

柳工新动态 WHAT'S NEW

LIUGONG 4180D RECEIVED DISTINCTION FOR HIGH DESIGN QUALITY FOR THE RED DOT AWARD: PRODUCT DESIGN 2019

一脉相承，创意无限 柳工 4180D 平地机喜获 2019 红点产品设计奖



reddot award 2019
winner



LiuGong's 4180D motor grader has won an award in the Red Dot Award: Product Design 2019.

The new 4180D motor grader is a completely new machine and is the embodiment of LiuGong's design DNA. Designed by the UK based Industrial Design team, 4180D is inspired by customers and operators. According to Gary Major, Director of LiuGong's Industrial Design, "visibility, operator comfort and ergonomics were quickly identified as the key areas of focus along with blade articulation and maneuverability." The resulting machine boasts 324° panoramic visibility owing to a newly designed 5 post cab with a single C-pillar, a completely new cab interior which sets the benchmark for comfort and efficiency. New impact-resistant materials have also been introduced to provide better weight distribution and increased recyclability.

In addition, access for routine maintenance has also been improved to reduce downtime.

"I would like to congratulate the laureates sincerely on their wonderful success. The fact that their products were able to satisfy the strict criteria of the jury bears testimony to their award-winning design quality. The laureates are thus setting key trends in the design industry and are showing where future directions may lead," said Professor Dr. Peter Zec, founder and CEO of Red Dot, in reference to the winners.

On 8 July 2019, LiuGong will celebrate its success during the award ceremony in Essen, Germany. The winning motor grader-LiuGong 4180D will join the exhibition "Design on Stage" in the Red Dot Design Museum, which presents all of the award-winning products. From that date, 4180D will also be on show in the Red Dot Design Yearbook, online and in the Red Dot Design App.

近日，柳工 4180D 平地机从来自 55 个国家的超过 5500 件参赛作品中脱颖而出，喜获 2019 年度红点产品设计奖。柳工 4180D 平地机产品突破传统设计，为客户带去全新的驾驶感受，一脉相承于柳工的设计 DNA，赋予设备无比舒适和易于掌控的操作体验。它的设计灵感来源于广泛的客户反馈。柳工工业设计总监盖里·梅杰说：“良好的操作视野、更舒适的驾驶体验和符合人体工程学的设计是这台设备区别于传统平地机的优点。同时，铲刀架构位置和超强的操控性也是我们设计考量的重点。”得益于设备独特的 5 立柱驾驶室和单一 C 柱设计，柳工 4180D 为操作手提供了 324° 的全景视野范围。全新的内饰设计，为操作手带来前所未有的舒适体验，将大大提高工作效率。设备运用了新型的抗冲击材料，重量分布更为均匀，并可回收再利用。便利的维护通道使日常的维护保养更为便利，有效降低了设备的维修时间。

红点奖的创始人和 CEO 皮特·扎克博士寄语所有红点奖获奖者时说到。“我要对所有获奖者表示由衷的祝贺。你们的产品得以脱颖而出，仅出于一个共同的原因：它们高质量的设计经受住了最严格的考验，满足了最严格的批评家们挑剔的目光。你们不但代表了当前工业设计的潮流前沿，也必将引领未来的设计趋势。”

6 月 8 日，柳工将同其他获奖者一起，在埃森的阿尔托剧院举行的盛大晚宴上庆祝这一荣耀。柳工 4180D 将和其它 2019 年获奖产品一起参与埃森红点奖博物馆“舞台上的设计”展览并载入红点奖年鉴。

柳工中国 LIUGONG IN CHINA

The 2nd Session of China NPC was held from the 5th to 15th of March in Beijing. Deputy to NPC and Secretary of the Communist Party and Chairman of LiuGong Group, Mr. Zeng Guang'an attended the meeting. Taking the opportunity, he also spoke on LiuGong's high-quality development to the public.

He answered questions from China Youth, Youth Online and China Youth Website at the Sessions' program: Deputies Passage on 8th March.

