

## Comments from professionals

AEM cooperated with BICES again to stage the most desirable construction machinery exhibition. It is so impressive to see the sustainable development trends of Chinese and Asian Market.

*Dennis Slater, President*

*AEM-Association of Equipment Manufactures*

BICES 2011 ended successfully. It proved itself to be a great event which drives the development of the industry. It has profound implications of establishing a highly efficient communication platform for enterprises and customers, and the demonstration of the latest achievements of science and technology research. The theme of "shift to China, lift the green world" highlights its implication and effect on promoting healthy and sustainable development. We look forward to the next BICES event.

*Harold Lang, President*

*Terex Asia Business Development*

BICES is an important exhibition, especially the most authoritative show in construction machinery industry. I noticed that BICES 2011 has larger scale. The number of exhibitors and visitors is huge, and many new types of machinery and products showed up at the exhibition as well. This is good news for us because we could develop more complete series of engines for Chinese market.

*Nigel Baseley, Marketing Director*

*Perkins*

## BICES moves forward

As the president of CCMA has pointed out "the trend of restructure and development of China construction machinery industry is speeding. The status of China in the world construction machinery industry is steadily on the increase. BICES will sensitively catch the industry development trends, improve its own quality, and provide best platform of the highest value for the development of construction machinery industry." This is the objective of BICES and also our untiring pursuit.

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

# Beyond your vision

## — Show Report of BICES 2011

### Organizers:

China Construction Machinery Association

China Construction Machinery Co. Ltd.

China Council for The Promotion of International Trade Machinery Sub-council



## Grand scene, uncovering unlimited business opportunities

**B**ICES 2011-the 11th Beijing International Construction Machinery Exhibition & Seminar was held gloriously from 18th to 21st of October in Beijing. BICES attracted 1030 exhibitors from 31 countries and regions. There is a dramatic increase of international exhibitors, which exceeds over 35%. Due to the limitation of show area, there are still over one hundred potential exhibitors on the waiting list. Visitors come from more than 100 different countries and regions. The total number of visitors in 4 days counts more than 120,000. The total show area has achieved a record high in history, reaching 19,5000sqm, which is a 30% growth from previous year. BICES is developing by leaps and bounds, leaving a deep impression on construction machinery industry. China construction machinery industry presents a prosperous picture to the world, and lays a good foundation for the "12th Five-Year Plan" of the industry. The success of BICES 2011 also marked a new starting point of BICES.



# BICES 2011



## Green Development Pave the Way for a Sustainable Future

BICES 2011 presented diversified products to the industry with the theme of "Lift the green world". The exhibition focuses on green technology and low carbon development, leading our enterprises towards low pollution, low emission, highly reliable products in the future. This event attracted full attendance of mainstream off-highway engine enterprises and hybrid machinery received a wide publicity as well. The theme of "revolution" was demonstrated in a few angles. Whether it is industry under restructure or enterprise under merging, BICES can fully demonstrate the fast development of China construction machinery industry. BICES will focus on sustainable development of construction machinery industry under new circumstance and seizes great business opportunities in the course of civilization, industrialization, globalization and informationization of China. In addition, BICES explored new hot points. More mining vehicle, aerial working machine, construction site facilities, appear on show. Another highlight of BICES 2011 is that a large number of new products are unveiled which reflect the spirit of self innovation.



## Special activities & grand event

BICES has never stopped seeking its own special features. The exhibition specially opened up emergency rescue equipment show area. This show area presented all the emergency rescue missions that China construction machinery industry had taken part in. The application of new products and technologies in future was displayed in several categories which demonstrated the power of technology development and expressed the patriotic feeling. In the mean time, the first Session of International construction machinery and special vehicle design competition was held, and received a wide publicity from machinery industry. The design competition has expanded the platform of BICES, motivated the vehicle amateurs, and established a high level communication platform for the innovative development of construction machinery products. Diversified activities were displayed one by one on the exhibition, such as new products release, technology exchanges and discussions, overseas market introduction and professional association yearly conference etc. Engineering machinery club, simulating operation area, and onsite operating area provide visitors with plenty of try out opportunities. The combination of static and movement, power and beauty, reality and concept has fully revealed the characters of BICES, and blended in more culture charm and humane care.



