

Research Report on Chinese Construction Machinery Financial Leasing Industry, 2009-2010

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Abstracts

Financial leasing was introduced to China in the beginning of the 1980s. As Chinese market was still immature, the financial leasing was not carried out into a full play. But in recent years, with the booming development of Chinese domestic construction and the rapid marketization of the construction machinery, financial leasing has affected the construction machinery industry significantly. For those construction machinery manufacturers, financial leasing has four functions, namely financing, promotion, investment and asset management. Financing and promotion are the two most important functions. Especially under the present background of the financial crisis, the financial leasing can supply financial services for the parent companies in the form of leasing instead of selling. This has avoided the excessive dependence on bank credit as well as difficulties in circulation links because of too many stocks and speeded up the turnover of enterprise funds. On the other hand, financial leasing can expand the market of the parent companies and strengthen the mark competence. As the manufacturers of the parent financial leasing companies, they can also gain some profits from the bank interests. Consequently, more and more dealers have speeded up their steps to catch up with Chinese construction machinery financial leasing.

According to statistics, the world's largest construction machinery manufacturers, America Caterpillar Company, deals with sales in the pattern of financial leasing in over 60% of the world and in over 80% of the developed areas. Its development pattern has been popular among many Chinese construction machinery companies in recent years. However, the financial leasing rate in Chinese construction machinery industry is only about 8% at present. It is estimated that the permeability of Caterpillar in Chinese construction machinery financial leasing market has reached 50%. Although this is lower than 80%, its proportion of the market in developed countries, it can reflect that the outlooks of Chinese construction machinery financial leasing market are quite

promising.

Through this report, readers can acquire more information:

- Present situation of Chinese construction machinery financial leasing industry
- Factors affecting the development of Chinese construction machinery financial leasing industry
- Main foreign-funded enterprises in Chinese construction machinery financial leasing industry and their operation status
- Main local enterprises in Chinese construction machinery financial leasing industry and their operation status
- Predictions on the Development Tendency of Chinese construction machinery financial leasing industry
- Suggestions on the Development and Investment of Chinese construction machinery financial leasing market

The author recommends the following persons to buy this report:

- Construction machinery manufacturers
- Construction machinery dealers
- Construction machinery financial leasing enterprises
- Builders
- Investors concerning Chinese construction machinery financial leasing industry
- Research institutions concerning Chinese construction machinery financial leasing industry
- Other people concerning Chinese construction machinery financial leasing industry

Contents

1 OVERVIEW OF THE DEVELOPMENT OF CHINESE CONSTRUCTION MACHINERY FINANCIAL LEASING INDUSTRY

- 1.1 Operation of Chinese Construction Machinery Industry, 2008
- 1.2 Predictions on the Development of Chinese Construction Machinery Industry, 2009-2010
- 1.3 Analysis on the Situation of Chinese Construction Machinery Export

2 PRESENT SITUATION OF CHINESE CONSTRUCTION MACHINERY FINANCIAL LEASING INDUSTRY

- 2.1 Significance of Developing the Construction Machinery Financial Leasing
- 2.2 Chinese Construction Machinery Industry Cries for Rapid Expansion in the Financial Leasing Industry
- 2.3 The First Construction Machinery Overseas Financial Leasing Case Appeared in China, 2009

3 ANALYSES ON THE MAIN FOREIGN-FUNDED CONSTRUCTION MACHINERY FINANCIAL LEASING COMPANIES IN CHINESE MARKET

- 3.1 Caterpillar
 - 3.1.1 Introduction
 - 3.1.2 Operation Status
 - 3.1.3 Present Situation in China
 - 3.1.4 Development Strategies in China
- 3.2 America NACCO Industries, Inc.
 - 3.2.1 Introduction
 - 3.2.2 Operation Status
 - 3.2.3 Present Situation in China
 - 3.2.4 Development Strategies in China
- 3.3 Nissho Iwai
 - 3.3.1 Introduction
 - 3.3.2 Operation Status
 - 3.3.3 Present Situation in China
 - 3.3.4 Development Strategies in China
- 3.4 Komatsu Ltd.

- 3.4.1 Introduction
- 3.4.2 Operation Status
- 3.4.3 Present Situation in China
- 3.4.4 Development Strategies in China
- 3.5 Hyundai Heavy Industries
 - 3.5.1 Introduction
 - 3.5.2 Operation Status
 - 3.5.3 Present Situation in China
 - 3.5.4 Development Strategies in China
- 3.6 Doosan Financial Corp.
 - 3.6.1 Introduction
 - 3.6.2 Operation Status
 - 3.6.3 Present Situation in China
 - 3.6.4 Development Strategies in China

4 ANALYSES ON CHINESE LOCAL KEY CONSTRUCTION MACHINERY FINANCIAL LEASING COMPANIES

- 4.1 Beijing Zoomlion Xinxing Construction Machinery Leasing Co., Ltd – Zoomlion
 - 4.1.1 Introduction
 - 4.1.2 Operation Status
 - 4.1.3 Development Strategies
- 4.2 Longgong (Shanghai) Financial Leasing Co., Ltd – Longking Holdings
 - 4.2.1 Introduction
 - 4.2.2 Operation Status
 - 4.2.3 Development Strategies
- 4.3 China Kang Fu International Leasing Co., Ltd -- Sany Heavy Industry Co., Ltd
 - 4.3.1 Introduction
 - 4.3.2 Operation Status
 - 4.3.3 Development Strategies
- 4.4 Shandong Tongfa Group
 - 4.4.1 Introduction
 - 4.4.2 Operation Status
 - 4.4.3 Development Strategies
- 4.5 Shanghai Tengfa Construction Co., Ltd – Miyuan Group
 - 4.5.1 Introduction
 - 4.5.2 Operation Status
 - 4.5.3 Development Strategies
- 4.6 Beili Rental

- 4.6.1 Introduction
- 4.6.2 Operation Status
- 4.6.3 Development Strategies

5 PROBLEMS IN CHINESE CONSTRUCTION MACHINERY FINANCIAL LEASING AND THE CORRESPONDING STRATEGIES

- 5.1 Challenges on Chinese Construction Machinery Financial Leasing and the Corresponding Strategies
- 5.2 Strategies on Promoting Sales Patterns of Financial Leasing
- 5.3 Suggestions on Speeding up the Construction Machinery Financial Leasing Business
- 5.4 Alternatives for the Construction Machinery Financial Leasing in the Financial Crisis

Selected Charts

SELECTED CHARTS

Chart Market Scales of Chinese Construction Machinery Financial Leasing, 2008-2012

Chart Operation Status of Beijing Zoomlion Xinxing Construction Machinery Leasing Co., Ltd

Chart Operation Status of Longgong (Shanghai) Financial Leasing Co., Ltd

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