

## 柳工新动态 WHAT'S NEW

### LIUGONG ZENG GUANG'AN: MOVE WISELY, MOVE STEADILY

### 曾光安：不求“快棋” 但求“好棋”



LiuGong Chairman, Zeng Guang'an, had a conversation with China Construction Machinery at the beginning of 2019. He spoke about the Chinese CE manufacturers' new journey to global levels and shared his thoughts on how we should behave in the future.

The Chinese CE industry has been growing over the last 2 years, besides the excitement of growth, Chinese CE enterprises should also be prepared for the changes and new challenges that always accompany growth.

New technology, intellectualization, automation and digitalization are changing our traditional products, our R&D processes as well as marketing & service modes and the industry value chain, among which, marketing innovation driven by advanced technology has been applied.

Along with the development of enterprises, the end users are growing more mature as well. Judgements and choices are made through rational comparisons of products, technology and brands. New business modes which were widely used in developed countries such as leasing are now taking root in China as well.

Without a doubt, the new "value space" which is forming in China has brought large potential to the Chinese CE market and attracted leading western CE manufacturers to get further involved. There will be more frictions in the near future to Chinese companies and to overseas competitors. The overseas

competitors are changing their tactics to meet the new Chinese market and user demands regarding sales, product lines, and even the pricing system. Thus, it is understandable that Chinese CE companies will have to face tighter competition once those overseas competitors complete their adaption and adjustments.

On another hand, the current Chinese CE industry, especially the major brands are much stronger. China's manufacturers are moving forward in their conversion efficiency of technology, R&D and marketing and are continuously progressing and minimizing the differences between Chinese brands and western brands. It has been a trend of world's CE industry and it won't change in a short time.

Rather than "speed", I think "quality" should be the top priority for us to keep moving forward. How to judge the circumstance accurately, invest constantly and wisely to strengthen comprehensive competitiveness and accumulate advantages, these are the keys to next step development. We should aim not only at being bigger, but more importantly, being stronger. Watching inwards is equally important as watching outwards for Chinese CE companies, concentrating on core competitiveness and the needs of the end users. We are proud to say that in the past 60 years, instead of moving fast, LiuGong has been moving wisely and that's why we can go far and go global.

There is no need to mention the importance of overseas market to Chinese CE companies. But every Chinese company needs to think carefully on how to enter the overseas markets and how to compete with world's leading brands. There is one point that every Chinese CE company should pay attention to: During its overseas expansion, Chinese companies must get rid of impetuosity and take it step by step. In the global markets, especially in Europe and America, Chinese companies can't go far if its foundation is weak. Sustainable development requires all-around development in products, technology, standards, service support, management and branding. Only through solid accumulation can they produce exponential effect to its globalization.

The Chinese CE market is still uncertain in 2019 with low-end competition, price war and speculative entries are recovering. Meanwhile, upgrading is not finished and those who can't follow up will be knocked out of the market. Think carefully, act rationally and move wisely will be the only approach for Chinese CE manufacturers to succeed in our next journey.

2019年，中国工程机械产业起步再进。新一程，机遇依旧和挑战共舞。对于未来发展，广西柳工集团董事长曾光安认为：

中国工程机械行业再现高增长已有两年多；中国企业为此振奋的同时，还要看清其中的新变化和新挑战。

新技术、智能化、电动化、数字化等，正在改变传统的产品、传统的研发流程、传统的营销服务模式、传统的产业链体系；尤其是在营销环节，由先进技术手段驱动营销创新，正在铺开。

企业发展的同时 终端用户也在同步成长成熟。对产品、对技术、对品牌，他们有着更成熟、更理性的评价和选择观；以租赁为代表的，被全球发达市场深度应用的模式，也在国内开始真正落地。

毫无疑问，中国工程机械市场正在打开一个新的“价值空间”；而国外巨头也试图在其中，收获更多。今后在这里，本土企业与国外品牌之间的摩擦系数一定会不断加大。而随着国际巨头针对中国市场、中国用户，调整策略，调整产品线，甚至调整价格体系，其中竞争也会更加激烈。中国企业面临的压力，比以往任何时候都更大。

但毋庸置疑，今天的中国工程机械品牌，尤其是主流企业，已经今非昔比。在整个装备制造业，中国工程机械制造商在技术、研发、营销等方面的战斗力和竞争力，堪称领先。中外品牌越来越旗鼓相当的筹码，决定了整个行业的格局，短期内仍不会最终稳定；中国品牌未来还会再度向上挺进。

中国工程机械继续走下去，下一阶段的发展，重在“增质”而非“增速”。这其中，没有什么特别故事性可言，最基础、最核心的无非就是：准确判断局势，持续投入不断强化综合竞争力，不断积累优势，不仅做大，而是要越做越强。中国工程机械制造商在关注外部竞争、关注对手的同时，更需要聚焦自身，聚焦核心实力的提升，聚焦终端客户需求。柳工60年来的发展，我们没有走太多“快棋”而是尽力走出“好棋”——这也是我们60年来能够走到现在，走向全球的关键。

