



The Changsha International Construction Equipment Exhibition (CICEE 2023) successfully concluded

IMAGE SOURCE: CICEE

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5 June 2023 by CICEE

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- The exhibition attracted 1,502 global companies, including Caterpillar, Hitachi Construction Machinery, Sany Heavy Industry, Zoomlion Heavy Industry, LiuGong Machinery, Terex, Heli, and others
- The exhibition area exceeded 300,000 square meters, with over 20,000 exhibits

- **All exhibited equipment at this exhibition meets the National IV Emission Standard, including engines and other core components**
- **The products demonstrate significant characteristics of electrification and intelligence**
- **The exhibition attracted more than 300,000 visitors from the world, including equipment managers from major construction companies and chairpersons of transportation investment companies**
- **The exhibition attracted a large number of foreign visitors, with officials from 33 embassies in China attending the opening ceremony**
- **Dozens of national-level industry organizations held large-scale conferences and seminars at the exhibition center**
- **The grand fair attracted more than 100 media companies with over 600 journalists coming to report on the event**
- **Journalists and representatives from more than 10 foreign media companies gave high praise to the exhibition**

From May 12th to 15th, 2023, the third Changsha International Construction Machinery Exhibition with the theme "High-end, Intelligent, and Green - New Generation of Construction Machinery" was grandly held at the Changsha International Exhibition Center and Changsha International Convention Center.

This exhibition has the following characteristics

Many exhibitors and large scale:

It attracted 1,502 global companies, including Caterpillar, Hitachi Construction Machinery, Sany Heavy Industry, Zoomlion Heavy Industry, LiuGong Machinery, Terex, Heli, and others. The exhibition area exceeded 300,000 square meters, with over 20,000 exhibits.

