

# 2015 Presidents' Forum

## 2015年主席论坛



Industrial Truck Institution, CCMA  
中国工程机械工业协会工业车辆分会

Chen Weiqiang  
陈伟强

Sep 19, 2015 PALM BEACH, FLORIDA  
2015年9月19日佛罗里达州棕榈海滩



# AGENDA 目录



1

Macro-economic Development in China  
中国宏观经济形势

2

Industrial Truck Market in China  
中国工业车辆发展状况

3

Development Trend of Industrial Trucks in China  
中国工业车辆发展趋势



## **A “new normal” of China's economy emerges, the growth speed has been shifted** 中国经济发展步入新常态，增长速度换挡

1. In 2015H1, China's GDP grew by 7.0% on a year-on-year basis. The global economy is still in deep readjustment. In this current stage of development, China has to deal simultaneously with the slowdown in economic growth, make difficult structural adjustments, and absorb the effects of previous economic stimulus policies 中国经济上半年GDP增长7%，世界经济仍处于深度调整期、中国经济正处于“三期叠加”（增长速度换挡期、结构调整阵痛期和前期刺激政策消化期）的特定阶段
2. The transformation of the pattern of economic development will be accelerated, from the pursuit of quantity and speed, as well as the extensive growth in the competition of scale and consumption, to equal attention to quantity, quality and benefit. 加快转变发展方式，从主要追求数量速度，拼规模、拼消耗的粗放增长，转向数量质量效益并重

