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# Elevators in China

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Industry Study with Forecasts for **2011 & 2016**

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Study #2216 | July 2007 | \$4900 | 171 pages

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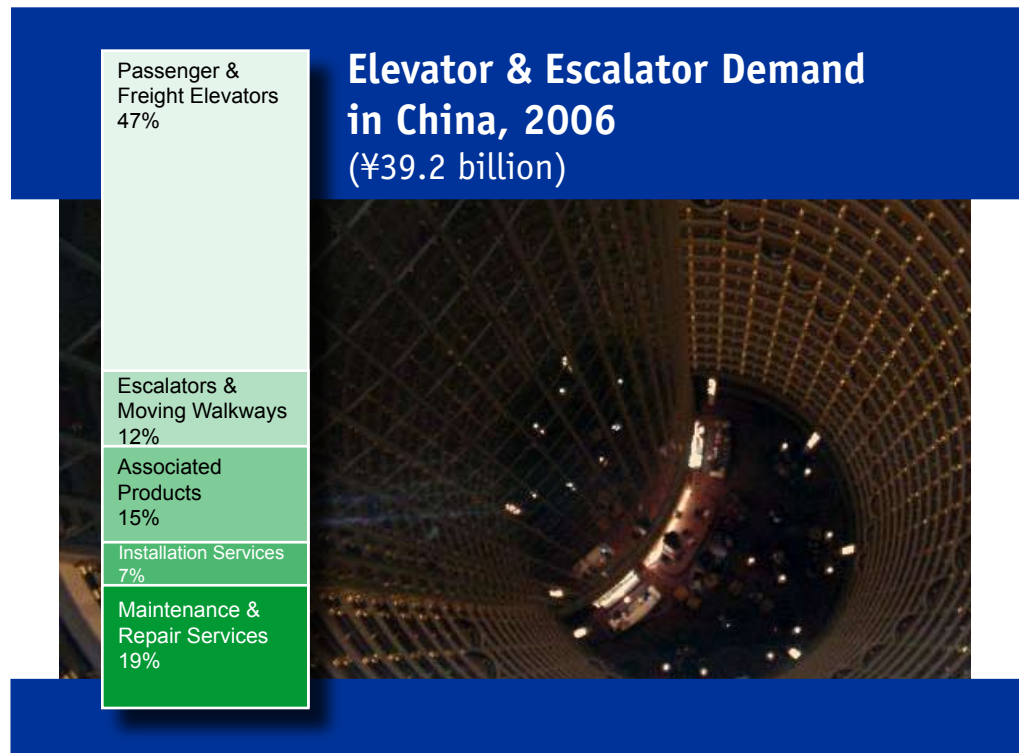
*Chinese demand for elevators will be lifted by strong new construction expenditures, especially on multifamily buildings, and on office, commercial, institutional and industrial establishments.*

## Elevator/escalator market in China to grow 9.7% annually through 2011

The market for elevator and escalator products and services in China is projected to increase 9.7 percent per year through 2011 to ¥62 billion. Advances will be fueled by strong new construction expenditures, especially on multifamily buildings, and on office, commercial, institutional and industrial establishments. An increasingly large installed base of elevators and escalators will also contribute to market gains as it creates significant opportunities for the maintenance/repair service business. Although prices for elevator/escalator products have fallen over the last decade, value gains will be helped by expected price increases in the future.

## Product segment to dominate over services

The product segment will continue to account for nearly three-quarters of the total elevator/escalator market through 2011. This proportion differs considerably from mature markets in Western countries. For example, product sales account for only about one-third of the total market in the US. The higher proportion of products reflects in part China's industrialization process, since favorable new construction expenditures, which accompany industrializa-



tion, offer better opportunities for installation of new elevator/escalator systems. In the service segment, gains will be bolstered by a large base of installed systems (which offer favorable opportunities for maintenance/repair service business) and strong growth in new system sales (requiring installation services).

The overall market for elevator/escalator products and services in the non-residential building sector will continue to account for over three-fifths of total demand through 2011. Each of the major nonresidential building types -- offices, retail establishments, government/institutional facilities, industrial

facilities, lodging, and transportation facilities -- offer considerable actual and potential opportunities for elevator/escalator products and services.

## Central-East region to continue offering best opportunities

Among regional markets, the Central-East will continue to remain the largest regional elevator/escalator market, accounting for 43 percent of overall demand in 2011, and will also register the fastest growth. Market gains in the Central-North will outpace the national average as well, benefitting from improving business conditions.