海外市场对中国企业的重要性，各方已经达成共识。但在这个可能决定企业未来胜负的环节，怎么进入赛道，怎么跑稳跑好，每个企业要深度思考。有一点非常关键：在海外拓展的过程中，中国企业必须改变“速成”的心态，必须稳扎稳打；进入世界赛场，尤其是欧美高端市场，稳即是快。包括产品、技术、标准、营销服务体系、管理以及品牌建设在内的基本功不过关，中国企业在海外市场难言持续发展；只有一点一点积累，才能在国际化拓展中产生指数效应。

2019年，中国工程机械市场的不确定性比之前更大，低端竞争、价格战、投机进入等也有所复燃；与此同时，发起于上一场低谷时期的洗牌至今也没有最终完成。谨慎应对，理性行动，走得更稳更好，无疑是中国工程机械制造商下一程的发展正道。

# 柳工中国 LIUGONG IN CHINA

## LIUGONG 388B SKID STEER LOADER: A GOOD HELPER AT ANTARCTIC

### 柳工 388B 滑移装载机：南极服务能手



As soon as it arrived at Ross Sea Station with the 35<sup>th</sup> China Antarctic Scientific Research Team, LiuGong's 388B skid steer loader started its tasks at the base. The 388B can quickly switch between different attachments increasing its versatility, taking on various tasks such as clearing snow on the ice and materials transportation for construction. It works well under the extreme weather of the Antarctic area and the reliability & flexibility make it a good machine to ensure the work is done efficiently and safely.

随着中国第 35 次南极科考队抵达南极，柳工 388B 履带式滑移装载机也开始了它的南极首秀。据了解，388B 凭借稳定的性能，小巧的身段，灵活的操控和多样的属具在南极承担起冰面清雪、物料搬运等任务，大大提高新站建设的效率和安全保障。

## LIUGONG CONTRIBUTED TO BUILDING INTERNATIONAL COOPERATION SERVICE PLATFORM OF GUANGXI ENTERPRISES

### 柳工参与搭建广西企业国际合作服务平台



Sponsored by LiuGong, a ceremony to launch the international cooperation service platform of Guangxi enterprises was held in

Shanglin, Guangxi on January 30. The platform is to provide information and services such as resources' integration, business cooperation, information consultation, legal aid, medical assistance, talent and culture export, media promotion, project investment, overseas funds, financing credit and additional support for the transformation and upgrading of Guangxi enterprises and their overseas development. LiuGong Vice President Luo Guobing was invited to address the meeting.

1月30日，由广西柳工机械股份有限公司主办的广西企业国际合作服务平台启动仪式在广西上林举行。该平台集资源整合、商业合作、信息咨询、法律援助、医疗帮助、人才输出、文化传媒、项目投资、海外基金、融资信贷等功能于一体，将为广西企业转型升级和海外发展提供全方位服务。仪式上，罗国兵副总裁应邀做主旨演讲。

## LIUGONG EQUIPMENT WAS HONORED

### 柳工设备喜获多项荣誉

Recently, the design patent (ZL201430441497.1) of LiuGong's tire roller 6520E was honored with the "Chinese Outstanding Design Award". Not like the traditional impression for a roller design which usually to be described as "big flat" and "iron box", it has a unique hexagonal cab with suspension roof, oblique bending shaped front panel, crab eyes bionic lamps, making the machine not only distinguishable, but also provides an improved driving experience.

It is also reported that LiuGong's 848H-4F wheel loader has passed the acceptance testing by the Industrial and Information Technology Commission of Guangxi Zhuang Autonomous Region.



近日，广西柳工机械股份有限公司的“轮胎压路机(6520E)”外观设计专利(ZL201430441497.1)被评为中国外观设计优秀奖。6520E独特的六边形悬浮顶式驾驶室设计、前侧板斜折弯造型、螃蟹眼睛仿生灯具等打破了压路机“大平板”“铁盒子”的固有印象，产品外观识别度高，大大提升了设备的操作体验，深受用户好评。

又讯，柳工 848H-4F 轮式装载机获广西壮族自治区工业和信息化委验收，被评定产品达到国内领先，国际先进水平。

# 柳工海外 LIUGONG AROUND WORLD

## LIUGONG 890H MADE BREAKTHROUGH IN SERBIA 柳工 890H 在塞尔维亚市场获突破



In 2019, a major raw material supplier in Serbia purchased a LiuGong 890H loader, marking it as the first sale of LiuGong's 30+ tonnage loader in the market. After a period of use, the customer highly praised the product's performance, fuel consumption as well as the operating comfort.

It is also reported that the 2nd 890H has arrived in Serbia and will be sent to a mining pit belonging to a renowned concrete group.

2019年初，塞尔维亚某大型建材原材料公司，率先采购了一台柳工890H装载机，实现柳工30吨以上的大型装载机在塞尔维亚市场零的突破！经过一段时间使用，客户对890H的产品性能、油耗水平和舒适度，给予了高度评价。

又讯，第二台890H已运抵塞尔维亚，即将发往某知名水泥集团在塞尔维亚的矿山。

