

2025 Changsha International Construction Machinery Expo: China's Strength in the Global Industrial Chain Transformation



Shanghai, China Apr 12, 2025 ([Issuewire.com](https://www.issuewire.com)) - From May 15 to 18, 2025, the International Convention and Exhibition Center in Changsha, Hunan, will host the annual event of the global construction machinery industry—the 2025 Changsha International Construction Machinery Expo (CICEE). With a theme of “High-end, Intelligent, and Green,” this expo serves not only as a hub for global technological innovation and industry collaboration but also as a platform for China's construction machinery sector to showcase its innovative capabilities and global ambitions to the world.

The exhibition covers an area of 300,000 square meters, gathering 1,800 exhibiting companies, including 35 of the top 50 global construction machinery brands. It is expected to attract over 300,000 professional visitors, aiming for a transaction value of \$8 billion, collectively depicting the future development blueprint of the industry.

As one of the three major construction machinery exhibitions in the world, CICEE has become a barometer for industry development since its establishment in 2019, thanks to its expanding scale and degree of internationalization each year. This year's expo focuses on "New Quality Productive Forces," redefining the future of construction machinery through the centralized display of 1,500 cutting-edge

technologies and products, including digitalization, autonomous driving, and hydrogen power. For example, intelligent unmanned excavators optimize construction paths through AI algorithms, electric aerial work platforms achieve zero emissions and high-efficiency operations, and the 'Green Technology Zone' unveils hydrogen fuel cell-powered mining equipment, showcasing the industry's commitment to low-carbon transformation.

The internationalization strategy of the expo has been further deepened. Through the 'Ten Countries, Hundred Cities, Thousand Enterprises Brand Tour' initiative, the organizing committee has held promotional meetings in ten countries, including France, Germany, and Malaysia, signed agreements with agents in Europe, Southeast Asia, and Africa, and plans to set up sub-exhibition venues overseas to build a global cooperation network. This move has attracted over 5,000 international buyers and has also supported Chinese companies in deepening their engagement in the Belt and Road market, promoting an upgrade from "Made in China" to the co-construction of industrial chain ecosystems.

Leading Hunan construction machinery enterprises such as SANY Group, Zoomlion, and Shanhe Intelligent have already demonstrated their strong international competitiveness through the BAUMA 2025 exhibition in Germany, just before the expo. SANY Group showcased 11 newly launched electric products in Europe, which are deeply adapted to European working conditions and comply with the 'Euro V' emission standards. Zoomlion introduced an integrated smart mining solution that achieves fully automated operations through unmanned mining trucks and digital management. Meanwhile, Shanhe Intelligent's purely electric excavators, known for their ultra-long endurance and high efficiency, have become popular choices in the European and American markets.

These enterprises have not only showcased technological innovation but have also achieved a leap from 'products going abroad' to 'ecosystems going abroad' through localized production and global resource integration. For example, the groundbreaking of the second-phase project at Zoomlion's factory in Germany and the establishment of XCMG's subsidiary in the UK signify the deep rooting of Chinese enterprises in the global market.

The expo breaks away from traditional exhibition formats, creating an immersive experience that combines 'exhibition, conference, competition, and performance' into one. Over 30 international forums and 100 corporate summits gather global academicians and industry leaders to discuss topics such as 'smart city construction' and 'cultivating new quality productive forces.' Concurrently, the 'Operator Skills Competition' and 'Unmanned Machinery Operation Competition' showcase technology application scenarios through competitive events. Additionally, an engineering machinery-themed light show that incorporates the regional characteristics of Changsha and a VR virtual construction experience area allow visitors to experience the unique charm of the 'Media Arts Capital' amidst technology and cultural vibrancy.

To enhance exhibition efficiency, CICEE has launched integrated online and offline services, with an online pre-registration system and virtual exhibition hall for precise pre-event matching. Offline, leveraging the geographical advantage of the Changsha International Convention and Exhibition Center—adjacent to high-speed rail stations and airports, allowing for direct access to Beijing, Shanghai, Guangzhou, and Shenzhen within two hours—ensures efficient logistics and flow of people. The success of the expo relies on the support of the Changsha construction machinery industrial cluster: 516 upstream and downstream enterprises cover the entire industrial chain, from main equipment to supporting technologies, forming an ecological pattern led by larger companies in collaboration with SMEs. For example, Jindiamond Machinery not only enhances its technological level by supplying components to SANY and Zoomlion but has also exported products to South Korea's Doosan Group, demonstrating the global competitiveness of the local supply chain.

The 2025 Changsha International Construction Machinery Expo is not just a feast of technology and products; it is also a catalyst for collaborative innovation and green transformation in the global industrial chain. It promotes the upgrading of China's construction machinery industry from 'scale expansion' to 'value symbiosis,' injecting new momentum for intelligent and sustainable development into the global market. In this symphony of technology and business, Changsha openly announces to the world: the rise of Chinese manufacturing is not just an upgrade of the industry but also a future vision of coexistence between humanity and machines.



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