



**China Intelligent Transportation System  
(ITS) Industry Report, 2012-2015**

**Sept. 2012**

## STUDY GOAL AND OBJECTIVES

This report provides the industry executives with strategically significant competitor information, analysis, insight and projection on the competitive pattern and key companies in the industry, crucial to the development and implementation of effective business, marketing and R&D programs.

## REPORT OBJECTIVES

- ◆ To establish a comprehensive, factual, annually updated and cost-effective information base on market size, competition patterns, market segments, goals and strategies of the leading players in the market, reviews and forecasts.
- ◆ To assist potential market entrants in evaluating prospective acquisition and joint venture candidates.
- ◆ To complement the organizations' internal competitor information gathering efforts with strategic analysis, data interpretation and insight.
- ◆ To suggest for concerned investors in line with the current development of this industry as well as the development tendency.
- ◆ To help company to succeed in a competitive market, and

## METHODOLOGY

Both primary and secondary research methodologies were used in preparing this study. Initially, a comprehensive and exhaustive search of the literature on this industry was conducted. These sources included related books and journals, trade literature, marketing literature, other product/promotional literature, annual reports, security analyst reports, and other publications. Subsequently, telephone interviews or email correspondence was conducted with marketing executives etc. Other sources included related magazines, academics, and consulting companies.

## Abstract

The urban per capita area of paved roads only approximates 10.6 square meters in China, far lagging behind foreign countries which boast 15-20 square meters of paved road per capita. Meantime, the urban vehicle ownership is ballooning at a growth rate of 15%, while the growth rate of road areas only reaches around 3%. Therefore, intelligent transportation system (ITS) has become an important means to improve the efficiency of road use and reduce the imbalance between traffic supply and demand.

In accordance with the planning of Science & Technology Division of the Ministry of Transport of P.R.C., China will realize the sensing and monitoring of expressways, national and provincial arterial highways, important sections, large bridges, vehicle areas and transportation conditions, and the drivers will be able to obtain the required travel plans and real-time travel information at any time and any location in their familiar way by 2015, so as to enhance the attractiveness and sharing power of public transport, and ease urban congestion. Moreover, China will carry out the monitoring of dangerous goods transport vehicles, vessels, coaches, buses, taxis and rail traffic through the whole journey.

The data on the orders of the industry in H1 2012 suggested that the ITS industry was still flourishing. In spite of economic slowdown, the local governments continued to advance project construction in BT mode, showing that the demand for ITS from local governments did not shrink.

In order to stop the economic downward trend, China National Development and Reform Commission announced its approval of 25 urban rail transit planning and projects, 13 highway construction projects, 10 municipal projects and 7 port & waterway projects in September 2012, with total investment of more than RMB 1 trillion. The investment in these projects will undoubtedly boost the development of ITS industry in China.

## **The report resolves around the followings:**

- Status quo and planning of Chinese transportation industry and informatization;
- Current situation of Chinese ITS industry;
- ITS investment in China;
- Status quo and objectives of Chinese ITS industry by region;
- Profile, financial highlight, revenue structure by segment and by region, prospects and performance prediction, clients and so forth of 17 key ITS enterprises in China;
- Market size and forecast of ITS industry and its major four segments in China during 2012-2015.

Along with the expanding investment in ITS industry and the accelerating industry growth, new companies rush into the market.

There are currently three major types of enterprises in market competition. The first type of them is represented by Digital China and ZTE that march into the ITS industry with the concept of smart city. In early July 2012, the Municipal Government of Ningbo and ZTE Corporation signed a cooperation framework agreement to build ITS.

The second type covers security companies like Hikvision and Dahua Technology which tap into the ITS area through the combined tender of urban security and ITS construction. In recent years, as the end-users of security monitoring and urban ITS are public security and traffic police departments, the traffic monitoring and electronic police are also equipped with security administration function, which provides an opportunity for security companies to enter the ITS industry.

The third type includes such system integrators as Enjoyor and E-Hualu. These firms are in a dominant position by possessing strong problem-solving skills in ITS market and complete marketing channels, and maintaining sound partnership with relevant government departments. An integrator like E-Hualu is extending to the upstream products to lift its gross margin.