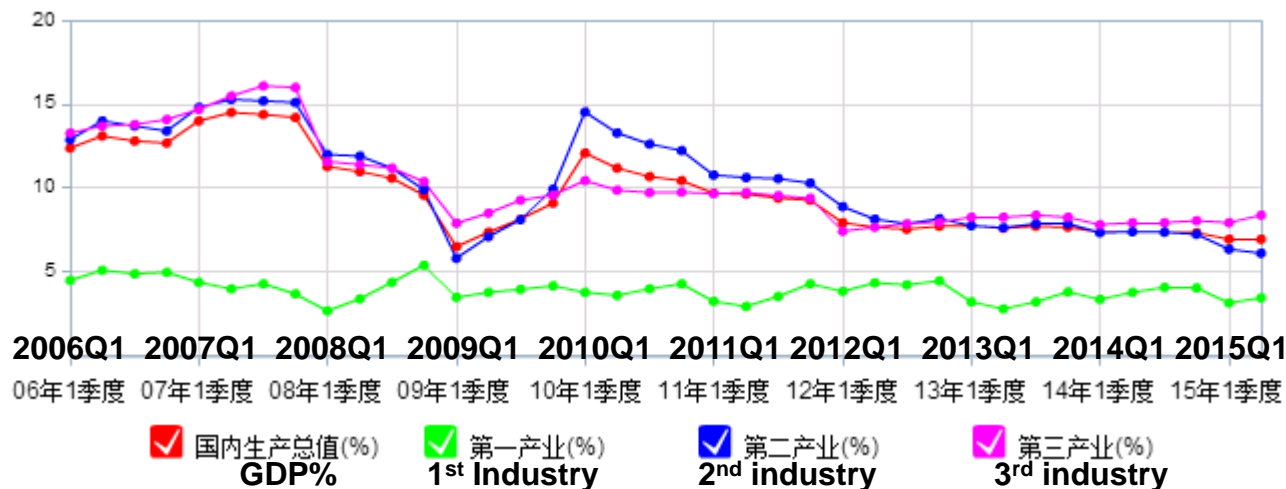


### **A “new normal” of China's economy emerges, the growth speed has been shifted 中国经济发展步入新常态，增长速度换挡**

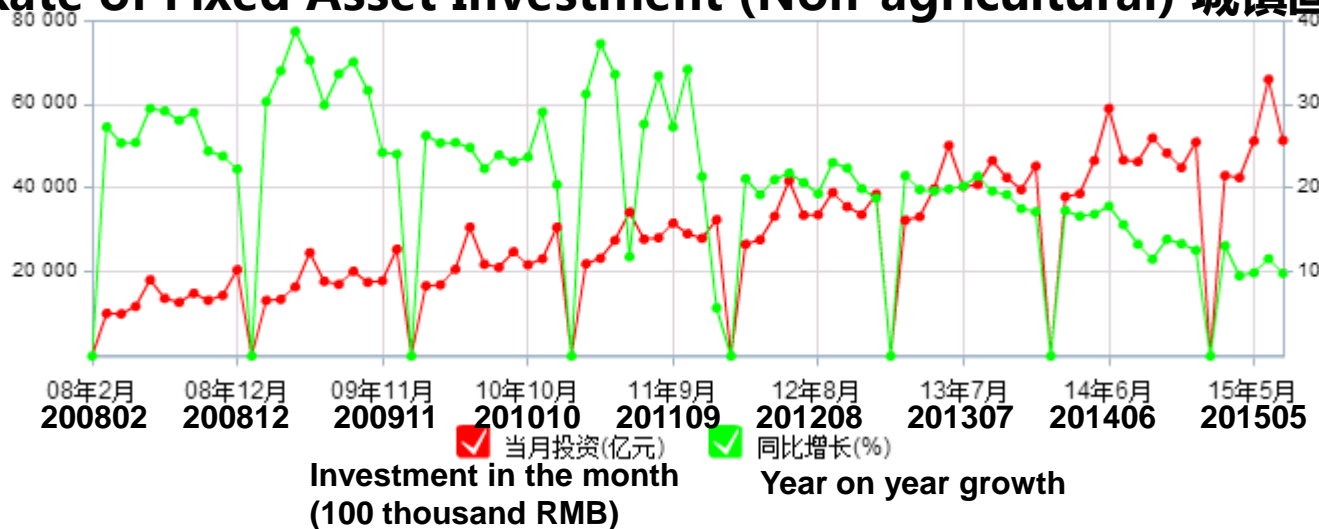
3. In China, the service industry has become the largest industry over the manufacturing industry. The strategic emerging industries have staged a sound momentum of development, particularly in energy-saving and environmental protection, next generation information technology, high-end equipment manufacturing, new energy and new materials, etc. 中国服务业已超过制造业成为第一大产业，以节能环保、新一代信息技术、高端装备制造、新能源新材料等为代表的战略性新兴产业，呈现出良好的发展势头
4. Innovative changes have been shown in the traditional “Troika” , that is, consumption, investment and export. The motivation of economic growth is in the profound transformation. 传统的“三驾马车”消费、投资、出口都出现了新的变化，经济增长的动力处在深刻的转换之中