3月5日到15日，中国第十三届全国人民代表大会第二次会议在京召开，广西柳工集团有限公司党委书记、董事长曾光安参与了此次大会。两会期间，曾董事长通过媒体铿锵发声，向公众介绍柳工的高质量发展之路。

Zeng Guang'an: Chinese Manufacturing Industry Needs Strategic Foresight and Persevering Determination in the way of building "One Belt and One Road"

两会代表通道 | 曾光安：共建“一带一路” 中国制造业需要战略远见和定力



The OBOR initiative has brought a historic opportunity for the development of Chinese CE manufacturers, which is observed in 2 aspects:

Besides European countries, most of the 65 "OBOR" countries have similar marketing needs as China, which is a privilege for Chinese CE manufacturers to develop in these regions and to expand our business.

Along with the international expansion, the overseas markets bring challenges regarding products' R&D, management, manufacturing as well as marketing which will stimulate the increase of our capabilities, in terms of products' technologies and marketing that eventually would urge company's transformation and upgrading.

LiuGong began its globalized development in 2003 and has built an extensive business layout in more than 100 countries around the world since then. As to the OBOR region, we have covered more than 50 countries and participated in major construction projects such as PKM expressway project in Pakistan, China-Laos railway construction, and high-speed railway in Indonesia, etc. Our overseas revenue is nearly 30% of total revenue. In the past, we have defeated challenges and gained valuable experience, which is something I would like to share today.

Doing business, especially doing business in international markets needs strategic foresight and persevering determination. In the OBOR areas, the proverbial national complexity is bound to markets' uncertainty, which needs our leaders to have deep inspections to these markets respectively, to build solid customer foundations and to be able to grasp the developing opportunities in both economic and political terms. Once we start our journey, we should be fully aware that our international expansion will not always be smooth, it requires strong willingness and determination when difficulties and challenges occur.

Take LiuGong as an example, when LiuGong started its international exploration in 2002, we gained remarkable achievements in overseas sales and built the first overseas manufacturing plant in India by a Chinese manufacturing company. This plant, however, did not perform well in the first five years, but we never gave up. Actions to increase the localization and improve the integration were carried out continuously, and then LiuGong became one of few CE manufacturers in India that can make a profit. As a result, LiuGong was honored with "The Best Foreign Investor" and "Model Enterprise of China and India" by the Indian government.

Secondly is about how to find partners overseas. There are both big and small countries along "OBOR". The countries like Russia, India and Turkey are strategic markets, in which we are using a diversified approach to develop multiple dealers and channels to run the business; And in those middle and smaller sized countries, we can seek one dealer to fully dedicated to growing our business.

Third, wherever we run our business, LiuGong follows local laws, policies and industry regulations, and respects their business culture and humanistic culture. This has helped us avoid many of the risks which have happened to other enterprises that entered to overseas markets.

Last but not least, for Chinese manufacturers, we are not simply going out, we are cultivating our brand along "OBOR". It is a long-term business just like planting trees in the desert, each one of them needs to be taken care of until they grow into a forest, this is just

what we call a successful business. It is our aim to take the root in these areas.

In general, the national initiative of "OBOR" has brought the Chinese manufacturing industry a great opportunity with huge marketing potential and to further increase our international competitiveness and high-quality development.

3月8日,柳工集团董事长曾光安在两会代表通道上接受中国青年报、中青在线、中国青年网记者采访时,分享了柳工多年来的国际化发展经验,为推动中国制造企业共建"一带一路"建言献策。

"一带一路"倡议的提出为中国制造企业国际化发展提供了一个历史性机遇,主要体现在两个方面:

"一带一路"沿线65个国家,除欧洲国家外,其他国家有和中国类似的市场需求,所以我们中国制造业的产品和服务完全可以输送到这些"一带一路"沿线国家,这也可进一步拓展我们中国制造业的市场空间;

在中国制造业进行国际业务开拓的时候,对我们的产品研发、管理、制造,以及营销等都带来了挑战,但这些挑战都会给我们企业带来能力和水平的提升,特别是在产品技术能力的提升,以及营销方面提升,推动我们企业的转型升级和高质量的发展。

从2002年"建设国际化的柳工"开始,我们已经在100多个国家布局了相关的业务,在"一带一路"沿线65个国家中,我们的业务覆盖了50多个国家,在巴基斯坦PKM高速公路、中老铁路和印尼雅万高铁等"一带一路"重大项目工地,随处可见柳工设备忙碌的身影。目前柳工的海外业务占柳工总收入的30%左右,过去这些年我们遇到了很多挑战,也有些经验。

