

FOCUS ON CHINA

Again

Tower Cranes' Lean Production





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Focusing on China

Presented By

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FOCUS ON CHINA *Again*

Lean Production Trend of Tower Crane



Content



Review and update the development of Chinese Tower Crane Market



The Change of the Production of Chinese Tower Crane with Opportunities and Challenges



The Trend of Improvement of Lean Production of Chinese Tower Crane

From 1980's

China was at the beginning of small-batch production

At that time, tower cranes in China had nothing but weak foundation and technologies, poor equipment and management, with less competitiveness.



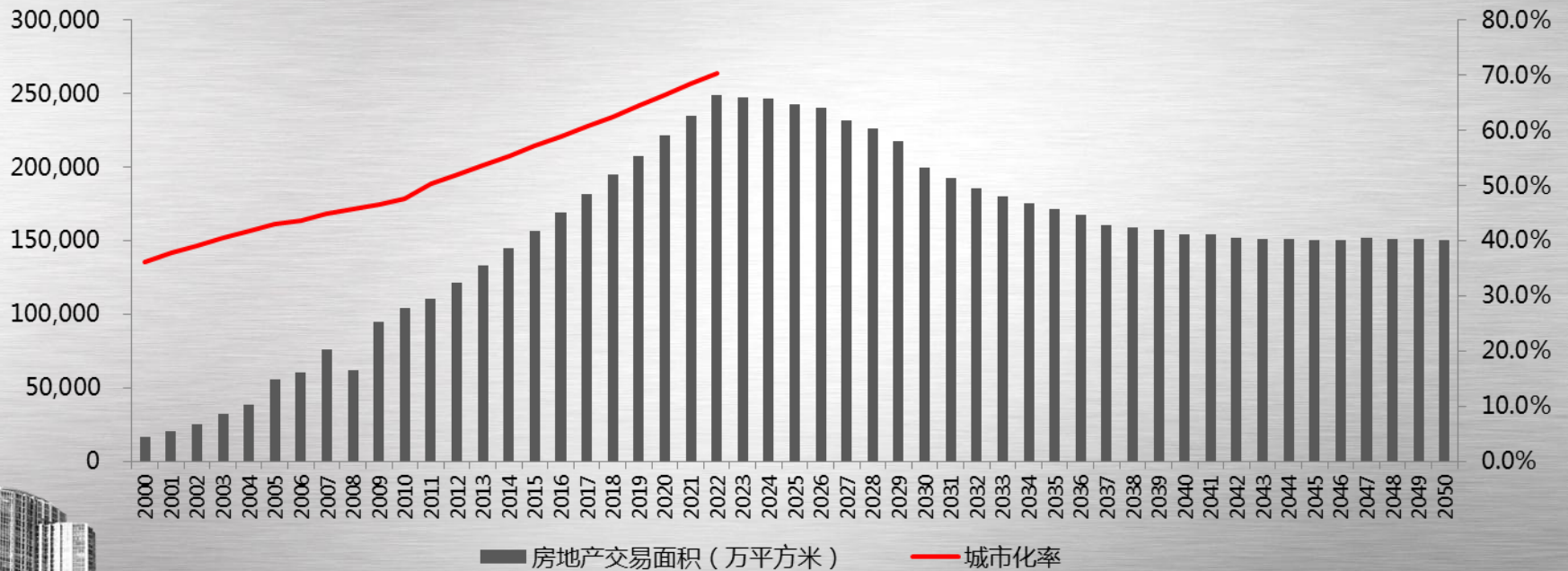
Yet we never give up,
For we know, we have the most vital resources——