### GDP Growth 国内生产总值

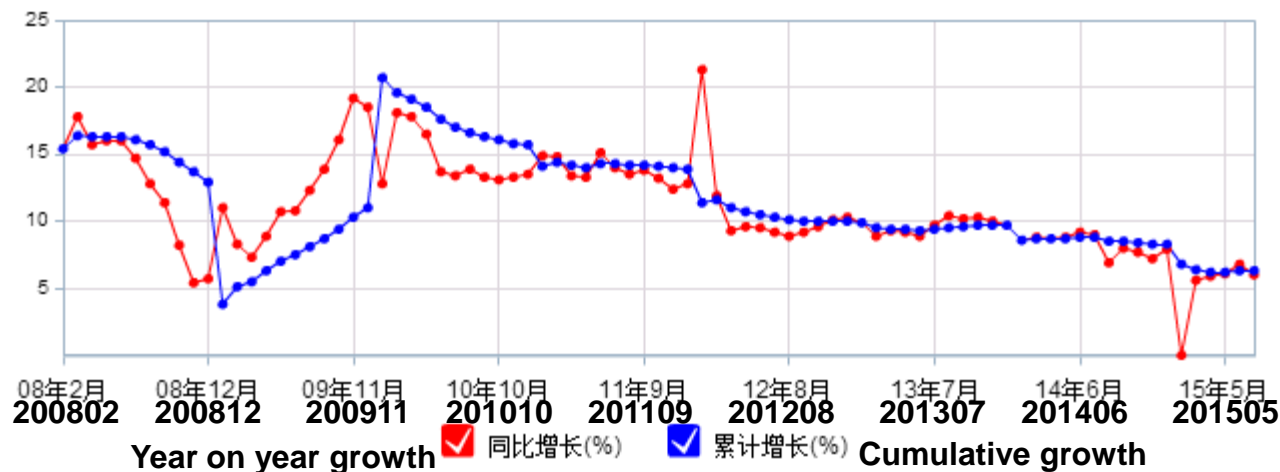


### Growth Rate of Fixed Asset Investment (Non-agricultural) 城镇固定资产投资

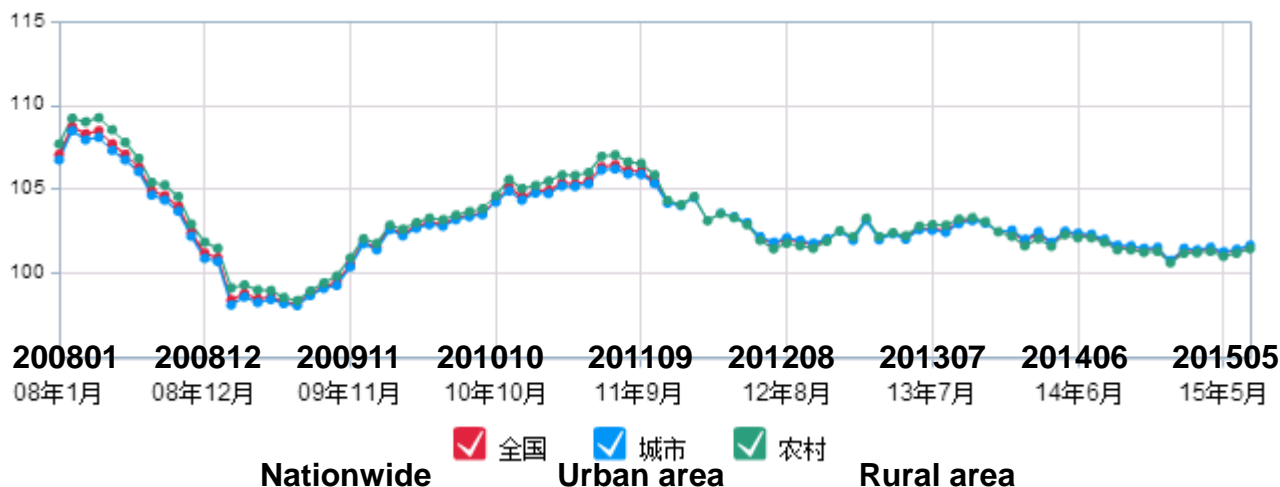




### Growth Rate of Added Value of Industries 工业增加值增长

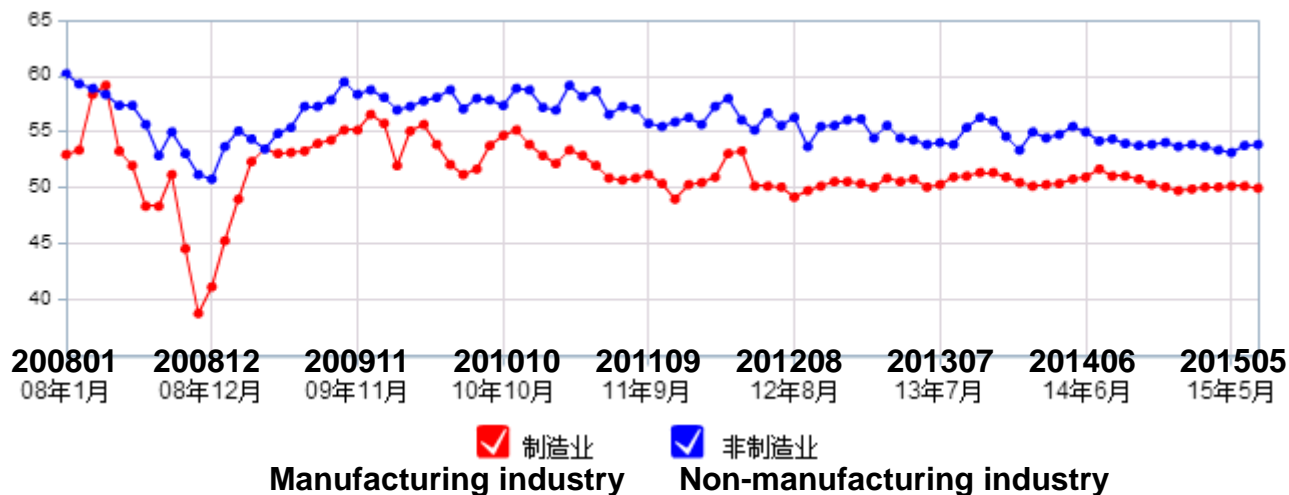


### consumer price index 居民消费价格指数





### Purchasing manager index 采购经理人指数



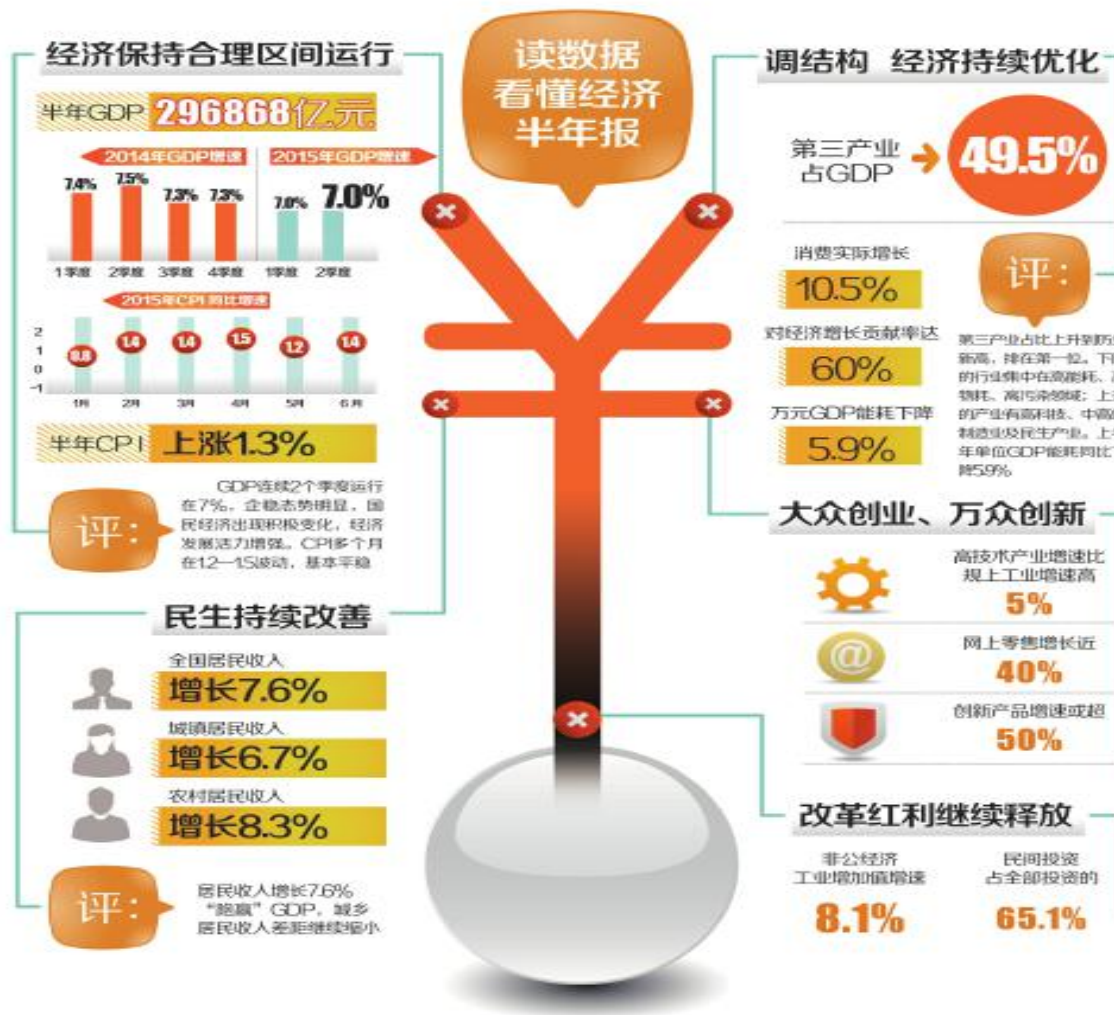


# Macro Economic Development in China

## 中国宏观经济形势

8

key figures  
for 2015H1