我们认为,做企业,尤其是做国际市场的开拓,首先需要有战略远见和战略定力,因为在一带一路沿线很多国家的情况比较复杂,市场不是很明朗,所以需要企业的领导者对市场有深刻的洞察,客户基础,包括政治、经济形势的把握,我们一旦开始国际市场业务,就要有坚强的意志,因为国际市场不是一帆风顺,也不是一蹴而就,他要求我们面对困难和挑战有坚强的战略决心。

比如柳工,2002年进入国际市场初期,我们的市场营销开展地特别好,2008年成为中国制造业第一家在印度建厂的企业。但是,随后将近5年的时间工厂都是亏损的。而在这期间,我们一直在坚持改善和提升与当地市场、人力资源等的融合,5年后我们成为在印度工程机械企业中少数盈利的企业,由此我们也获得了印度当地政府颁发当地政府颁发"国外最佳投资者""中印榜样企业"等荣誉。

二是我们如何在海外去寻找合作伙伴。一带一路沿线中有大国也有小国,比如战略性的大国俄罗斯、印度、土耳其等,我们必须有多个代理商,渠道必须多元化;如一些中小型的国家,我们可以找一个代理商进行扶持就能开拓市场,这是我们的一些经验;

三、我们无论到什么国家发展,都要尊重当地的法律、法规,行业行规的秩序,商业文化,以及人文文化,许多企业在国外发展都曾遇到过类似风险。

四、我们中国企业走出去,就是要将我们中国的品牌在"一带一路"沿线打响,做品牌是个长久的事业,就像我们在沙漠中种树,每一棵树都需要精心地栽培,一旦树木长大,成为森林,那我们的事业就成功了。在"一带一路"上,我们要安营扎寨,而不是作为流浪者,随风漂泊。

总体上,"一带一路"倡议将为我们中国的制造业带来广阔的市场前景,以及进一步提高我们国际化的竞争能力和高质量发展之路。

Entrepreneurs' Voice: Tax reduction, Internationalization, Industrial Internet, 20% Big Data 企业家说 | 降税、国际化、工业互联网、20%、大数据

Zeng Guang'an also spoke on the transformation and upgrading of manufacturing industry and changes in both technologies and markets to Entrepreneur's Program of Economic Voice on Central Broadcasting Radio on the 5th of March.

3月5日，全国人大代表、柳工集团党委书记、董事长曾光安亮相中央广播电视总台央广经济之声2019两会高端访谈《企业家说》，畅谈行业发展，从制造业转型升级、新技术变革、企业发展战略等维度进行精彩解读。



The magnitude of the tax reduction is surprising.

"The magnitude of the tax reduction is a big surprise to us. The added-value tax has been reduced from 17% to 16% last year and surprisingly to 13% this year which is even a low rate worldwide. To be more specific, last year in LiuGong, we saved about 20 million RMB as a result of the 1% tax reduction and this year, if we have 20 billion RMB of the revenue, the reduction will save us 60 million RMB, which will be a great help to support our development."

LiuGong is forging ahead in a total globalization path

"We are continuously improving our marketing ability. LiuGong's products should closely match local markets, LiuGong's service capability and brand awareness should be deeply rooted in these markets, and LiuGong's R&D, manufacturing and marketing systems should be highly integrated. We have built a comprehensive business covering the entire value chain, which also improves our services to customers, in India, Poland and Brazil, and North America will also be included as we grow."

The industrial internet is based on the intellectualization of the machines

For the CE industry, firstly, it is the machine to be featured with intelligent technology; secondly, the data can be shared among enterprises, customers and related parties; thirdly, on a higher stage, it is the data processing between one machine to another. As a result, the industrial internet is a comprehensive system based on intelligent machines and effective application of other technologies.

Through collecting and analyzing of big data we help our customers

For instance, several machines were sold to one customer and allocated to different operators. These machines are of the same model, but due to the difference of operators' skills, the outcome, such as working efficiency and fuel consumption, is different. Through the analysis of the data we collected, we can provide advisory recommendations to our customers.

