

shandongspecial

# Latest XCMG heavy machinery premiere in Munich

By **JU CHUANJIANG** and **WANG QIAN**

**X**uzhou Construction Machinery Group, China's largest manufacturer in the sector by revenue, will showcase its latest products in Munich at the famed Bauma expo.

Eleven of the group's products — including loaders, crane trucks, excavators, road rollers and drilling machines — will be presented to the global industry on April 15.

"The expo will be a good chance to promote our products and gain us wider access to the European market," Wang Min, chairman of XCMG told China Daily.

Last year, the group reported rev-

enues of some 100 billion yuan (\$16.1 billion).

Nine of its products have the largest share of their respective markets in China.

The sales volume of its mobile crane and large-tonnage roller ranks first globally.

Wang Yansong, president of XCMG Import and Export Co Ltd, a subsidiary of the group, said the brand's products are now exported to 158 countries and regions and has more than 100 overseas agents offering high-level after-sales services.

Despite the global economic slowdown, its overseas sales were valued at \$1.36 billion last year, the most in the sector in China.

"By further promoting technologi-

cal innovation and internationalization, we will strive to join the world's top-three heavy machinery makers in three years," said Wang.

By 2015, the group projects annual revenue will hit 300 billion yuan. Overseas sales will account for 25 percent of the total, Wang said.

To meet the goal, the group has initiated a series of international mergers and acquisitions in recent years.

Last April, it bought a 52 percent controlling stake in Schwing, the second-largest concrete pump manufacturer in Germany.

It was the third acquisition by XCMG in Europe following its purchase of Fluitronics Co in Germany and Amca Hydraulic Controls Co from the Netherlands in 2011.



JU CHUANJIANG / CHINA DAILY

The group has more than 100 overseas agents offering sound after-sales services.

The two companies make hydraulic parts and key components for construction machinery.

"The deals will help XCMG get its hands on the technological know-

how, branding and a larger distribution network," said Wang, adding that M&A activities are expected to drive its annual income to more than \$1 billion overseas.

# SDLG loaders, crawler excavators to debut at Bauma expo



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With advanced R&D and sales systems, the company has become a top brand in excavators and road machinery overseas.

By **WANG QIAN**  
wangqian2@chinadaily.com.cn

A full range of competitive products from Shandong Lingong Construction Machinery Co, one of the nation's top-three exporters in the sector, will make their debut at the upcoming Bauma 2013 in Munich.

"The European market is the key to our global strategy, and we will provide high quality products there," said Wang Zhizhong, chairman of SDLG.

The products include advanced hydraulic crawler excavators and energy-efficient loaders meeting EU standards.

Yu Mengsheng, CEO of the company, said the energy saving of 20 percent and higher durability of the new LG953N loader will help boost the company's overseas sales.

Another product to premiere at the expo is a hydraulic

crawler excavator rated in March as one of "the top 50 products in China Construction Machinery".

Since partnering with Swedish construction equipment giant Volvo Group in 2007, SDLG has had a dual-brand strategy to provide complementary products to global markets.

With aid from Volvo's advanced sales system and research, SDLG has become a top brand in loaders, excavators and road machinery, Yu said.

China's second-largest construction machinery exporter, the company now exports products to more than 60 countries and regions including Brazil, Russia, the Middle East and South Africa. In 2005, it entered the Australian market and has become a popular choice for local customers due to reliable products and sound after-sales services.

The company's production plant in Brazil is scheduled to start operation this year.