According to the development plan, China will make more effort in urban ITS construction. It will promote the construction of traffic information service platform in around 50 major cities to provide traffic information inquiry and traffic guidance service, develop intelligent signal control system in more than 200 cities to shape intelligent traffic command system, and carry forward regional scheduling of public transport and construction of related systems in over 100 large cities to strengthen the construction and application of electronic ticket service.

Additionally, China ITS (Holdings) Co., Ltd. and Anhui Wantong Technology Co., Ltd. that previously engaged in intercity ITS also shift their business focus to urban ITS field, which shows that the urban ITS industry becomes more attractive to enterprises due to its rapid development.

### **1. Status Quo and Planning of Chinese Transportation Industry and Informatization**

- 1.1 Transport Infrastructure
- 1.2 Means of Transportation
- 1.3 Development Plan of China's Transport Construction, 2011-2015
  - 1.3.1 Expressway
  - 1.3.2 Railway (Including Rail Transit)
  - 1.3.3 Urban Transportation
- 1.4 Status Quo and Plan 2011-2015 of Traffic Informatization in China
  - 1.4.1 Current Situation
  - 1.4.2 Plan 2012-2015
- 1.5 ITS Is an Inevitable Choice to Address Road Congestion Issue

### **2. Current Situation of Chinese ITS Industry**

- 2.1 Definition
- 2.2 ITS Classification
- 2.3 Policy
- 2.4 Competitive Landscape of ITS Market

### **3. ITS Investment in China**

- 3.1 ITS Investment in 2011
- 3.2 ITS Investment in 2012
- 3.3 Major ITS Investment Projects in China
- 3.4 Investment and M & A

### **4. Current Situation and Objectives of Chinese ITS Industry by Region**

- 4.1 Beijing
- 4.2 Shanghai
- 4.3 Zhejiang
- 4.4 Status Quo and Planning of Traffic Informatization in Jiangsu
- 4.5 Status Quo and Planning of Traffic Informatization in Anhui
- 4.6 Traffic Informatization Planning in Heilongjiang
- 4.7 Status Quo and Planning of Traffic Informatization in Shandong
- 4.8 Traffic Informatization Planning in Shanxi
- 4.9 Status Quo and Planning of Traffic Informatization in Guangdong
- 4.10 Status Quo and Planning of Traffic Informatization in Liaoning
- 4.11 Traffic Informatization Planning in Chongqing

### **5. Key ITS Enterprises in China**

- 5.1 Wisisoft Co., Ltd.
  - 5.1.1 Profile
  - 5.1.2 Financial Data
  - 5.1.3 Revenue Structure
  - 5.1.4 Shareholding Company
  - 5.1.5 Prospects and Performance Prediction in 2012-2014
- 5.2 Enjoyor Co., Ltd.

- 5.3 E-Hualu Information Technology Co., Ltd.
- 5.4 Nanjing LES Information Technology
- 5.5 Shanghai Baosight Software Co., Ltd.
- 5.6 Shenzhen Sunwin Intelligent Co., Ltd.
- 5.7 CSNT
- 5.8 Anhui Wantong Technology Co., Ltd.
- 5.9 Bright Oceans Inter-Telecom
- 5.10 Jiangsu Tianze Infoindustry Co., Ltd.
- 5.11 China ITS (Holdings)
- 5.12 China TransInfo
- 5.13 Shenzhen Keybridge Communications Co., Ltd
- 5.14 Shanghai Huahongjit Smart System
- 5.15 UNIS
- 5.16 ST Electronics-PCI
- 5.17 ZTE ITS

### **6. China's ITS Market Size and Forecast**

- 6.1 ITS Market Size in 2011-2015E
- 6.2 ITS Market Segments and Forecast
  - 6.2.1 Intelligent Traffic Management Market Size in 2012-2015E
  - 6.2.2 Electronic Toll Collection Market Size in 2012-2015E
  - 6.2.3 Intelligent Public Transport Market Size in 2012-2015E
  - 6.2.4 Traffic Information Service Market Size in 2012-2015E
- 6.3 Development Trends of ITS Industry in China