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## Sample Text & Charts

### PRODUCTS & SERVICES

**Passenger** - Demand for passenger elevators is projected

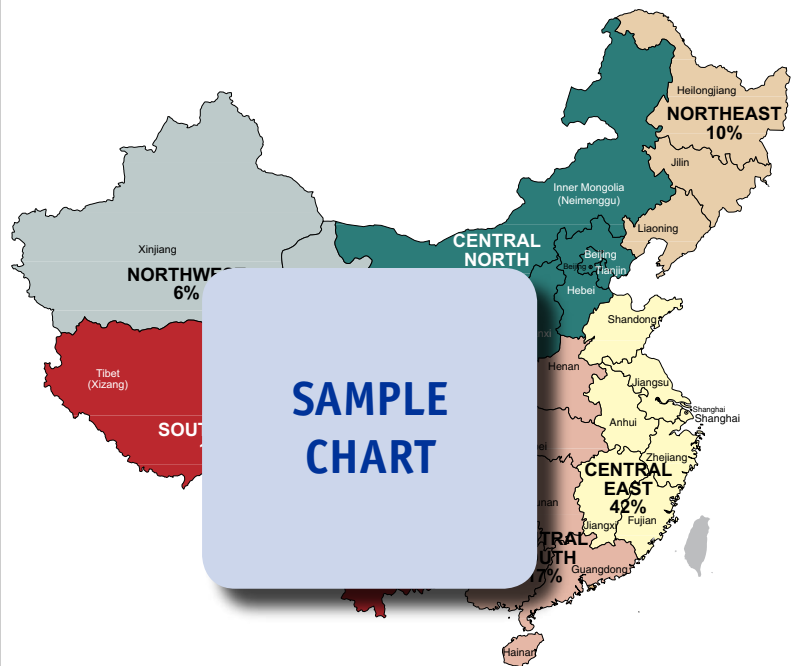
### SAMPLE TEXT

2 billion. Increases w on multifamily, office er account for the vas however, government e prevent the economy from overheating will constrain increases the forecast period.

Passenger elevators are either of the traction or hydraulic d with actual specifications depending primarily upon the type of involved (e.g., office, apartment, villa, hospital) and building siz more specifically, height -- low-rise, mid-rise, high-rise). Higher buildings generally require traction elevators (also classified as and "roped"), whereby the elevator car is attached to steel ropes by a sheave (essentially a grooved pulley specifically designed f hoisting and lifting) powered by an electric motor; the movemen sheave moves the elevator car as well. Traction elevators are ge referred to as either geared or gearless, depending upon whether reduc- tion gears are used to drive the sheave. Traction elevators have the ability to serve effectively in buildings of virtually any height, but are more complex in design than hydraulic types and require a separate machine room above the elevator shaft to house the motor and control system, which raises overall costs -- although latter-generation traction elevators have been developed that do not require a machine room. For example, KONE MONOSPACE elevators are powered by ECODISC machines, which are based on a permanent magnet synchronous motor in combina- tion with frequency control and low friction gearless construction. The ECODISC is energy-efficient, using only half of the power needed by comparable conventional systems, and ultra-compact, minimizing eleva- tor space requirements and facilitating the machine room-less MONO- SPACE layout.

CHART V-1

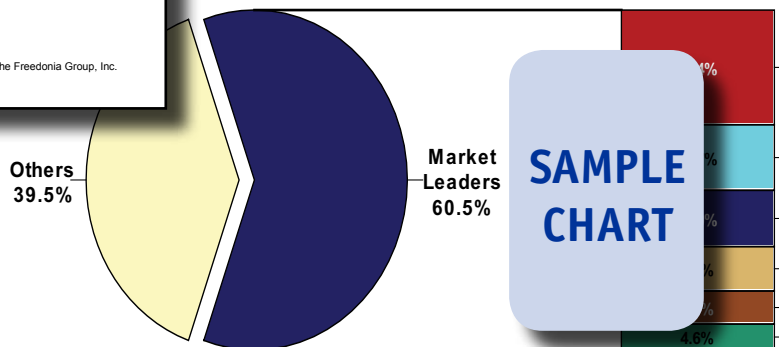
ELEVATOR & ESCALATOR MARKET IN CHINA BY REGION, 2006  
 (¥ 39 billion)



### SAMPLE CHART

CHART VI-1

ELEVATOR & ESCALATOR MARKET SHARE  
 IN CHINA BY COMPANY, 2006  
 (¥ 39 billion)



### SAMPLE CHART

## Sample Profile, Table & Forecast

### COMPANY PROFILES

**China Ningbo Xinda Group Company Limited**  
 Dongwu, Yinzhou District  
 Ningbo, Zhejiang 315113 CHINA  
 86-574-8833-6262  
<http://www.gearlessmachine.com>

Annual Sales: 2006, as reported by company  
 Employees: 500

Key Products: Moving walkways, and elevator and escalator

International Sales: Manager, Ningbo Hongda Elevator Co., Ltd.