*Opportunities
& dreams*



In the past 30 years,

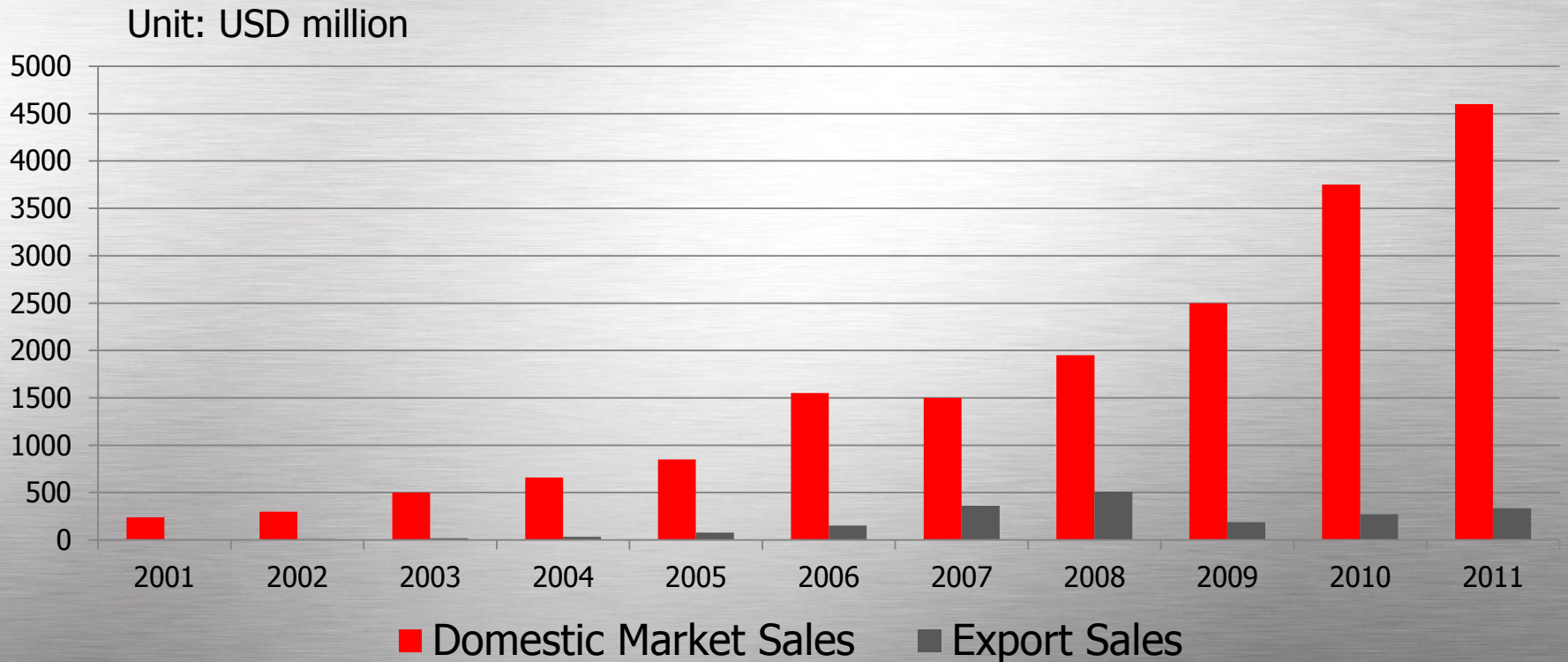
Chinese economy and urbanization has leapt forward by following the policy of reform and opening. Construction industry spurt accordingly.



Urbanization Ratio:

Now is 46.6% , in 2022 will reach 70%

China's tower crane industry has gained its developing chance.



Today, China has evolved into the world factory of tower cranes.

with reliable technologies, high-quality products and large-scale production.

