

“Made in XCMG” showing style in Brazil Olympic Games

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On August 6, Xinhua Daily front page published reported: "Made in Jiangsu" get attention in Rio Olympic, show the world the style of made in China in the Brazil Olympic Games, reported excerpts are as follows:

This morning, the Olympic flame will be lit in Rio De Janeiro, Brazil, which in on the other side of the ocean. the Rio De Janeiro Brazil Olympic Games converge people's attention, is undoubtedly the world's leading product competition big stage. In the omnipresent, high – profile “Made in China”, “Chinese Brand”, Jiangsu elements are blazing brightly.

The construction machinery of our province XCMG, volleyball equipment of Zhangjiagang Jinling sports and X ray scanning security equipment of Jintan Tongfang Weishi win with high quality, adopted by this Rio Olympic Games, become a microcosm of Jiangsu's innovation and transformation from the “manufacturing big province” to the “wisdom made big province”.

In Venue construction, Xugong machinery is “boss”

“The engineering machinery used in Rio Olympic venue construction, the quantity of products provided by Xugong ranks first, accounting for more than half, especially the proportion of cranes and concrete equipment reached 80%”. Speaking of the contribution to Olympic Games, XCMG International Development Minister Shengmin is very proud. More then 1000 sets of earthwork machinery from group participated in the venues construction, more than 300 road rollesr are used in the venue ancillary facilities construction, more than 500 cranes are used in the building hoisting construction, more than 200 high altitude platform operating vehicles are used for interior decoration hoisting construction, in the whole Olympic site, there are more than 2000 sets of “busy” Xugong brand engineering machinery.

Why can we have such success? It is the XCMG played a decisive role in Brazil base. Brazil government expressly provides: all enterprises involved in the government bidding must have the ability to make local manufacturing in Brazil, that is, have an enterprise base in Brazil. Brazil base of Xugong covers an area of 800,000m2, can produce five types more than 60 kinds of equipment.

“More than 10 years ago, we started the layout of Brazil and other overseas markets, from the products going out to staff and services going out, and to the capital going out, Xugong international development 'three

steps' can be said step by step." Shengmin said. Xugong internationalization is not only reflected in the manufacturing and sales, but also in research and development, at present, the group has R & D Center in Germany and the United States. Only perfect technology, can turn demand of overseas market into real orders. At present, XCMG products have been exported to over 176 countries and regions, overseas revenue accounted for 30% of the group's total revenue last year. Xugong ranks ninth in the world construction machinery industry, and is the only Chinese engineering enterprises.