China Ningbo Xinda Group is a privately held manufacturer of elevators, escalators, moving walkways, screw compressors and printing equipment. The Company operates several plants in Ningbo, China that encompass a combined total of more than 350,000 square meters of space. Operations are conducted via a network of subsidiaries and branch offices in China.

The Company's elevators, escalators and moving walkways are produced under the HOSTING tradename by the Ningbo Hongda Elevator Company Limited subsidiary (China). Ningbo Hongda Elevator has annual sales of between ¥239 million (US\$30 million) and ¥399 million (US\$50 million) and employs more than 500. Manufacturing activities are conducted at a Ningbo, China plant that has an annual production capacity of more than 5,000 units. Other operations in China include 15 branch offices. Products from the company are marketed in China, Southeastern and Southern Asia, the Middle East, Africa,

TABLE IV-2

### NONRESIDENTIAL BUILDING ELEVATOR & ESCALATOR MARKET IN CHINA BY BUILDING TYPE (million yuan)

Item	1996	2001	2006	2011	2016
New Nonres Bldg Constr Expend (bil ¥)	132.70	200.70	371.00	521.00	718.00
¥ elevator & escalator/000¥ constr					
Nonresidential Building Market					
Offices					
Retail Establishments					
Government/Institutional					
Industrial Facilities					
Lodging & Other Commercial					
Transportation Facilities					
% nonres bldgs					
Elevator & Escalator Market	132.70	200.70	371.00	521.00	718.00

SAMPLE  
TABLE

### Government & Institutional Facilities

"The market for elevator/escalator products and services for use in government/institutional facilities is projected to increase 9.8 percent annually through 2011 to approximately ¥6 billion. Gains will be fueled by strong construction expenditures on government offices, educational establishments and health care facilities, as many of these building types involve multiple floors and levels and/or extensive physical spaces to traverse ..."  
 --Section IV, pg. 74

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## OTHER STUDIES

## World Elevators

The \$45 billion world elevator market will expand 5% annually through 2011, as a strong global economy boosts nonresidential building construction. The best gains are expected in China and the Middle East. This study presents historical demand data (1996, 2001, 2006) and forecasts for 2011 and 2016 by elevator and escalator product, service, world region and for 20 countries. The study also considers market environment factors, evaluates company market share and profiles leading producers and service suppliers.

#2248 ..... 09/2007 ..... \$5500

## Bearings

Ball, roller and plain bearing demand in the US will reach \$10.4 billion in 2011. Growth will be driven by largely favorable market conditions and by a shift toward more expensive, better performing products. Unmounted plain bearings will grow the fastest while aerospace, automotive and engine/turbine manufacturing will lead gains by market. This study analyzes the US bearing industry, with forecasts for 2011 and 2016 presented by product and market. It also details company market share and profiles major players.

#2207 ..... 07/2007 ..... \$4500

## World Material Handling Products

Global material handling product demand will grow 4.5% yearly through 2010, led by developing countries such as China, India, Turkey, Mexico and Russia. Western Europe and Japan will show renewed strength and the US market will accelerate. Automated products such as robots and AGVs will lead gains. This study analyzes the \$93.8 billion world material handling industry to 2010 and 2015 by product, market, world region and for 37 countries. It also details market share and profiles major players.

#2113 ..... 11/2006 ..... \$5300

## World Packaging Machinery

World packaging machinery demand will grow 4.9% yearly through 2010. Developing areas will lead gains as industrialization continues, incomes rise and packaged goods production grows. Developed markets will show renewed strength. Labeling and coding equipment will grow the fastest. This study analyzes the \$26.2 billion world packaging machinery industry to 2010 and 2015 by product, market, region and for 32 countries. It also examines the market environment, details market share and profiles major firms.

#2122 ..... 10/2006 ..... \$5400

## World Agricultural Equipment

Global demand for agricultural equipment will grow 4.8% annually through 2010. Strongest gains will occur in developing countries (e.g., China, India, Brazil, Russia) as farmers further automate and replace older equipment and draft animals. Demand in industrialized regions will be replacement in nature. This study analyzes the \$70.2 billion world agricultural equipment industry to 2010 and 2015 by product, world region and for 26 countries. It also details company market share and profiles major players.

#2089 ..... 09/2006 ..... \$5300

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