## Industry elites jointly build value

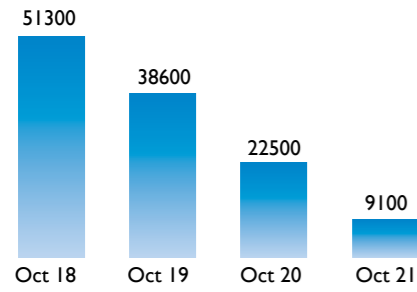
BICES relies on its special location advantage, keeps expanding the sources of audience and has formed its own group of customers. Beijing has the most important group of clients in China. Relying on the comprehensive effect of headquarter economy, the event has attracted large number of high quality clients from different industries. Under full support of more than 40 industry associations, the exhibition attracts a lot of high-end clients. According to the statistics: parties from hotspot industries including energy, transportation, water conservancy, municipal, mining, military equipment and more than 20 overseas professional organizations from America, UK, Japan, Korea, Vietnam, Germany, Italy, Turkey, Brazil, Ghana, Syria came to visit the exhibition, and ambassadors and commercial secretaries from 15 countries were on the spot as well. The number of visitors on the opening day reached 50,000, a 40% increase from previous exhibition.



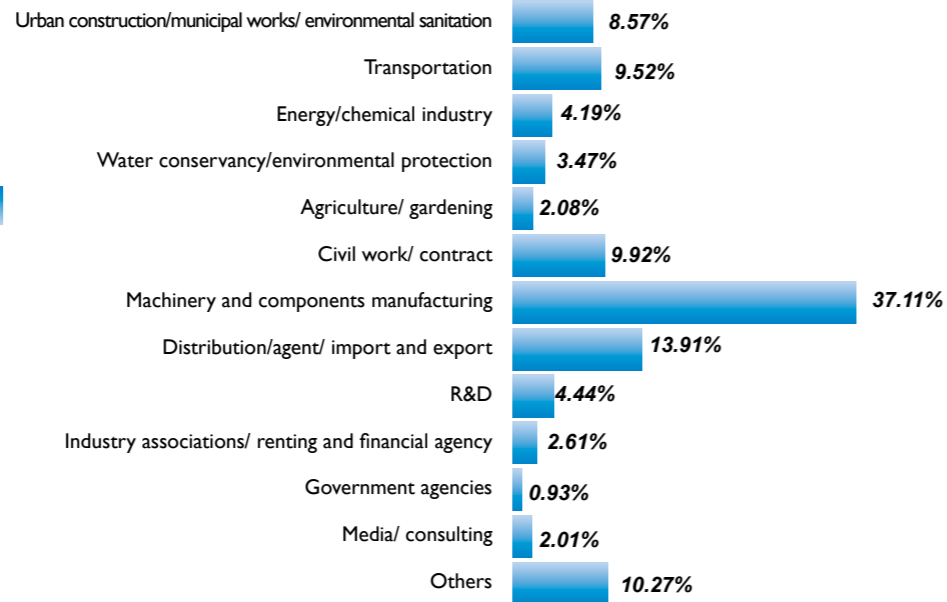


# DATA

## Statistics of daily visits



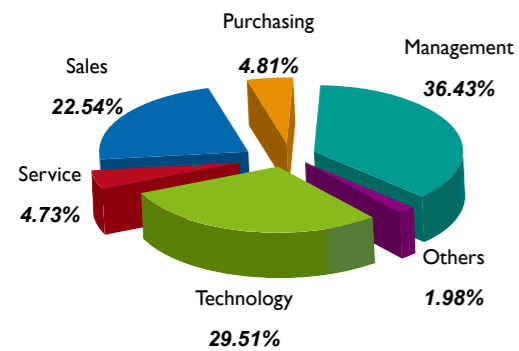
## Distribution by industries



## Top 12 countries and regions of Visitors

Korea	18.14%
Russia	14.5%
Japan	8.4%
America	5.5%
India	4.8%
Hong Kong, Macao Taiwan	4.6%
Singapore	4.3%
Brazil	4.2%
Vietnam	4.1%
Mongolia	4.0%
Indonesia	3.0%
Iran	3.2%

## Distribution by departments



## Multi-media and multi-angle to create a full colourful view

After more than 20 years' development, BICES has set up cooperation relationship with hundreds of industry-related media & realized full coverage of media. CCTV reported BICES for a series sessions, and made a special report on innovation of exhibitors this year. BICES took the lead in applying the latest media technology of "I-BICES" cell phone platform which integrated all the exhibitors' information, catering, accommodation, transportation information to provide great convenience to exhibitors and visitors. At the same time, with the help of advanced network media, the live broadcasting was put into use to show the highlights of the exhibition to all audiences. BICES 2011 has further extended the cooperation relationship vertically and horizontally with industry related media, including pre-expo report, expo preview, interview and live internet broadcasting of exhibition and retrospective report etc. All the details and highlights of the new products, new technology, new strategy and new services were grasped and reported by the media to the world.

## Innovated services & adding eternal value

BICES persists in providing the best services to satisfy the needs of all parties. This exhibition appointed official service provider for the first time, established an efficient workflow and strengthened the normalization of services. Through the promotion of both hardware and software, the condition of this year's exhibition has been improved a lot. In addition, we provided shuttle bus service, and several catering and accommodation choices for visitors and clients to meet various needs. For the visiting groups, we offered one-on-one service.