曾光安：没有想到降税幅度如此之大

"降税幅度之大是企业界都没有想到的，增值税率去年从17%降到16%，今年从16%直接降到13%。制造业13%的增值税率在全球并不多见，是一个比较低的水平了。对柳工来说，去年1%的降幅，大概是享受到了约2000万元的税收优惠；今年从16%降到13%，如果是营收200亿的企业，那就可以节省6000万元的税负，所以说这个减税力度是非常巨大的。"

曾光安：柳工正在推进全面国际化

"我们要进一步提高深度营销能力，柳工的产品要与当地市场紧密契合，柳工的服务水平和品牌知名度要深深地扎根在这些市场里，要把研发制造和营销体系融合在一起。在印度、波兰、巴西，未来在北美地区，柳工要有全价值链的业务在那里，能够为客户提供更好的服务。"

曾光安：工业互联网要基于机器本身智能化

"从工程机械行业来看，我们认为，首先机器本身的智能化很重要；第二，基于企业客户和相关方的数据能够共享；第三，更高阶段就是机器与机器之间能够进行数据的处理。所以工业互联网是基于机器本身的智能，以及其他一些相关技术的有效应用。"

曾光安：2019年柳工增长要领先行业20%

"第一，到去年为止，柳工所有的产品线都已经更新换代，我们的技术水平在同行中是领先的；第二，我们增加了很多大型设备，能满足中国甚至全球大客户的需求；第三，我们内部的激励体系、渠道、营销的创新变革都会带来增长的红利。"曾光安表示，"前两年我们的增长高于行业30个甚至40个点，今年我们提出高20个点，我认为也是一个可以实现的目标。"

曾光安：通过大数据帮客户找出短板

"比如说同样一个型号的设备卖给同一个客户，客户那边可能有三五个操作手，每个操作手的技能是不一样的，他每天的作业效率不一样，更重要的是油耗等作业成本不一样，这样一天下来，我们就可以统计分析不同操作手产生的价值，比较每一个操作手的技能差异，如果有些技能很差的，我们也会给客户一个提醒，提醒这位操作手他需要提高技能。"

LIUGONG LAUNCHED A NEW TAILOR-MADE FORKLIIFT 柳工“量体裁衣”，发布全新进箱作业叉车



Liugong Forklift Company released a new 10-12 tonnage forklift tailored for loading and unloading heavy goods from inside a container. Compared to the regular forklifts, it features a thinner body and lower height, which can be driven into a container for material handling work. The optimized cabin frame that has the same driving space as that of a regular forklift ensures operator comfort. It adopts a pre-positioned camera, customized for the dark environment inside the container to make the work efficient and accurate.

近日，柳工叉车公司发布了一款全新的 10-12 吨进箱作业叉车，解决了重载进箱工况客户的烦恼。相对于正常标准的 10-12 吨叉车，柳工进箱作业叉车身窄，高度低，可以自由驶入集装箱进行大吨位货物的入箱及堆垛。优化的驾驶舱结构，保证该款叉车的驾驶空间与标准叉车相当，适应长时间作业；标配前视摄像头，确保光线不足的环境下快速精准的完成任务，提高作业效率。这是柳工叉车公司倾听客户心声，开辟新细分市场的最佳实践。

柳工海外 LIUGONG AROUND WORLD

QUALITY WINS TRUST, LIUGONG EQUIPMENT ASSISTS THE CONSTRUCTION OF SPORTS STADIUM IN TAJIKISTAN

品质赢信任，柳工设备助力塔吉克斯坦体育场馆

LiuGong Equipment is busy in the construction of National Sports Stadium in Dushanbe, the Capital of Tajikistan. These machines belong to one of our key customers in Tajikistan who is also one of the largest contractors for earthmoving work in the country. They have participated in almost every municipal construction in Dushanbe, contributing to road renovation, bridges and river embankments construction and many others.

The customer started to use LiuGong wheel loaders in 2008 and now own a total of 19 LiuGong machines in different categories. More new machines are to be ordered as their business grows.

