



# Business GoldKey

Specially designed for Industrial & Construction Machinery Suppliers



- Market Insights
- Trends
- Issues
- Opportunities
- Business Solution



# Industry Outlook

Demand for construction machinery continues to rise in emerging countries against a backdrop of such factors as positive infrastructure investment and increasingly active resource development. It now accounts for more than 70% of demand worldwide.



# Global News

A San Francisco Chronicle article on GIA report "Construction Equipment: A Global Strategic Business Report" highlighted a positive trend towards emerging markets, namely Brazil, China and South-Eastern Asia. The main reasons for the increasing demand is obviously connected to the rapid urbanization process which such regions are witnessing.

More specifically China will lead the group and will account for a major portion of the global construction equipment industry, however India, South Korea and Indonesia will experience a growth in demand as well.

According to the report, the period ranging from 2011-2018 is expected to witness an increasing demand for construction machinery.

## China – An exemplary Nation for the World

The rapid growth of China is an example for every nation. China has progressed in every business sector. This is the reason why it has become the business of the world particularly Asia. China has the lowest production cost of every commodity. In the recent years, the used construction machinery or heavy machinery business has immensely flourished in China.

**“ It is estimated that by 2015 China will become the leading supplier of these machinery in the world.”**

It has become the one of the leading supplier of wheel loaders, crawler excavators, bull dozers, forklift, side wall trailer and many more. The construction machinery dealers or supplier purchase used machinery from world's known manufacturer in perfect running condition and then these dealers resale those machines with some profit margin. The business model of this industry is simple that is reason why it has flourished so much in a span of few years. Now the builders and constructors prefer to purchase heavy machinery in used condition as they only able to save money but these machines works as perfectly as like the new one.

Source: China Customs

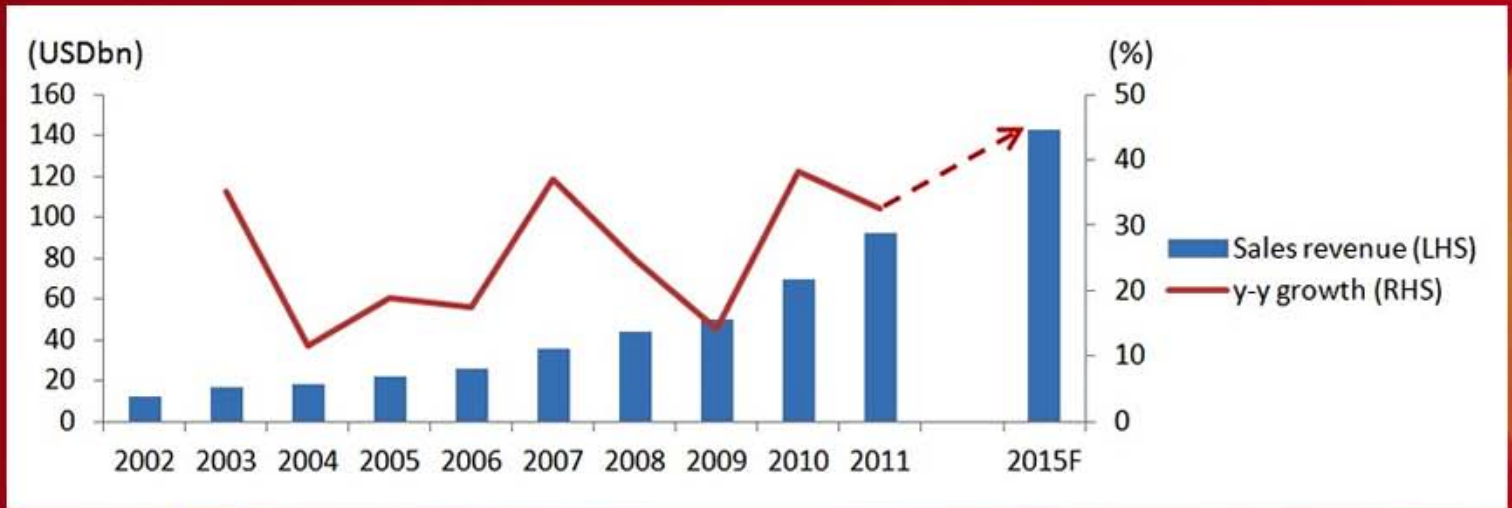


# Chinese Market Overview

China's construction machinery market witnessed a robust growth in the past decade from USD12bn in 2002 to USD92bn in 2011, with a CAGR of 23%. In 2010, China surpassed North America, Japan and Western Europe, and became the world largest construction machinery market. According to the 12th Five-Year Plan for China's construction machinery, demand for construction machinery in China is projected to be USD143bn by 2015, representing a CAGR of 17% for 2010-2015.