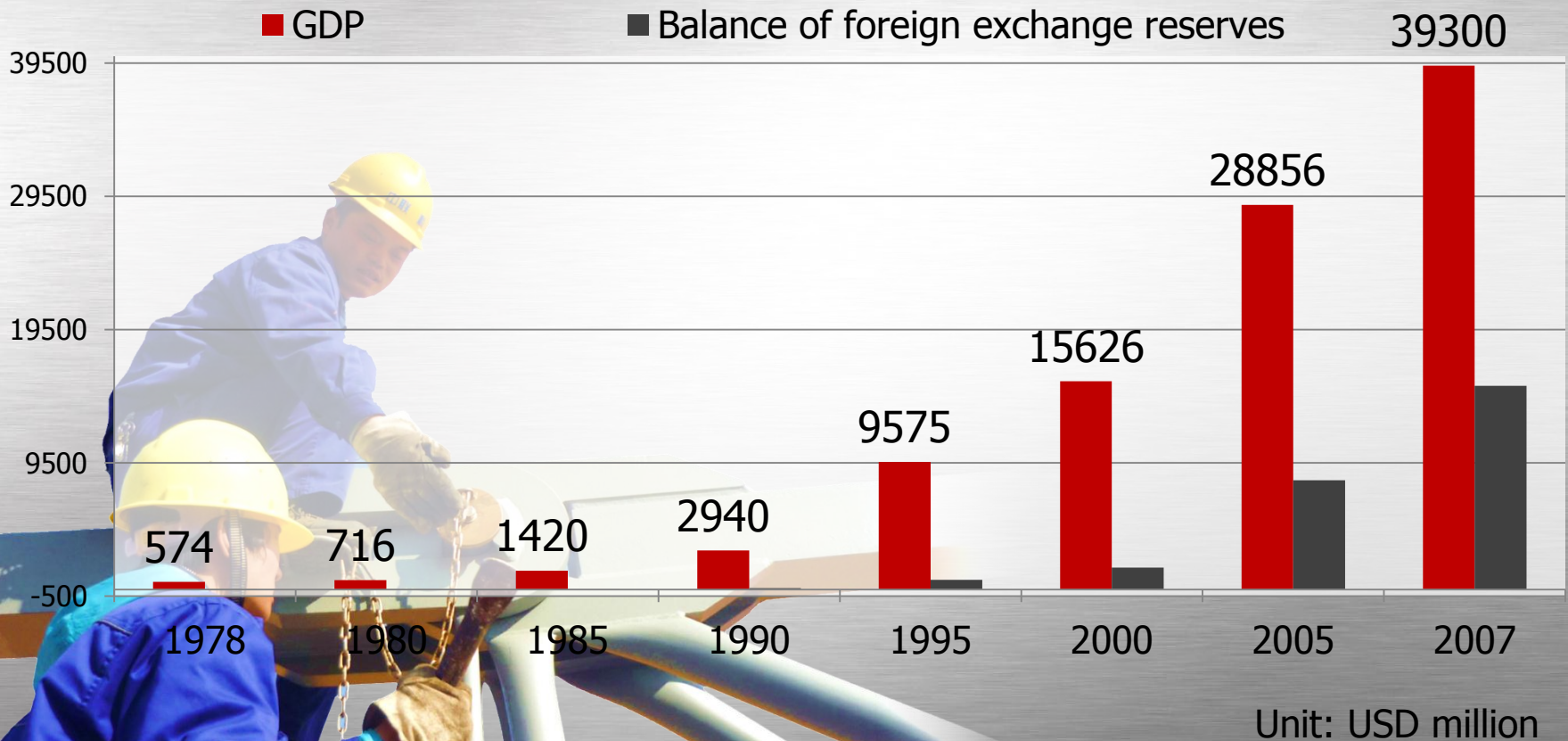


China is still the **biggest** tower crane market and with the **most** potential

Even suffering global economy downturn and shrinking demand in 2011, the sales of Chinese tower crane still holds **44%** year-on-year growth, according to the latest statistical data.

In the past 30 years

China's tower crane industry has made great achievement over the past 30 years. Such achievement is mostly benefited from Chinese economic rise and cheap labor before



From now on and in the future

Definitely upgrading of industrial structure and operating ability will be the driving force.