# Macro Economic Development in China

## 中国宏观经济形势



### 经济保持合理区间运行

半年GDP **296868亿元**



半年CPI **上涨1.3%**

评:

GDP连续2个季度运行在7%，企稳态势明显，国民经济出现积极变化，经济发展活力增强。CPI多个月在1.2-1.5波动，基本平稳。

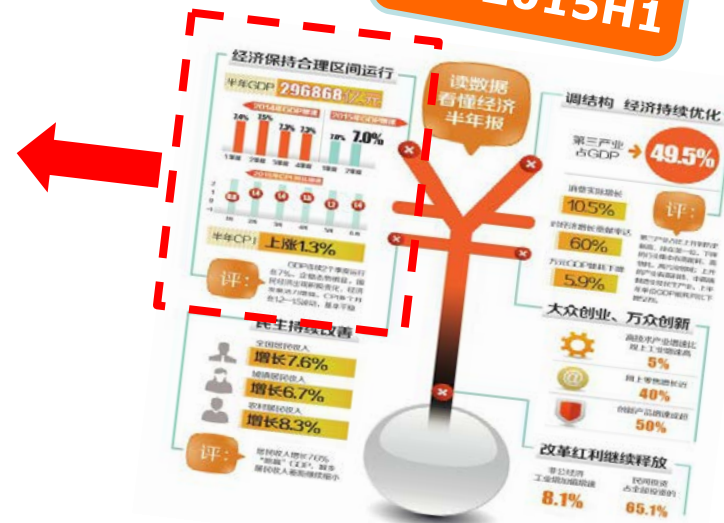
Economic performance remained within proper range

GDP 29686.8 billion RMB (2015H1)

GDP growth 2014 vs 2015

CPI grew by 1.3% within half year

key figures for 2015H1



**Comments:** GDP remained at 7% in the past 2 quarters, shows a steady growth trend. CPI keep among 12-15, which is also in a steady growth curve.



