Volvo and bauma, working together

By ZHJUAN TI

A new exhibition named bauma China 2014 will be held in Shanghai between Nov 25 and Nov 28. A China Daily reporter spoke with Martin Weissburg, president of the Volvo Construction Equipment to discover more about the company, which has been part of bauma since it was introduced to China in 2002.

Q: How many times has the Volvo Construction Equipment Investment (China) Co Ltd participated in bauma?

A: Volvo CE has been a participant and supporter of bauma China since the event began 12 years ago. As the most important event for the entire construction and building-material machine industry in China as well as across the Asia region, the biannual bauma China has witnessed the ups and downs of China construction equipment development.

Q: Why do you think it is necessary to participate in the event? What results have been achieved in the past few years?

A: The event is not only an international platform for global exhibitors and visitors to communicate, to do business and to build sustainable success, but also promotes the development of the Chinese construction machinery industry.

During the past few years, Volvo CE has strengthened its presence in China and has already become an industry leader that provides high quality and innovative total solutions throughout the product lifecycle to Chinese clients.

Q: What will the Volvo Construction Equipment Investment (China) Co Ltd expect to achieve in 2014 bauma?

A: Adhering to its core values of quality, safety and environmental care, as a century-old European brand, Volvo CE has achieved a sustainable growth in the China market. At bauma China 2014, Volvo CE will extend its theme of “caring drives innovation” to three dimensions - caring, innovation and expertise, to further demonstrate Volvo CE’s competitive advantage. Caring is part of every Volvo CE product and service, which also shares a strong commitment to customers, society and the environment. Innovation is the foundation and momentum for Volvo CE’s long-term growth, to its products, business models, services and CSR. Expertise summarizes Volvo CE’s commitment to excellence from sketches to the very last detail.

Volvo CE will continue focusing on “caring drives innovation” and position itself as the leading industry expert that provides excellence throughout the product lifecycle and help Chinese customers to build sustainable success.

Q: What has been the market performance of the Volvo Construction Equipment Investment (China) Co Ltd in recent years? Could you share the growth figures with us?

A: Considering the state of the economy, we are satisfied with our current performance in China. In 2013, Volvo CE, together with SDLG – our JV partner in China, remained the market leader in wheel loader and excavator sales in China.

China’s construction equipment industry is experiencing an adjustment period after a decade of rapid growth. But we think that China is still the biggest market with enormous potential.

Q: What will be economic slowdown in China affect Volvo’s performance in the Chinese market? Will bauma help to ease some pressures?

A: China’s construction equipment industry is experiencing an adjustment period. I think it is a normal business cycle that I have seen many times in other regions. We have our internal forecasts and we believe the China market in the medium and long term will continue to develop and it will be fantastic. There is still an incredible demand for infrastructure, roads and cities, which will benefit Volvo CE in the future.

Our diversified products and dual brand strategy made our solid performance possible. Volvo CE and SDLG produce machines that meet specific customer needs across different market segments and industry sectors including heavy construction, mining, energy, harbor and waste treatment, etc.

Besides, Volvo CE will continue to increase research and development investment to meet clients’ demands for safe, high-quality and cost-effective products that come with comprehensive after-market services.

Q: What is China’s role in the global map of the Volvo Construction Equipment Investment (China) Co Ltd?

A: China is very important to Volvo CE’s global strategy and has a strong impact on our results and we will continue to increase our market share here. I am very optimistic about China, both in the medium and long term.

The Chinese government is clearly committed to infrastructure development, which provides excellent opportunities for companies such as Volvo CE.