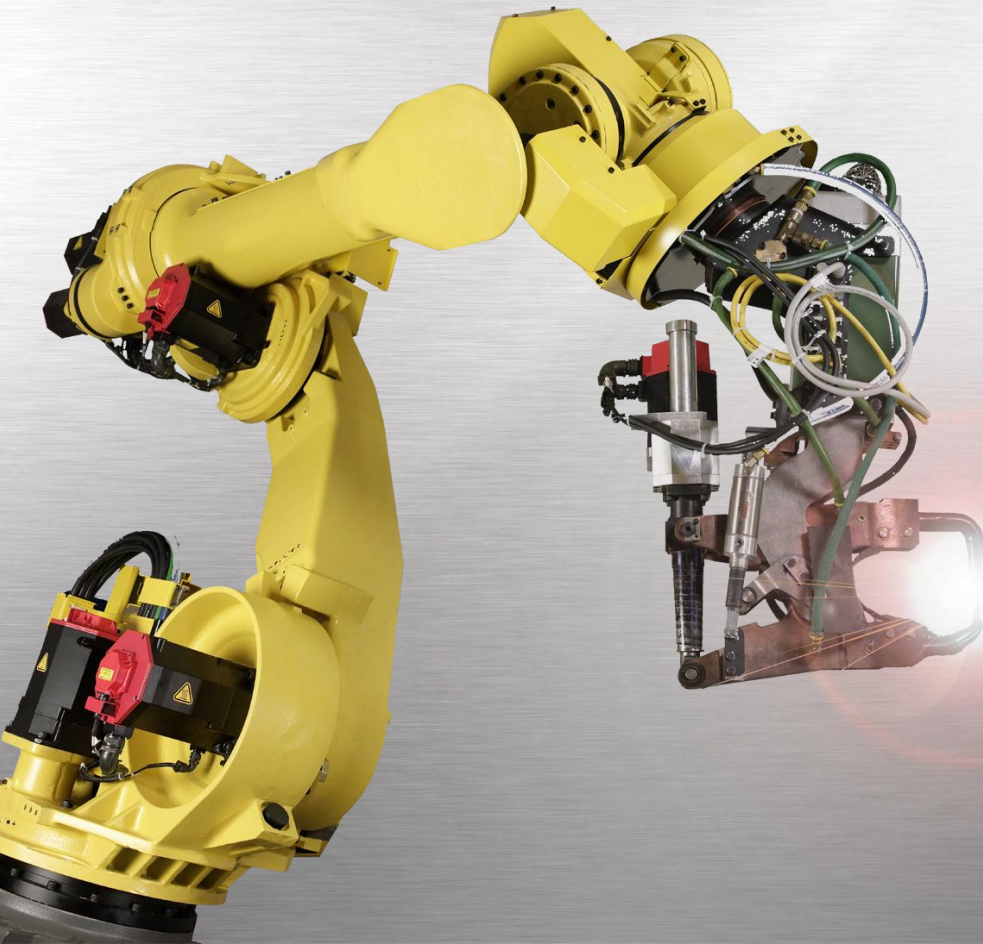
Lean Production

Opportunity can only facilitate the birth and growth of an industry, yet it is the inner quality that makes industry a strong and sustainable development. We see quality-based lean production as the inevitable trend.

We are on the way now

Lean manufacturing of China tower crane industry is based on production automation

Which features widespread application of industrial robot.



2006—2010

China's newly added industrial robots compound annual growth rate up to

10.3%

Take ZOOMLION as an example.