# Macro Economic Development in China

## 中国宏观经济形势

10

### 民生持续改善



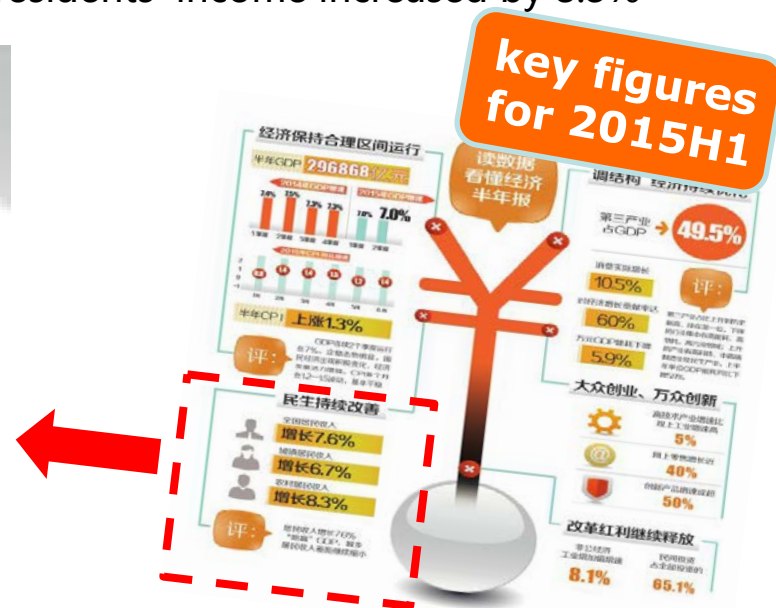
The living standard of people continued to improve

People's income increased by 7.6%

Urban residents' income increased by 6.7%

Rural residents' income increased by 8.3%

**Comments:** The growth rate of residential income run faster than GDP, the income gap between urban area and rural area continue to shrink





# Macro Economic Development in China

## 中国宏观经济形势

11

Continuously adjust and optimize the economic structure

调结构 经济持续优化

The 3<sup>rd</sup> industry accounted for 49.5% out of total GDP

第三产业  
占GDP

49.5%

Real consumption growth 10.5%

消费实际增长

10.5%

评:

a 60% contribution to economic growth

对经济增长贡献率达

60%

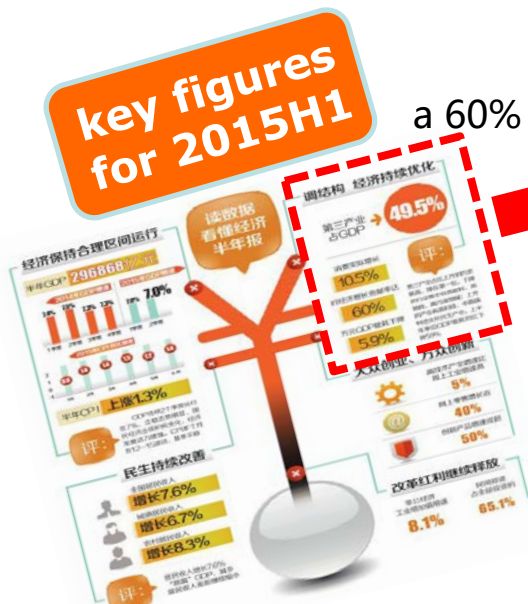
Unit GDP energy consumption came down by 5.9%

万元GDP能耗下降

5.9%

第三产业占比上升到历史新高，排在第一位。下降的行业集中在高能耗、高物耗、高污染领域；上升的产业有高科技、中高端制造业及民生产业。上半年单位GDP能耗同比下降5.9%。

**Comments:** the proportion of 3<sup>rd</sup> industry in total GDP surged to a record high. The decreasing section includes high energy consumption, high pollution industries, and the increasing part consists of high technology, mid-high end manufacturing and livelihood industries.



## Encourage people to do business creatively and drive innovation



The growth rate of high-technology industry run 5% faster than large-scale enterprises

Online retail business grew around 40%

## High-technology product grew exceed 50%

## 改革红利继续释放



## Reap more dividends from reform

- Industrial added value for non-public sector up by **8.1%**
- Private investment accounted for **65.1%** out of total investment





**At the national level, the increasing favorable policies have speed up the industrial development 在国家层面上，利好政策加码，加速产业发展**

**On May 8th, 2015, the State Council announced “Made in China 2025” . Ten sectors have been identified as priorities, including new generation information technology, high-end numerically-controlled machine tools and robotics, aerospace equipment, ocean engineering equipment and ships with high technology, advanced railway traffic equipment, energy saving and new energy vehicles, power equipment, new materials, biological medicine and high-performance medical devices, and agricultural production machinery, which indicate the development priorities and direction for most strategic emerging industries in the next 10 years. 2015年5月8日，国务院公布《中国制造2025》，提出重点发展新一代信息技术、高档数控机床和机器人、航空航天装备、海洋工程装备及高技术船舶、先进轨道交通装备、节能与新能源汽车、电力装备、新材料、生物医药及高性能医疗器械和农业机械装备，指明了未来十年，大部分战略性新兴产业发展的重点和方向。**