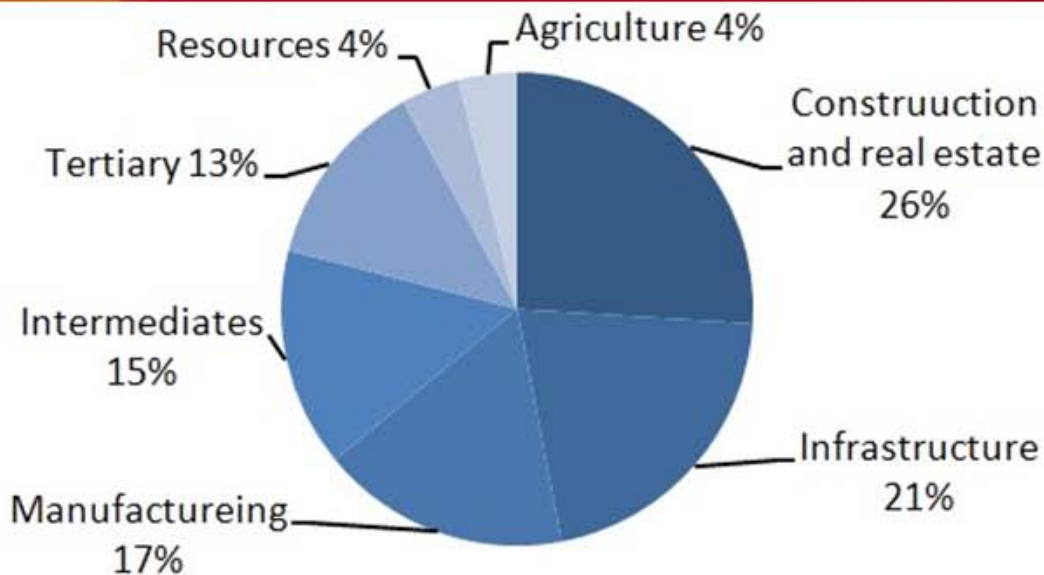
Source: PIM Ltd Industrial Market Research & Acquisition Advisory

# Revenue Growth In China



Revenue growth of China-Based Construction machinery manufacturers  
Source: CCMA, PIM

# Fixed Assets Investment In China

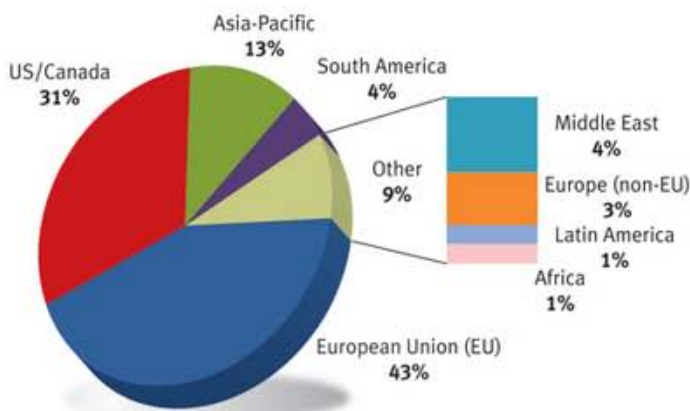


China FAI breakdown 2011  
Source: National Bureau of Statistics of China, PIM



# Export Market Potential

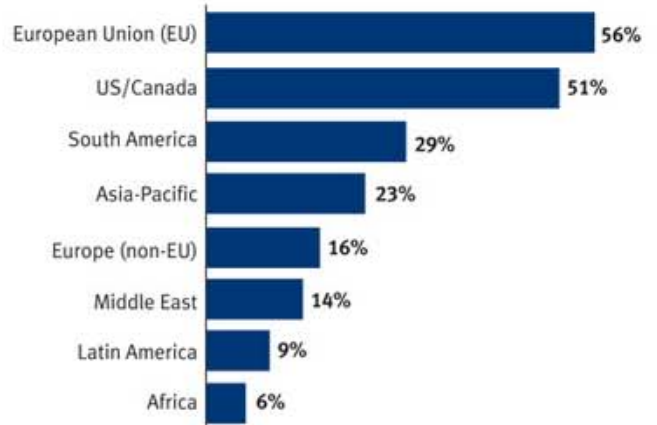
What is your biggest export market now?



