对企业和产品的熟知，更能保证展会的专业性。”

作为战略合作伙伴的慕尼黑国际博览集团（MMG）给与本届展览会强有力的支持。利用其多年累积的国际化网络，有效地提高了BICES的国际化水平。该公司副总经理艾欧恒认为，“双方将发挥各自优势，通过自身的渠道大力推广双方的展览会，相信我们之间的合作能够实现双赢！”

无论是参展商还是观众，都能从9th BICES的细节变化中体会到BICES服务水平的提高。如首次设立的知识产权办公室，成为参展单位的护航舰；专业观众绿色通道，缩短了登记等待时间；对参展商进出展场实行提前安排，提高了布展和撤展的工作效率。与此同时，新成立的展商和观众顾问委员会疏通了与广大参展商和观众沟通的渠道，有效提升了9th BICES各项工作的水平。

Being one of the organizers for the very first time, China Construction Machinery Association (CCMA) has extended its support and instructions to BICES for years in the specialization process. Mr. Han Xuesong, President of

CCMA, explained the future role of CCMA in BICES organization, “as the tie between government and enterprises, China Construction Machinery Association (CCMA) played a key role in interpreting the policies and supervising their implementation. Problems aroused were thus solved. And the specialty of the exhibition is guaranteed by our expertise on understanding the companies and their products.”

MMG, the strategic cooperation partner, extended their strong support to BICES at this event by exploiting its successful network, which significantly improved the internationalization of BICES. Mr. EUGEN EGETENMEIR, Deputy Managing Director of MMG, remarked, “both sides would do their utmost to promote respective exhibitions through their own channels. We firmly believe this would be a win-win cooperation.”

Both exhibitors and visitors might have perceived the improvement of services comparing with previous shows, such as newly established Intellectual Property Right Protection Office, which ensured protection of the rights officially, green passage for professional visiting delegations, which enabled a shorter waiting time as well as planning for move-in and move-out of exhibitors, which improved the efficiency to a new level. In addition, Exhibitors Advisory Committee and Users Advisory Committee were established as well to collect suggestions and improve service.



市场繁荣依旧，

BICES将跨越新里程

Booming market continues to grow, BICES is achieving the milestone

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国工程机械市场的增长令人震惊，在未来20年里保持每年5%~10%的增速完全可以实现。”英国工程机械咨询公司总经理大卫先生指出，“可以预计，在2008年或2009年，中国将超过北美成为世界上销售工程机械台数最多的市场。”

中国工程机械市场的繁荣造就了BICES稳步发展的今天；BICES今日的成功也彰显了工程机械行业蓬勃发展的未来。

BICES将以全新的面貌迎来2009年10月的再聚首。届时，展出条件将有根本性的改观，在观众组织、品牌推广等方面会推出诸多新举措。10th BICES将以更加辉煌的面貌回馈社会。

“真诚如一，品质更佳”是BICES不变的追求。我们有理由相信，10th BICES必将成为展会发展进程中新的里程碑。

once again with a brand new look. We firmly believe that a significant change will be taking place in the facilities. New measures will be carried out to organize more visitors and promote the recognition. BICES is dedicated to pursuing brand and credit forging as always. 10th BICES will absolutely become a milestone event in its history.



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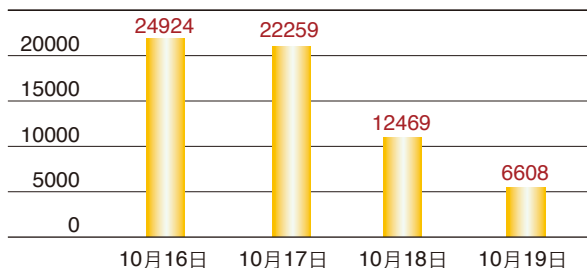
he growth rate of China's construction machinery market is astounding. 5-10% of annual growth of the construction machinery market over the next 20 years will be achieved”，remarked by General Manager David with British Off-highway Research. He also said that in 2008 or 2009, China's construction machinery market volume will exceed North American Market in terms of the sold sets and become the largest one in the world. The market boom paved the success of BICES. And the success of BICES forecasts the prosperous future of the industry. In Oct. 2009, BICES will raise its curtain



观众统计 Statistics

参观人数统计/Visitors

| 日期 Date | 人数 Number |
|---------------|-----------|
| 10月16日/Oct 16 | 24924 |
| 10月17日/Oct 17 | 22259 |
| 10月18日/Oct 18 | 12469 |
| 10月19日/Oct 19 | 6608 |