### Existing problems 存在问题

- Key core competence is weak. Resistance from the market is significant in industrial development. 关键核心竞争力弱 产业发展市场阻力较大
- The lack of talents restricts the industrial development. 人才缺失制约产业发展

### Expectation on future trend 趋势展望

- First, sustainable infrastructure construction will be invested. 第一，持续性基础设施建设投入；
- Second, relaxation of real estate policy 第二，房地产政策放宽



# AGENDA 目录

1

Macro-economic Development in China  
中国宏观经济形势

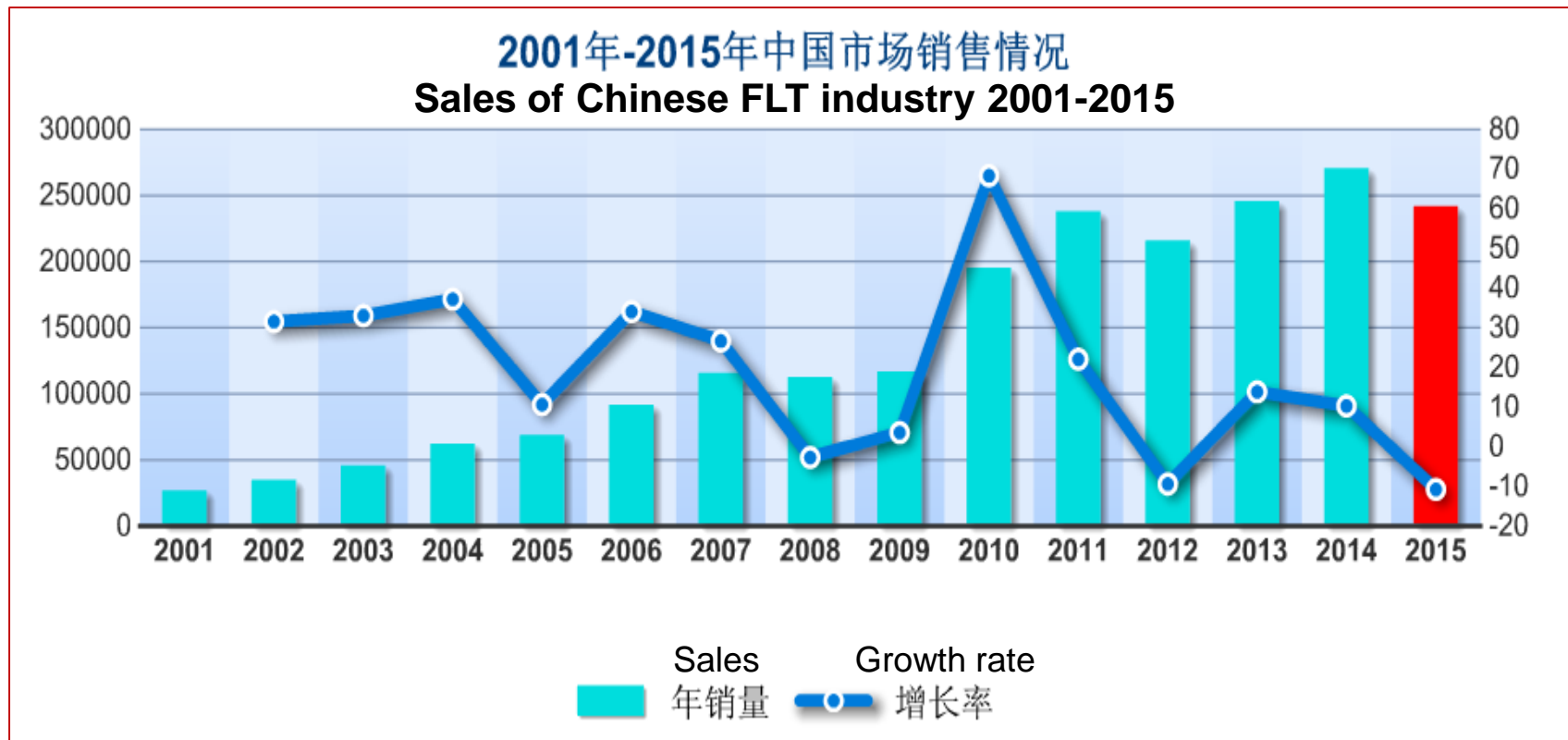
2

Industrial Truck Market in China  
中国工业车辆发展状况

3

Development Trend of Industrial Trucks in China  
中国工业车辆发展趋势





In 2015 H1, 128,836 units of FLT were sold in **China**, for comparison, 142,910 units were sold same period of last year, decreased by **9.85%**.