- China's Financial Expenditure on Transportation Industry, 2003-2011
- Highway Mileage and Growth Rate in China, 2007-2010
- Accumulated Operating Mileage of Urban Rail Transit in China, 2000-2015E
- China's Expressway Mileage, 2005-2015E
- Number of Operating Vehicles of Chinese Urban Transit, 2002-2010
- Number of Operating Vehicles of Chinese Urban Rail Transit, 2002-2010
- Automobile Ownership in China, 2002-2011
- Highway Mileage per Vehicle in China, 2007-2010
- Economic Costs of Traffic Jam in Major Chinese Cities
- Classification of ITS
- ITS-related Policies in China, 2003-2012
- Investment Cases and Amount of ITS Industry, 2009-2012
- Major ITS Investment Plans in Cities in China, 2012
- Investments and Acquisitions of Urban ITS Industry, 2011
- Employees and R&D Investment of Wisisoft, 2007-2011
- Financial Data of Wisisoft, 2007-2012
- Revenue Structure of Wisisoft by Product, 2007-2012
- Profit & Gross Margin of Wisisoft by Product, 2008-2012
- Revenue Structure of Wisisoft by Region, 2007-2012
- Net Profit of Wisisoft's Shareholding Companies, 2009-2011
- Performance Prediction of Wisisoft, 2012-2014E
- Employees and R&D Investment of Enjoyor, 2007-2011
- Financial Data of Enjoyor, 2007-2012
- Revenue Structure of Enjoyor by Product, 2007-2012
- Profit & Gross Margin of Enjoyor by Product, 2008-2012

- Revenue Structure of Enjoyor by Region, 2007-2012
- Name List and Revenue Contribution of Enjoyor's Top 5 Clients, H1 2012
- Name List and Revenue Contribution of Enjoyor's Top 5 Clients, 2011
- Performance Prediction of Enjoyor, 2012-2014E
- Employees and R&D Investment of E-Hualu, 2008-2011
- Financial Data of E-Hualu, 2008-2012
- Revenue Structure of E-Hualu by Product, 2007-2012
- Profit & Gross Margin of E-Hualu by Product, 2007-2012
- Revenue Structure of E-Hualu by Region, 2007-2012
- Net Profit of E-Hualu's Shareholding Companies, 2010-2011
- Performance Prediction of E-Hualu, 2012-2014E
- Employees of Nanjing LES, 2009-2011
- Financial Data of Nanjing LES, 2009-2011
- Revenue Structure of Nanjing LES by Product, 2009-2011
- Profit & Gross Margin of Nanjing LES by Product, 2009-2011
- Revenue Structure of Nanjing LES by Region, 2009-2011
- Name List and Revenue Contribution of Nanjing LES's Top 5 Clients, 2011
- Nanjing LES's Procurement from Top 5 Suppliers and % of Total Procurement, 2011
- Employees and R&D Investment of Baosight Software, 2007-2011
- Financial Summary of Baosight, 2007-2012
- Revenue Structure of Baosight by Product, 2007-2012
- Profit & Gross Margin of Baosight by Product, 2007-2012
- Revenue Structure of Baosight by Region, 2007-2012
- Performance Prediction of Baosight, 2012-2014E
- Employees and R&D Investment of Sunwin Intelligent, 2007-2011



- Financial Summary of Sunwin, 2007-2012
- Revenue Structure of Sunwin by Product, 2007-2012
- Profit & Gross Margin of Sunwin by Product, 2007-2012
- Revenue Structure of Sunwin by Region, 2007-2012
- Name List and Revenue Contribution of Sunwin's Top 5 Clients, H1 2012
- Performance Prediction of Sunwin, 2012-2014E
- Employees and R&D Investment of CSNT, 2007-2011
- Financial Summary of CSNT, 2007-2012
- Revenue Structure of Baosight by Product, 2007-2012
- Profit & Gross Margin of Baosight by Product, 2007-2012
- Revenue Structure of Baosight by Region, 2007-2012
- Performance Prediction of CSNT, 2012-2014E
- Employees and R&D Investment of Wantong Technology, 2007-2011
- Financial Summary of Anhui Wantong Technology, 2007-2012
- Revenue Structure of Wantong Technology by Product, 2007-2012
- Profit & Gross Margin of Wantong Technology by Product, 2007-2012
- Revenue Structure of Wantong Technology by Region, 2007-2012
- Performance Prediction of Wantong Technology, 2012-2014E
- Employees and R&D Investment of Bright Oceans Inter-Telecom, 2007-2011
- Financial Summary of Bright Oceans Inter-Telecom, 2006-2011
- Revenue Structure of Bright Oceans by Product, 2007-2012
- Profit & Gross Margin of Bright Oceans by Product, 2007-2012
- Revenue Structure of Bright Oceans by Region, 2007-2012
- Name List and Revenue Contribution of Bright Oceans's Top 5 Clients, 2011
- Employees and R&D Investment of Tianze Infoindustry, 2008-2011