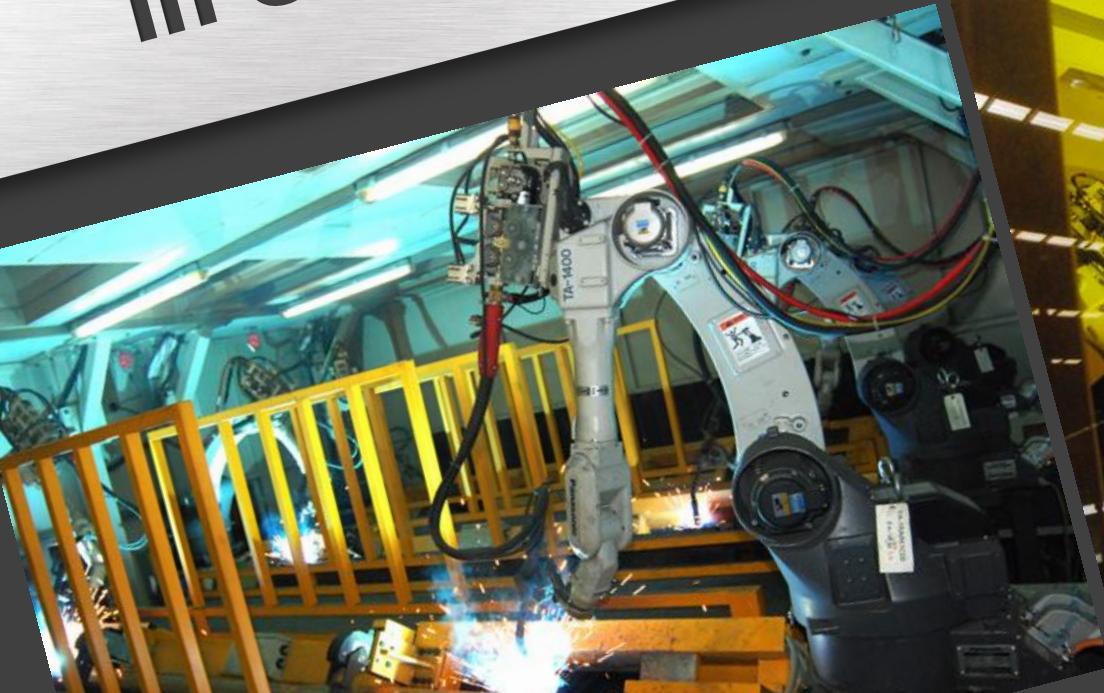
As a pioneering leader of Chinese tower crane industry, ZOOMLION has been accelerating the pace of introducing automation equipment.



From simple introduction of advanced equipment, China has vastly improved the production line and production process

VIDEO

As you can see, our equipment has been more advanced and systematical
Flexible production has been applied
in China tower crane industry