When speaking of the cooperation with LiuGong, Mr. Ghasen, GM of the company, states that it was confusing when he went to Wurumuqi in 2008 to buy his first batch of equipment. Then after several days of research in the market, he chose LiuGong wheel loaders and started an indelible relationship. Not long after his purchase, LiuGong developed its dealership in the country, which eliminated his only concerns towards service and parts turn-around efficiency. With great effort, his business continuously grows and now he has passed on the company's operation to his son, but under his insistence, the company still uses LiuGong as their first choice. To this, Mr. Ghasen has his own

reason: "LiuGong machines are reliable, durable and comfortable. More importantly, the service and parts' needs are always responded to quickly. It has greatly reduced our machines' downtime and that's what our business relies on."

During our visit, the client won another bid for a highway project in Tajikistan, which means an expectable investment of new machines soon and Mr. Ghasen hopes that the relationship between LiuGong and his company can be long-standing and bring mutual benefits to both.

在塔吉克斯塔首都 - 杜尚别市的中心，数台柳工设备投入塔吉克国家体育场项目，助力该国最大、功能最全的体育场馆建设。负责施工的是柳工的关键客户，也是塔吉克最大的土方承包建筑商之一，近年来他们几乎承包了所有杜尚别的市政建设，包括：道路翻修、桥梁河堤建设、体育场馆修建等。

从 2008 年开始，该客户就开始使用柳工装载机，至今，客户已经累计采购柳工各类工程机械 19 台，并随着业务的扩大，持续购进新的柳工设备。

谈到最初与柳工结缘，总经理 GHASEN 先生回忆：在 2008 年，他第一次亲自去乌鲁木齐选购设备。刚开始面对市场上的众多选择，他也一时拿不定主意。经过几天的考查，他选择了柳工装载机进行尝试，而从此结下了不解之缘。此后不久，柳工在塔吉克也发展了正式的代理商。这对于客户来说，不仅设备采购更加便捷，服务和维修也不再是问题。



随着公司步入正轨，规模也日益庞大，GHASEN 先生逐步将运营交给儿子。但在设备采购这一块，始终要求公司把柳工列为首选。对此，GHASEN 先生解释说：“柳工设备质量过硬，操作舒适，代理商的售后服务又及时，我们已经对柳工设备产生了‘依赖症’。”

而就在我们的走访期间，客户又中标塔吉克斯坦一公路项目，预计还需增加设备投入。GHASEN 先生希望与柳工能够持续不断的合作，正如中塔两国的合作伙伴关系一样源远流长。

LIUGONG ATTENDED GRAMES 2019 EXHIBITION 柳工亮相波黑 GRAMES 2019 机械展



In March, LiuGong attended the GRAMES exhibition in Bosnia and Herzegovina, showcasing four new products tailor-made for local customers. They included 777A-S backhoe loaders, 9035E and 906D mini-sized excavators and an 856H wheel loader. At present, LiuGong loaders' sales ranks first in the Bosnia and Herzegovina market.

3月，柳工参展波黑 GRAMES 展会，为当地客户带来 4 款量身定制的全新产品。它们包括：777A-S 两头忙；9035E 无尾挖掘机，906D 小型挖掘机以及当之无愧的王牌 856H 装载机。目前，柳工在波黑市场的装载机销量保持市场第一。

中国节日知多少 ABOUT CHINESE FESTIVALS

QING MING FESTIVAL – 5 APRIL 2019

清明

Qingming Festival, known as Tomb Sweeping Day to westerners, is the only day that bears both a traditional Chinese festival as well as a solar term in the Chinese lunisolar calendar. It is usually on 4, 5 or 6 April in a given year.

As a festival, it has a more than 2,500-year history. It is very important for Chinese families to visit the tombs of their ancestors to clean the gravesites and pray for their ancestor's blessing. In this season, there is a very popular dish, qingtuan or green dumplings. "Qing" refers to the green color that comes from barley grass. Other favorite activities during the festival include flying kites and hiking, along with spending time with one's family.

清明节被很多西方人称为扫墓节。清明是唯一一个在二十四节气中既是时节开端也是中国传统节日的日子。它一般在每年阳历的 4 月 4, 5 或者 6 日。清明作为节日迄今已经有 2500 多年的历史了。在这个节日中，中国人会去扫墓，祭奠自己的祖先祈求他们的庇护。在中国的广大地区，人们也喜欢吃一种叫做“青团”的食物。食物中的青色来源于大麦叶草或者艾草等打成的青汁。在清明季节，人们也喜欢放风筝和踏青寻春。

