Elevator Industry and Market in Mainland China

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PRC Background Info
PRC Background Info in 2016

- Land Area: 9.6 million square km
- Population: 1.37 Billion
  - Growth rate: 0.57%
  - Older than 60: 16.69%
  - Urbanization: 57.35%
  - Per capita living space 40m²
- GDP: 11 trillion Euros
  - Growth: 6-7%
  - Per Capita: 7,500 Euros
Elevator Industry and Market in 2016

• Ele. and Esc. Production: 786,000 units
  • 11% are of escalators
  • 76,400 units exported, 1/3 are escalators
• Installations being inspected by the authority: 4.94 million
• Revenue: 21 Billion Euros (end market)
  • 15% from services
• No. of Government Licensed Manufacturers: 700
• Multinationals vs Locals: 55:45 in units
• Employees: 1 milloom
Unit Production Growth
Unit Export
Geographical Distribution of New Equipment Market
Development Driving forces and Characteristics

• Driving forces
  • Massive construction projects
  • Government land controls and rocketing land price for construction
  • Economic development

• Characteristics:
  • Large-scale, low–cost production of standardized, commercialized elevator products
  • New Market, Novice players, Novice customers
  • Complete production supply chain
  • Focused at manufacturing, neglecting the installation and maintenance
  • Government licensing system stimulate the over production capacity
Product codes and technology

• EN81 and EN115 series codes, supplemented with ISO/TC178 codes

• Chinese Special Regulations for Inspection TSG
  • Type test regulation
  • Commissioning and Periodic Inspections
  • Maintenance regulation

• Gearless is of the standardized for elevators

• Computerized control with IOT technology

• Large capacity and high lifting height

• The state of the art technology

• Automatic production and design
Market Futures

• Urbanization
• Large scale construction of high-speed railways and airports
• City agglomerations
• Renovation of existing buildings
• Replacement and modernization accelerated by idea of shortening product lifetime, technology & codes, safety & security requirement and fashion
• Social development
  • Examples of the China’s developed areas and cities
    • Japan
    • South Korea
See you in Shanghai!

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