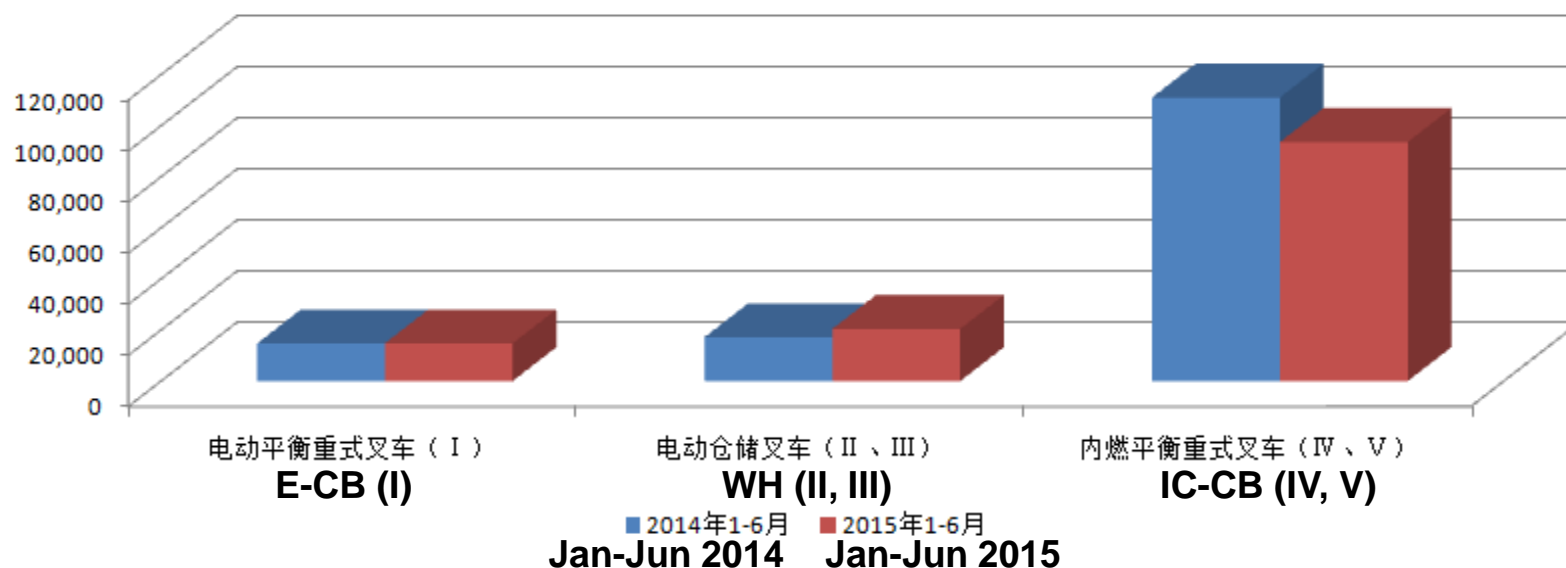
2015年上半年中国叉车市场的销售量达到128,836台，与2014年上半年的142,910台相比，下降了9.85%。





### Sales comparison by truck type for China market (2015H1 vs. 2014H1)

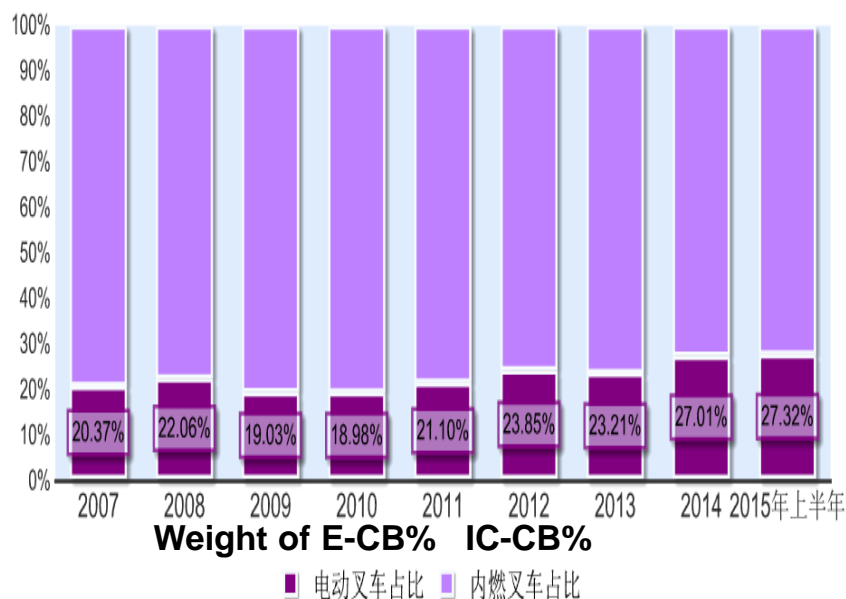
中国工业车辆各种车型销量情况(2015上半年与2014上半年相比)



