

XCMG Attends BICES 2015 Press Conference

13 June 2015 by XCMG

On June 3, 2015, the Press Conference for BICES 2015 was held at Crocus Expo International Exhibition Centre, Moscow where the 16th International Show of Construction Equipment and Technologies (CTT 2015) took place. Present were Su Zimeng, Vice President and Secretary-General of the China Construction Machinery Association and chairman of Beijing Tianshi Huagong International Exhibition & Convention Co., Ltd. (Tianshi Huagong); Qiao Jian, General Manager of Tianshi Huagong; as well as representatives from BICES' cooperative enterprises and journalists. XCMG attended the press conference as a business representative from China's construction machinery industry and delivered a keynote speech on behalf of construction machinery manufacturers.

At the press conference, Su summed up the development of China's construction machinery. He noted that China's construction machinery industry is advantageous in technologies, products, brands, scale, quality and services. In recent years, the international status of China's construction machinery industry has been further consolidated, the industry's capacity for independent innovation has been enhanced constantly, new progress has been made in industrial restructuring and development mode transformation, positive achievements have been made in green development, and enterprises' awareness of social responsibility has been further enhanced. He stressed that "service is a competitive edge with which Chinese construction manufacturers compete with international giants." "As the largest and most influential enterprise in China's construction machinery industry and with the most complete range of products in the world, XCMG has been leading Chinese construction machinery manufacturers for 25 consecutive years and been ranked 5th in the global construction machinery industry," he said, adding, "As a typical representative of Chinese high-end equipment supplier, XCMG has been recognized worldwide for its outstanding product quality, service capacity and brand influence, and has participated in BICES in the past years."

Zhang Yanmei, Vice General Manager of XCMG Imp. & Exp. Co., Ltd., attributed XCMG's continuous leadership to its ever-improved product quality and services as well as long-term trust and support from the industrial association and global customers. XCMG's advertising slogan - "XCMG For Your Success" known worldwide is exactly a good proof.

As a platform for construction machinery manufacturers to showcase product innovation, establish brand image and seek cooperation opportunities, every edition of BICES attracts tens of thousands of customers from around the world for business negotiation. Over the past 25 years since its inauguration in 1989, BICES has been held for 12 times in a row. BICES is China's most time-honored and renowned construction machinery exhibition, and is gradually becoming the weather vane for the development of China's construction machinery industry and a great stage for displaying global construction machinery.