At present, China exports remain geared toward the EU and North America despite softening orders there. Makers supplement business with shipments to the Asia-Pacific region and South America.

Source: China Customs

What will be your biggest export markets in 2013?



China exporters will ply the South America trade route heavily in the year ahead while also targeting markets closer to home. Shipments to the EU and North America, nevertheless, will remain solid.

Source: China Customs





# Major Problems B2B Suppliers Face

Major Issues that does not allow companies to Expand and Grow

- The cost of HR has increased
- There is unavailability of trained Internet Marketing Experts
- Hiring English speaking MBA graduate is very expensive
- Capturing international market 24/7 with global timing difference, it requires hefty costs
- Unavailability of multilingual staffs or foreign language marketing experts
- Unavailability of lead database
- Lack of travelling budgets

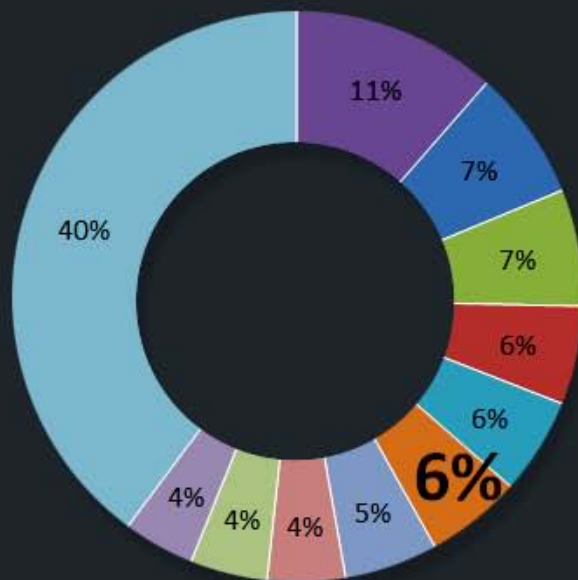


**Opportunities  
at  
TradeKey**



## TradeKey Total Membership Distribution

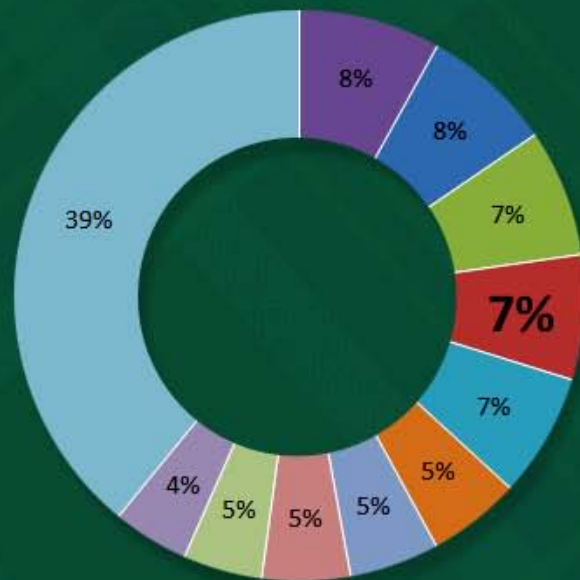
- Apparel & Clothing
- Electrical & Electronics Supplies
- Beauty & Personal Care
- Business Services
- Food & Beverage
- Industrial Machinery**
- Agriculture
- Mineral & Metallurgy
- Gifts & Crafts
- Textile & Leather Products



# Opportunities For Industrial Machinery Suppliers

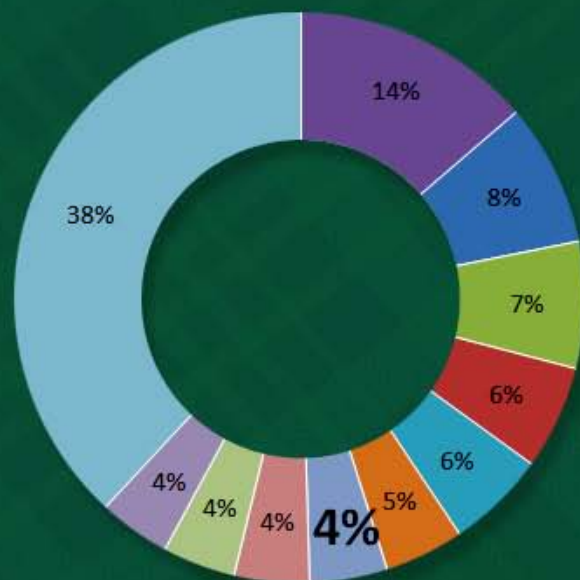
## Seller Distribution

- Apparel & Clothing
- Electrical & Electronics Supplies
- Agriculture
- Industrial Machinery**
- Mineral & Metallurgy
- Food & Beverage
- Business Services
- Textile & Leather Products
- Chemicals
- Gifts & Crafts
- Others



