

# **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

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