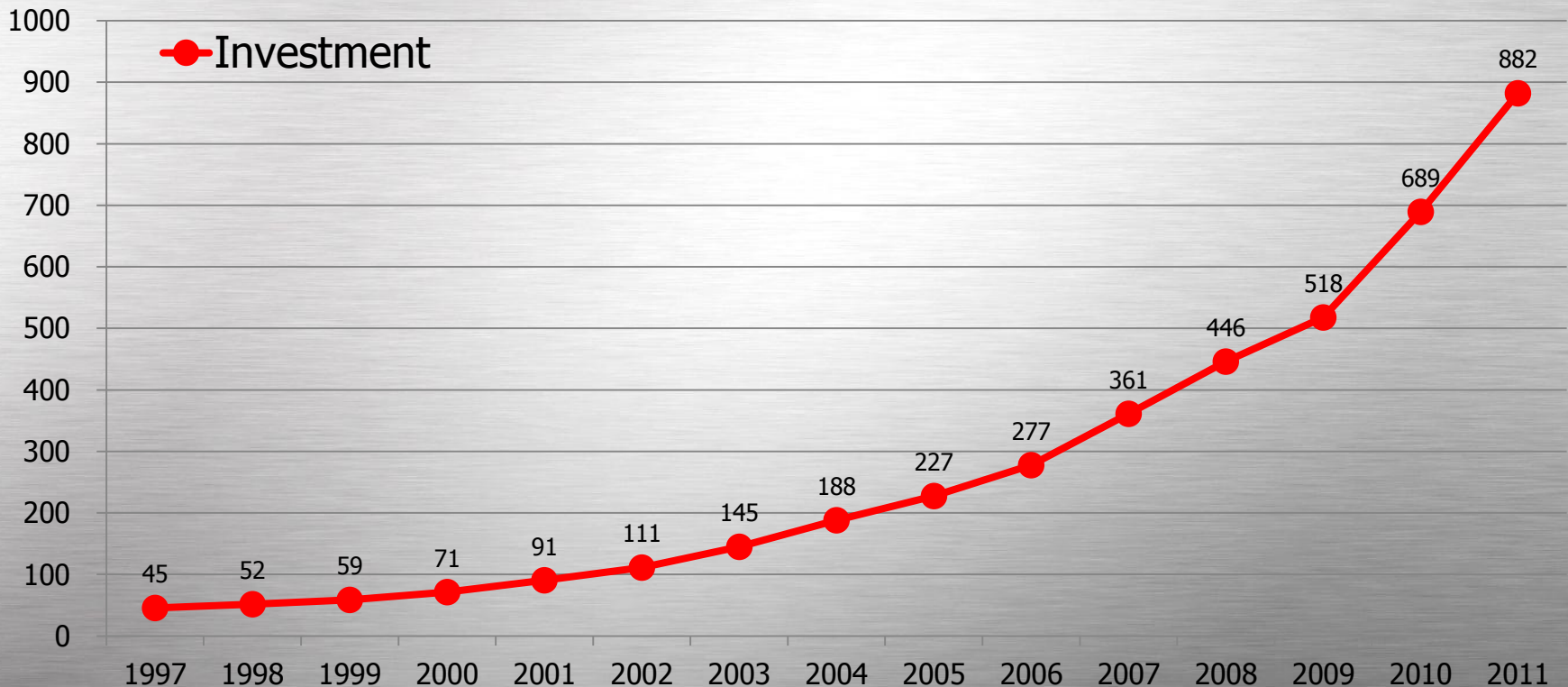


Why we are so greatly
keen on introducing automation
equipment?

Firstly, strong demand from Chinese market:

Traditional manufacturing cannot produce the expected tower cranes both in quality and quantity, while automatic production can make it

Real Estate Investment in China (USD billion)



Last year, the growth rate is 28%, 4% higher than the average growth rate as 24%

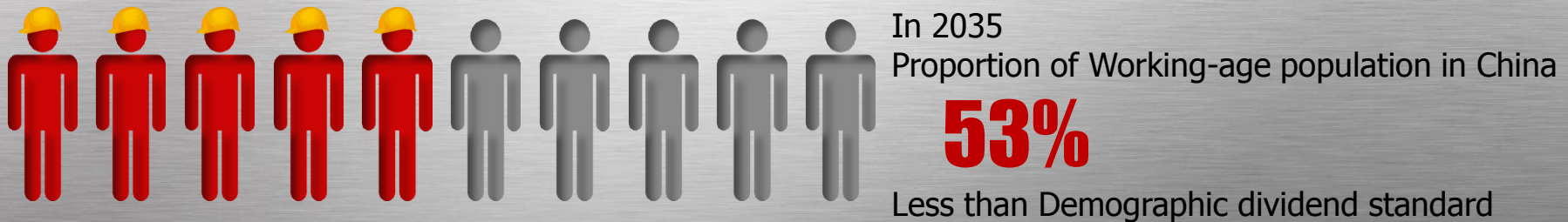
Secondly, Development trend of Chinese globalization

customers on our product quality, performance, put forward higher requirements.



Thirdly, the rise of Chinese labor cost makes the demographic dividend not an advantage anymore.

Researches show that China will reach the “Lewisian turning-point” in 2017. To be fully prepared or losing the advantage in future? We choose the former.



Why automation is the
foundation of tower crane
industry in China to achieve
lean production?



People

Because, automation equipment has changed a vital factor—people.

The higher the automation degree is, the less people there will be on production line, the more knowledge and skills required. The simple labors should learn and improve more.

Thought

The things we learned from world leading companies are not just advancing technologies but also concept of design and production. For example, during the process of cooperating with JOST ,all the consultation brought us improvements of views and ideas.