## Buyer Distribution

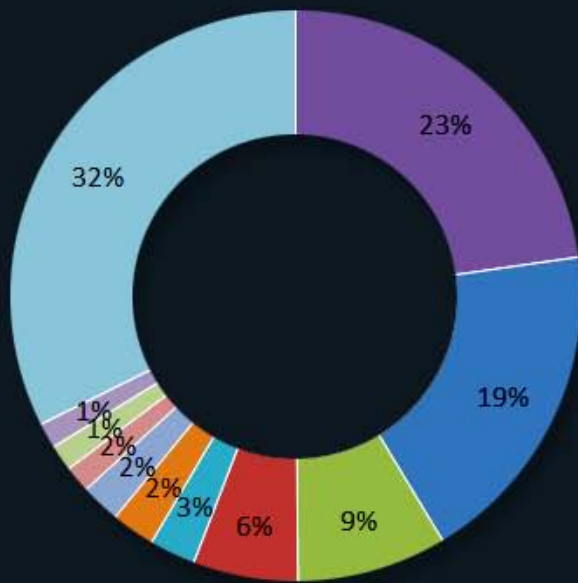
- Apparel & Clothing
- Beauty & Personal Care
- Electrical & Electronics Supplies
- Business Services
- Food & Beverage
- Gifts & Crafts
- Industrial Machinery**
- Automobiles
- Agriculture





## Membership Country Wise Distribution

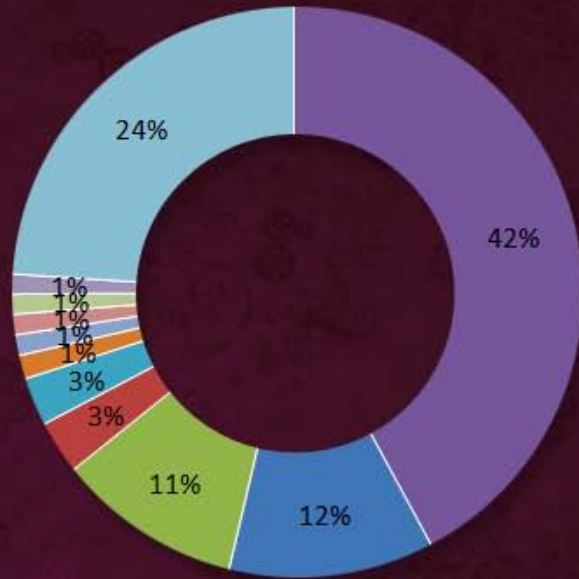
- USA
- India
- Pakistan
- Canada
- UAE
- South Africa
- ROW
- China
- UK
- Australia
- UAE
- Egypt



# TradeKey's Worldwide Reach

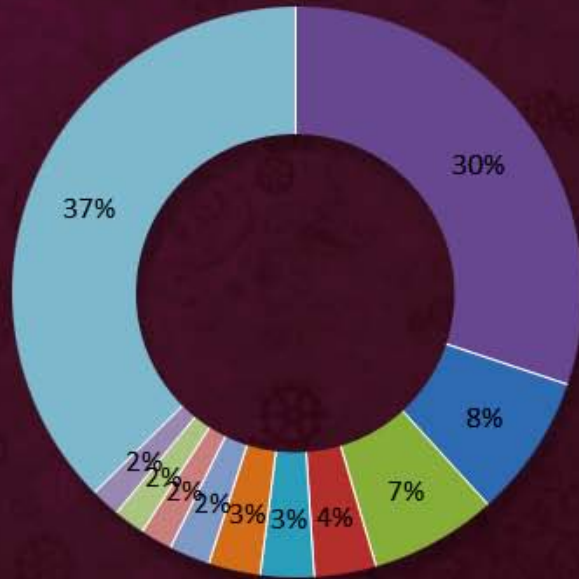
## Seller Distribution

- China
- India
- UK
- Canada
- Indonesia
- ROW
- USA
- Pakistan
- Turkey
- Malaysia
- Nigeria