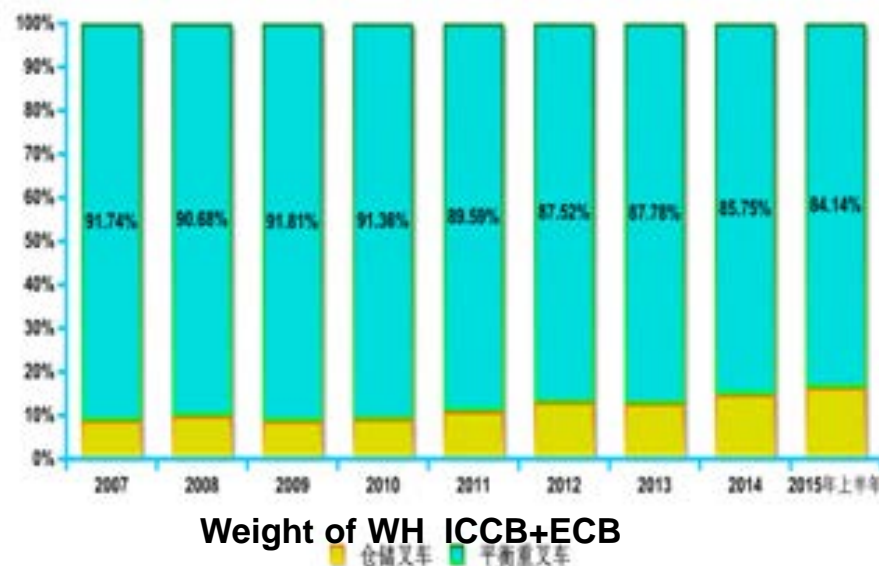
Among different truck types, Electric Counterbalance Trucks grew by 0.61%, Electric Warehouse Trucks increased by 18.97%, while Internal Combustion Counterbalance Trucks drop by 15.69% 在各种车型中，电动平衡重乘驾式叉车增长0.61%，电动仓储叉车增长18.97%，内燃平衡重式叉车下跌15.69%。



### Within the whole sales of China forklift truck market 在中国整个机动工业车辆销售中



The proportion of electric trucks is under a increasing trend  
电动叉车占比呈现上涨的态势



The proportion of WH trucks is increasing as well  
仓储叉车占比呈现上涨的态势



- Although the overall sales decreased in the domestic market, the sales of electric forklifts, especially warehouse forklifts kept increasing, while the sales of diesel forklifts decreased by over 15%. 国内市场整体销售量下跌，但电动叉车，尤其是仓储叉车继续保持增长，而内燃叉车下降超过15%。

### Main reasons主要原因:

1. The economic growth has been slowed down, the demands from industries like manufacturing have been decreased, however the demands for warehouse logistics have been increased significantly. 经济增速放缓，原来需求较大的制造业等行业需求下滑，而仓储物流的需求明显提升
  2. The emission standards of non-road mobile machinery in China have been raised, thus electric forklifts hold a significant advantage over the diesel forklifts. 国内非道路移动机械排放要求进一步提高，电动叉车替代内燃叉车的趋势已经显现。
- Although the export keeps increasing, the domestically-invested brands lack enough growth motivations in export, while the foreign-invested brands in China keep a double-digit growth in export. 出口虽然继续保持增长，但内资品牌出口增长动力不足，在华外资品牌出口每年保持两位数增长。



# AGENDA 目录

1

Macro-economic Development in China  
中国宏观经济形势

2

Industrial Truck Market in China  
中国工业车辆发展状况

3

Development Trend of Industrial Trucks in China  
中国工业车辆发展趋势





1. **Product types are more comprehensive.** 产品类型覆盖更加全面;
2. **Market competence is severe and enterprise merger and acquisition are speed up.** 市场竞争激烈, 企业收购兼并加快;
3. **Product transformation and upgrade have appeared.** 产品转型升级已经开始呈现;
4. **Industrial vehicle rental and post-sales service, etc. have been developed obviously and become a new profit growth points.** 工业车辆租赁、后市场服务等进展明显, 已成为新的利润增长点



State's Third Phase emission standards of non-road mobile machinery have been carried on. Some regions such as Beijing have made **higher** local **emission standards**. Under these circumstances, the sales of electric forklifts and new-energy forklifts will take a higher percentage in the gross sales.

非道路移动机械国三排放标准实施，北京等地制定更高的地方排放标准，电动叉车和新能源叉车在总销量中的比例将继续提高



Some factors helps **warehouse forklifts** stay **in large market demands**, such as logistics distribution scales from urban areas to rural areas, intellectual warehouse management, e-commerce, etc. The **warehouse forklifts** will remain the fastest growing model in future.

物流配送范围由城市向乡村发展、仓储智能化管理、电子商务等因素加大了仓储车的市场需求量，未来仓储车会继续是增长最快的车型

**Thanks for your attention!**  
**感谢聆听!**