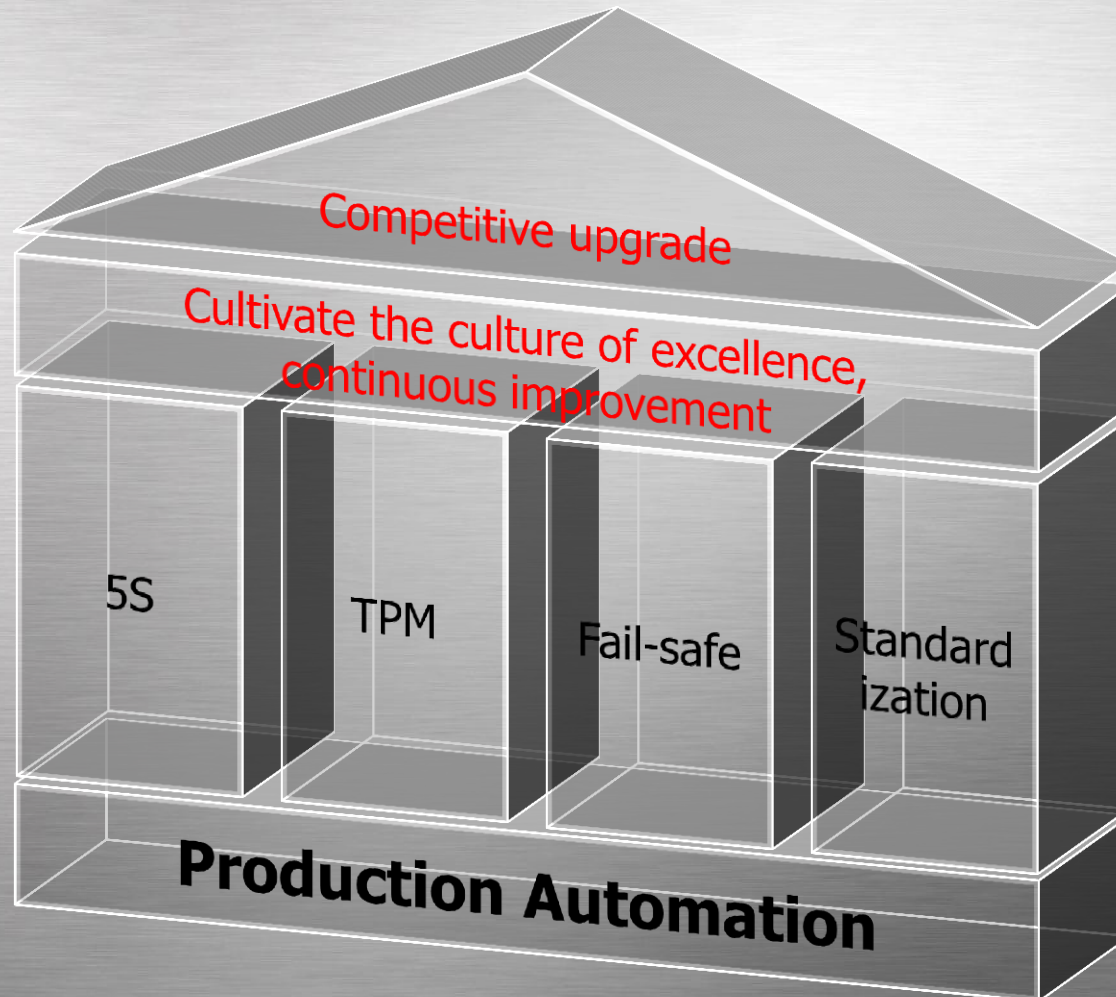


Management

In depth-contact with world leading enterprises, we learned advanced management concept.



We've been keep digging in lean production through product automation, so as to join the group of world's leading enterprises.



According to the above situation, China tower crane industry has already stepped on the way of lean production

Obviously it is undoubtedly an inevitable trend for Chinese tower cranes development.

Lean Production



We believe that, with lean production, China tower cranes will, as expected, make splendid achievement and contribution along the way.



Thanks!

 **ZOOMLION**