观众行业统计/Visitors' Lines of Business

| | |
|--------|---|
| 17.17% | 城建、市政、建材 Urban Construction, Municipal Works, Building materials |
| 5.28% | 农业、环卫、园林 Agriculture, Sanitation, Gardening |
| 7.47% | 水利、电力、能源 Water conservancy, Power Industry, Energy Sources |
| 3.88% | 石油、化工 Petroleum, Chemical Industry |
| 10.05% | 经销、代理 Distribution, Agent |
| 4.41% | 施工承包 Civil Work Contract |
| 30.40% | 机械制造 Manufacturing |
| 5.58% | 贸易 Trade |
| 11.58% | 铁道航空、公路、港口、运输 Railway/Aviation, Highway, Port, Transportation |
| 4.18% | 其它 Others |

观众来源统计/Geographic Stats of Visitors

海外观众来源统计/Statistics of Overseas Visitors

25.90% 韩国和日本
Korea and Japan

8.30% 印度
India

11.60% 欧洲及北美
Europe and North America

7.30% 拉美
Latin America

5.60% 中东及非洲
Middle East and Africa

11.70% 独联体
CIS

29.60% 其他
Others

国内观众来源统计/Statistics of Domestic Visitors

5.90% 东北
North East

55% 华北
Northern China

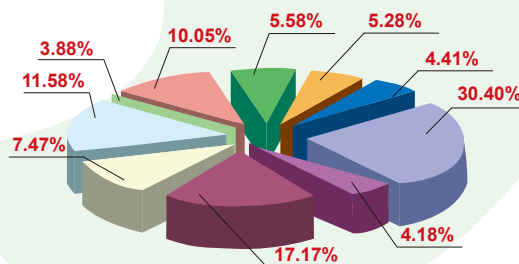
26.30% 华东
East China

2.60% 华南
Southern China

6.30% 华中
Central China

1.60% 西北
North West

2.30% 西南
South West





专业人士的评论与期待

Comments and expectations from industry insiders

小松（中国）投资有限公司 总经理 王子光

对于本届展会，我的总体感觉不错。各大参展商都在努力将尖端的技术、最优质的产品展示给观众。

General Manager Mr. Wang Ziguang with Komatsu (China) Ltd.

Generally, 9th BICES is a very good exhibition. All exhibitors showcased their latest technologies and best products to the visitors.

斗山工程机械（中国）有限公司总经理 金东哲

今年是我们第八次参加BICES展会，我感觉BICES展会的发展速度很快，其展出的规模、企业层次以及产品类型等都具有了一个大型展会的水准，为大家提供了一个很好的交流平台。同时，对我们公司而言，这也是一个很好的与客户沟通的机会，通过与一些国际大展会的合作，BICES逐渐与国际接轨，并且具有很好的反响。

General Manager Mr. Jin Dongzhe with Doosan Infracore China Corporation

This is our 8th time at BICES. I felt BICES is growing very fast. It is a magnificent exhibition in terms of its scale, exhibitors and products, which built up a platform for communication. In the meantime, for Doosan, we really valued the opportunity to meet our customers face to face. BICES is becoming more international by cooperating with world famous exhibitions and received very positive feedback.

徐州工程机械集团有限公司副总经理 杨勇

本次展会的内容更加丰富，很多展台都有自己鲜明的特色。参展商利用多种多样的表现形式让展品更人性化，贴近观众，拉近了参展商与用户之间的距离。

BICES展会的专业性很强，国外参展商的重视程度非常高。如小松等日本展商此次参展的特点更加中国化，表明他们更加重视中国市场，其次是国内的参展商产品更加丰富

了，在做好原有主导产品的基础上，都推出了相关的新产品，而且这些新产品的起点都很高，技术含量也比较高。

Deputy General Mr. Yang Yong with Xuzhou Construction Machinery Group Inc.

It saw more exhibits at 9th BICES. The design of a few booths is very eye-catching. The exhibitors are dedicated to making their products more people-oriented, which shortens the distance between exhibitors and visitors. Now BICES is becoming more and more professional and drawing more international exhibitors. Some of Japanese exhibitors like Komatsu are intended more for Chinese market, which on the other hand shows that they are attaching more importance to Chinese market. Second. In addition, Chinese exhibitors unveiled their latest products other than their main stream products. Nevertheless, those new products are of the latest technologies.

巴西SOBRATEMA协会行政及财务总监

这是我们协会第二次组织会员企业来参加BICES展会。来参展的15家巴西企业包括工程机械制造商、租赁企业、代理商及经销商，他们对此次展会的组织非常满意。

Ms. Arlene L. M. Vieira with Sobratema

This is the second time that we organized visiting delegation to BICES. Of the 15 Brazilian companies are construction machinery manufacturers, rental companies, agents and distributors. They are very satisfied with the great exhibition.