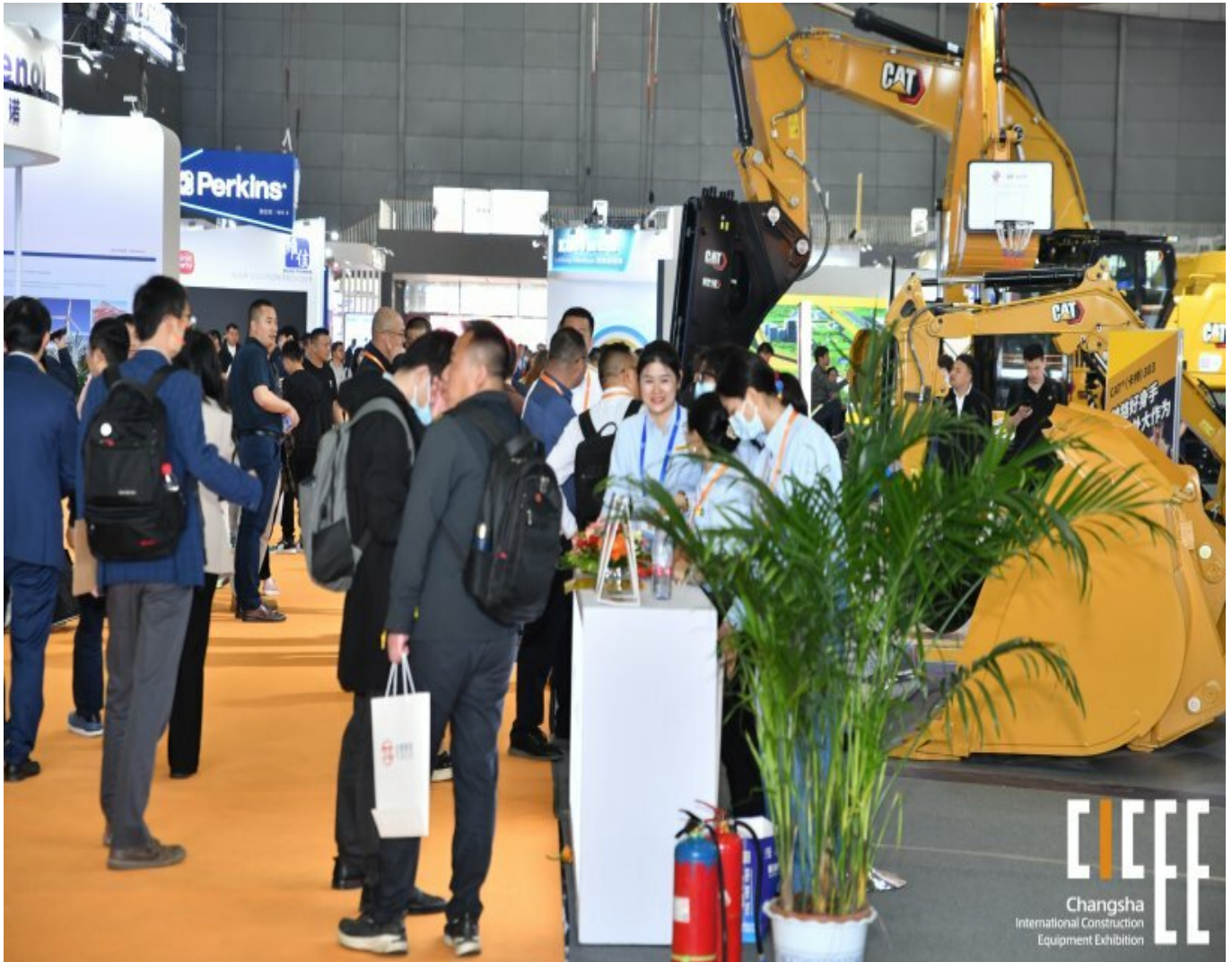


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High quality and abundant new products:

This exhibition is the first large-scale international exhibition of Chinese construction machinery after the implementation of the "National IV Emission Standard." All exhibited equipment at this exhibition meets the National IV Emission Standard, including engines and other core components. In addition, the products demonstrate significant characteristics of electrification and intelligence. For example, LiuGong exhibited more than ten electric product ranges, including loaders, excavators, road rollers, wide-body vehicles, high-altitude work platforms, and forklifts, on a 1,400-square-meter booth. Sany Heavy Industry and Zoomlion Heavy Industry also exhibited their entire range of new products on exhibition stands spanning tens of thousands of square meters.



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Gathering of large number of visitors and large or mega buyers.

This exhibition attracted more than 300,000 visitors from the world. Due to the pandemic, it was the first large-scale exhibition held in China after the 2021 **CICEE**. The audience was highly interested in the development of new construction machinery products over the past two years. With dedicated organization and promotion by the exhibition organizing committee, the number of professional visitors this year was not only large but of higher quality. Equipment managers from major construction companies such as China Construction Group, China Railway Construction Group, China Railway Engineering Group, and China Communications Construction Group visited the exhibition. Chairpersons of transportation investment companies in Zhejiang, Jiangsu, Shandong, Jiangxi, Henan, Fujian, and Hunan led delegations to attend the exhibition.



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Significant improvement in internationalization.

The exhibition attracted a large number of foreign visitors for three main reasons: Firstly, the quality and performance of Chinese construction machinery have greatly improved over the past two years, making them popular among foreign users and increasing exports. Secondly, the organizers actively promoted the exhibition through international media and organized multiple overseas professional visiting groups, including delegations from ASEAN, India, East Asia, and South America. Officials from 33 embassies in China, including Russia, Bangladesh, Azerbaijan, Slovakia, Gambia, Guyana, Albania, the Philippines, Kenya, Afghanistan, Ecuador, Nigeria, Nepal, South Africa, Israel, Thailand, Turkey, Mexico, Pakistan, Cambodia, Algeria, Latvia, Mozambique, Saudi Arabia, and Australia, attended the opening ceremony. Thirdly, many local companies

held international user festivals during this period, such as Zoomlion Heavy Industry, Sany Heavy Industry, and Xingbang Technology.



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Various professional activities have brought significant benefits.

During the exhibition, dozens of national-level industry organizations, including the China Machinery Industry Federation, China Chamber of Commerce for Import and Export of Machinery and Electronic Products, China Construction Industry Association, China Construction Enterprise Association, China International Contractors Association, China Chemical Construction Enterprise Association, China Civil Engineering Society, China Highway Society, China Construction Machinery Society, and China Society for Metals, held large-scale conferences and seminars at the exhibition center. These activities not only attracted numerous

high-end customers but also elevated the standards and increased the technological content of the exhibition.



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The media highly praised the exhibition.

The grand fair attracted more than 100 media companies with over 600 journalists coming to report on the event. Journalists and representatives from more than 10 foreign media companies gave high praise to the exhibition. Mr. Faridi, the leader of the Indian delegation, stated: "This exhibition has received a positive response from the Indian construction machinery industry. Over 50 representatives attended the Changsha exhibition, and the majority expressed satisfaction with the arrangements. Many representatives found the visit fruitful, inquiring about equipment they plan to purchase in the near future and placing numerous spare

parts orders. Additionally, during the exhibition, 4-5 representatives discussed potential distribution opportunities, and one company even reported the possibility of joint ventures with Chinese equipment manufacturers. The exhibition itself was well-organized, showcasing outstanding equipment from various manufacturers, and the presence of spare parts manufacturers was also significant. This has truly made it an international grand event.”

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