- Financial Summary of Tianze Infoindustry, 2008-2012
- Revenue Structure of Tianze Infoindustry by Product, 2007-2012
- Profit & Gross Margin of Tianze Infoindustry by Product, 2007-2012
- Revenue Structure of Tianze Infoindustry by Region, 2007-2012
- Performance Prediction of Tianze Infoindustry, 2012-2014E
- Employees and R&D Investment of China ITS, 2007-2011
- Financial Summary of China ITS (Holdings), 2009-2011
- Revenue Structure of China ITS by Product, 2007-2012
- Profit & Gross Margin of China ITS by Product, 2007-2012
- Revenue Structure of China ITS by Region, 2007-2012
- Employees and R&D Investment of China TransInfo, 2007-2011
- Financial Summary of China TransInfo, 2011-2012
- Revenue Structure of China TransInfo by Product, 2007-2012
- Profit & Gross Margin of China TransInfo by Product, 2007-2012
- Employees and R&D investment of Keybridge Communications, 2007-2011
- Financial Summary of Keybridge, 2007-2012
- Revenue Structure of Keybridge by Product, 2007-2012
- Profit & Gross Margin of Keybridge by Product, 2007-2012
- Revenue Structure of Keybridge by Region, 2007-2012
- Performance Prediction of Keybridge, 2012-2014E
- Employees and R&D Investment of Huahongjt Smart System, 2009-2011
- Financial Summary of Huahongjt, 2007-2012
- Revenue Structure of Huahongjt by Product, 2007-2012
- Profit & Gross Margin of Huahongjt by Product, 2007-2012

- 
- Revenue Structure of Huahongjt by Region, 2007-2012
  - Name List and Revenue Contribution of Huahongjt's Top 5 Clients, H1 2012
  - Performance Prediction of Huahongjt, 2012-2014E
  - Employees of UNIS, 2007-2011
  - Financial Summary of UNIS, 2007-2012
  - Market Size of ITS in China, 2011-2015E
  - Market Size and Forecast of Urban ITS Industry in China, 2011-2015E
  - Intelligent Traffic Management Market Size in China, 2012-2015E
  - Electronic Toll Collection Market Size in China, 2012-2015E
  - Intelligent Public Transport Market Size in China, 2012-2015E
  - Traffic Information Service Market Size in China, 2012-2015E

**You can place your order in the following alternative ways:**

1. Order online at [www.researchinchina.com](http://www.researchinchina.com)
2. Fax order sheet to us at fax number: +86 10 82601570
3. Email your order to: [report@researchinchina.com](mailto:report@researchinchina.com)
4. Phone us at +86 10 82600828/ 82601561

<b>Party A:</b>			
Name:			
Address:			
Contact Person:		Tel	
E-mail:		Fax	

<b>Party B:</b>			
Name:	Beijing Waterwood Technologies Co., Ltd (ResearchInChina)		
Address:	Room 502, Block 3, Tower C, Changyuan Tiandi Building, No. 18, Suzhou Street, Haidian District, Beijing, China 100080		
Contact Person:	Li Chen	Phone:	86-10-82600828
E-mail:	<a href="mailto:report@researchinchina.com">report@researchinchina.com</a>	Fax:	86-10-82601570
Bank details:	Beneficial Name: Beijing Waterwood Technologies Co., Ltd Bank Name: Bank of Communications, Beijing Branch Bank Address: NO.1 jinxiyuan shijicheng, Landianchang, Haidian District, Beijing Bank Account No #: 110060668012015061217 Routing No #: 332906 Bank SWIFT Code: COMMCNSHBJG		

Title	Format	Cost
<i>Total</i>		

**Choose type of format**

- PDF (Single user license) .....1,900 USD
- Hard copy ..... 2,000 USD
- PDF (Enterprisewide license)..... 3,000 USD

**※ Reports will be dispatched immediately once full payment has been received.**  
**Payment may be made by wire transfer or credit card via PayPal.**