## Buyer Distribution

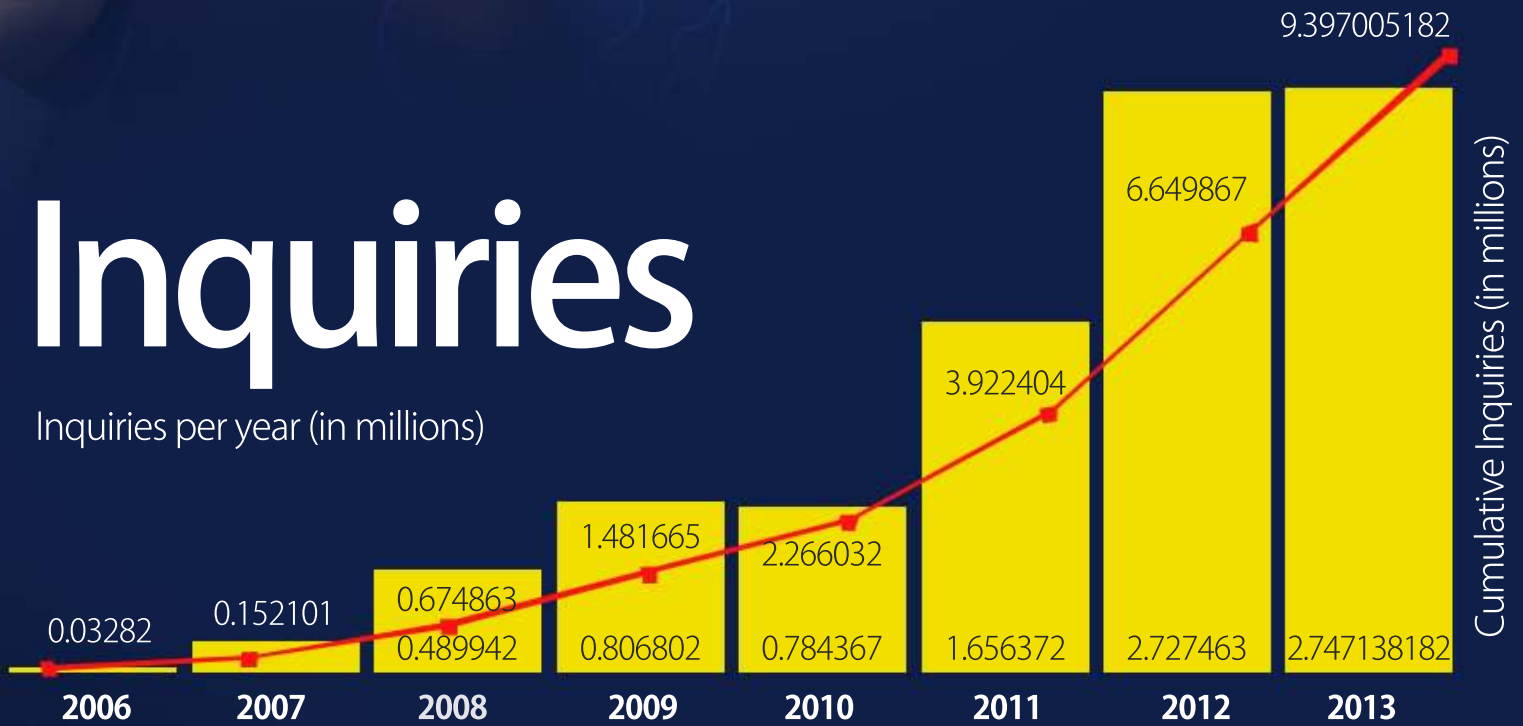
- USA
- India
- China
- Pakistan
- UAE
- UK
- Australia
- Canada
- South Africa





# Inquiries

Inquiries per year (in millions)



## Inquiries Generation

Customer loyalty and retention can be closely related to inquiry generation. TradeKey has received more than 9 million inquiries for premium members since its inception. This section would discuss about the inquiries with different perspectives.

## Inquiries Per Year

TradeKey has risen from 0.032 million inquiries in 2006 to 2.7 million inquiries in 2013. This represents a significant growth over the duration. As internet penetration and global e-commerce increased, TradeKey has put considerable efforts in materializing it.



# Industry Portal

TradeKey now introduces Industry Focused Portals. This page will be only catering your industry needs, so that your buyers don't deviate from your industry.

- More Relevant Buyers
- Accurate Information
- More Relevant Inquiries
- No Irrelevant Visitors

<http://constructionmachinery.tradekey.com/>