BICES用户顾问委员会委员、中国中铁股份有限公司工业和设备部部长薛林

十几年来，通过BICES这个平台，我们结识了国内外工程机械制造业的企业和朋友；了解并把握了工程机械产品

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和技术的最新动态，进而从国内和国外采购到了工程建设所需的专业设备。实践证明，这些设备在工程建设中发挥了关键的作用，有力支撑着工程施工企业的发展，为我国基础设施建设和经济社会的发展贡献了巨大的力量。

Mr. Xue Lin, Manager of Industry and Equipment Department of China Railway Co.,Ltd., Member of BICES Users Advisory Committee

Over the past few years, we made a lot of friends with Chinese and foreign construction machinery enterprises through BICES. In addition, we gained an insight into the latest information of the construction machinery products and technologies and further more purchased ideal equipment for our projects. It is proved the equipment played a critical role in the construction, ensured the long-term development of the construction enterprises and dramatically paved for the sustainable development of the infrastructure and economy of the society.

凯斯工程机械（上海）有限公司 市场与产品总监 李坤龙

在这次展会上，我主要有四个发现：降低污染与国际接轨。此次参展的大部分产品排放量都标有符合欧III或美国非公路用机动设备排放标准的标签，这说明国内品牌产品的设计正在不断向世界靠拢。第二 从展会参展企业的情况可以看出，国际上许多企业加强内需，拓展海外的步伐是同步进行的，外企的切入带动了中国工程机械市场的跨越发展；第三 中国企业开始加快了拓展海外市场的步伐，从这几年工程机械的出口额就可以发现，出口加大的趋势非常明显；第四，国内品牌产品的科技水平有了很大提升，产品质量得到了突飞猛进的发展，参展产品采用了许多新技术。

Market & Product Director Mr.Li Kunlong with Case Construction Machinery (Shanghai) Co.,Ltd.

At 9th BICES, I perceived 4 characteristics. First, pollution reduction in line with international practices. Most of the exhibits are labeled with tag marking Euro III standard or American off-highway equipment standard, which reflected that the design of Chinese products is more international. Second, in view of the relevant exhibitors, a few foreign companies are taping international market while stimulating their internal market. The localization of foreign companies dramatically pushed the development of the Chinese construction machinery market. Third,

Chinese manufacturers have sped up their steps into international market. The stats on export of construction machinery over the past few years could speak for it. Export volume is increasing with high rate. Fourth, the technical level and quality of Chinese products has been greatly improved. Some latest technologies were applied in the new exhibits.

天津慧众达工程机械有限公司经理 赵萍

据我了解，这是BICES组委会与慕尼黑国际博览集团首次合作主办的国际性大展，所以本届展会合作总体效果还是比较好的。一方面，有来自28个国家和地区的600多家企业参展，包括很多国内外的巨头企业，参展企业的数量和质量都得到了保证，同时，他们的产品类型也比较齐全。另一方面，从参展产品本身来说，技术含量都相对较高，这都非常有助于我们的用户选择和购买。

General Manager Ms.Zhao Ping with Tianjin Huizhongda Construction Machinery Co.,Ltd.

As far as I know, it's the first time that BICES is held in cooperation with MMG. It turned out to be very good. On one hand, over 600 exhibitors from 28 countries and regions attended the exhibition including some world famous manufacturers. The quantity and quality of the exhibitors are thus guaranteed. Meanwhile, models of the exhibits are complete. On the other hand, the technical level of the exhibits are very high, which helps users to select and purchase.

Nguyen Son Ha 越南泰龙贸易公司总经理

我们的代表团对于参观此次工程机械展览感到非常的满意，对主办方热情的接待表示感谢。我们的代表团收获颇丰，希望从展会上建立起来的合作关系能够结出丰硕的果实。

General Manager Mr. Nguyen Son Ha with Viet Nam Tailong Trade Co.,Ltd.

All the members of the delegation are very satisfied with the visit to 9th BICES. We sincerely appreciated the hospitality of the organizers. And what we achieved at the great event is far more than we expected. We hope that the relations established through BICES could grow and bring us profit.



完美落幕，荣耀再续

作为工程机械行业的盛大节日，BICES拥有广泛的影响力和号召力。它的发展凝聚着业界的寄托与希望。它所取得的成功与国内外参展商、观众、媒体和广大业内人士的一贯支持支持息息相关。他们拥有独特的视角和敏锐的观察力，他们代表着BICES的最强音，是BICES永远的支持者。

感谢所有为BICES发展做出贡献的人们！

相信2009的BICES将不负厚望，取得再次成功！

As the magnificent event of the construction machinery industry, BICES is renowned for its comprehensive influence and appeal. In the meantime, high hopes and sincere wishes from the industry are attached to its development. The support from Chinese and foreign exhibitors, visitors, media and industry professionals is indispensable to every success of BICES. And their unique perspective and sensitive perception are guiding the development of BICES. These supporters are the loyal ones for the growth of BICES.

We are very grateful to all the people that have rendered their help for the development of BICES.

And we firmly believe that next BICES in 2009 will be another huge success.



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