华翊集团 HUAYEE

实现客户梦想 持续创造价值

Empower Clients' Dreams Sustain Value Creation








全球工程机械新锐力量/An Emerging Global Force in Construction Machinery

22万平方米
220,000 Square Meters
经营面积 | Business Area

12大系列
12 Main Series
产品类目 | Product Categories

160个国家
160 Countries
业务范围 | Business Scope



华翊集团 HUAYEE

华翊集团始创于2012年，创立于“孔孟之乡”山东济宁，历经十余年的深耕笃行，从互联网服务领域起步，锚定工程机械核心赛道，完成从电商贸易到工贸一体化、本土经营到全球化布局、单品牌运作到集团化产业集群的跨越式发展。

集团坚守“实现客户梦想，持续创造价值”的企业使命，现已成长为集工程机械研发制造、国内外营销、产业链配套、全球化服务于一体的综合性产业集团。目前年营收突破16亿元，自有员工超1030余人，经营总占地面积22万平方米；下设47余家国内分公司、5家海外子公司，产品涵盖挖掘机、装载机、叉车、履带运输车等12大类目，远销全球160多个国家和地区，是国内工程机械领域极具竞争力的新锐力量。

Huayee Group was founded in 2012 in Jining, Shandong, known as the "Hometown of Confucius and Mencius." After over a decade of dedicated efforts, the company has evolved from the internet service sector to a core player in the construction machinery industry. It has achieved a leapfrog development from e-commerce trade to integrated industrial and trade operations, from localized operations to global expansion, and from single-brand operations to a group-based industrial cluster.

The group adheres to the corporate mission of "fulfilling customer dreams and continuously creating value." It has now grown into a comprehensive industrial group integrating R&D and manufacturing of construction machinery, domestic and international marketing, supply chain support, and global services. With an annual revenue exceeding 1.6 billion yuan, over 1,030 employees, and a total operating area of 220,000 square meters, it operates 47 domestic branches and 5 overseas subsidiaries. Its product portfolio spans 12 major categories, including excavators, loaders, forklifts, and crawler transport vehicles, with sales extending to more than 160 countries and regions worldwide. It stands as a highly competitive emerging force in China's construction machinery sector.

经营数据：2025年销售各类设备25000余台，实现销售额12亿元；2026年1-8月份已销售各类设备2.6万余台，累计销售额12.2亿元。

Operational Data: In 2025, over 25,000 units of various equipment were sold, achieving a sales volume of 1.2 billion yuan; from January to August 2026, more than 26,000 units of various equipment were sold, with cumulative sales reaching 1.22 billion yuan.

企业园区 /Enterprise Park















企业发展历程 /Development Process



摸索阶段
/Exploration Stage

2012-2014

▸济宁沃特机械科技有限公司成立；
▸全面开启电商，公司第一个电商产品“小型压路机”上线；
▸山东捷克机械有限公司成立，锚定了公司电商发展的初步方向。

▸Jining VOTE Machinery Technology Co., Ltd. was established;
▸Fully open e-commerce, the company's first e-commerce product "small roller" has been launched;
▸Shandong JK Machinery Co.,Ltd. was established, anchoring the initial direction of the company's e-commerce development.

积累阶段
/Accumulation Stage

2015-2017

▸ “小型压路机”电商销售量达到行业领先水平；
▸成功上线“小型挖掘机”产品；
▸公司年销售额达到3400万元。

▸The sales volume of "small roller" e-commerce has reached the leading level in the industry;
▸Successfully launched the "Small Excavator" product;
▸The company's annual sales reached 34 million yuan.

成长阶段
/Growth Stage

2018-2020

▸开启跨境外贸出口业务；
▸公司年销售额首次突破1亿元
▸集团全面拓宽产品线；
▸集团年销售额达到3.4亿元。

▸Initiate cross-border foreign trade export business;
▸The company's annual sales exceeded 100 million yuan for the first time
▸The group is comprehensively expanding its product line;
▸The annual sales revenue of the group reached 340 million yuan.

爆发阶段
/Explosion Stage

2021-2023

▸山东雷特机械、山东拓瑞斯机械成立；
▸制造板块山东华翎重工集团有限公司成立；
▸集团国际事业部年出口销售额首次突破1亿元；
▸集团年销售额达到7亿元。

▸Shandong Leite Machinery and Shandong Toros Machinery were established;
▸Shandong Huayee Heavy Industry Group Co., Ltd. was established in the manufacturing sector;
▸The annual export sales of the Group's International Business Unit have exceeded 100 million yuan for the first time;
▸The annual sales revenue of the group reached 700 million yuan.

成熟阶段
/Mature Stage

2024-2026

▸集团海外事业部成立，深耕北美市场；
▸集团所年销售额突破10亿元；
▸集团总部迁入德翎集团智慧产业园区。

▸The overseas business unit of the group has been established, with a deep focus on the North American market;
▸The annual sales revenue of the group has exceeded 1 billion yuan;
▸The headquarters of the group has relocated to the DEYI Group Smart Industry Park.

品牌阶段
/Brand Stage

2027-2029

▸持续深耕产品竞争力及市场占有率，打造品牌路线，致力于成为“全球小型建筑工程机械50强制造商”

▸Continuously cultivating product competitiveness and market share, building a brand route, and striving to become one of the "Global 50 Compulsory Manufacturers of Small Construction Machinery"

HUAYEE

国内事业部

(Domestic Business Division)



HUAYEE

国际事业部

(International Business Division)



HUAYEE

海外事业部

(Overseas Business Division)





HUAYEE

挖掘机事业部

(Excavator Division)



HUAYEE

装载机事业部

(Loader Division)



HUAYEE

特种车事业部

(Special Vehicle Division)



HUAYEE

智能制造事业部

(Intelligent Manufacturing Division)





HUAYEE

国内事业部

(Domestic Business Division)

统筹国内市场销售与渠道建设，搭建完善的销售网络与服务体系，精准对接客户需求，提供产品咨询、方案设计与售后保障，提升国内市场占有率。

Coordinate domestic market sales and channel construction, establish a comprehensive sales network and service system, accurately meet customer needs, provide product consulting, solution design, and after-sales support, and enhance domestic market share.

HUAYEE
HUAYEE
HUAYEE
HUAYEE
HUAYEE
HUAYEE

海外事业部 (Overseas Business Division)

挖掘机事业部 (Excavator Division)

装载机事业部 (Loader Division)

特种车事业部 (Special Vehicle Division)

智能制造事业部 (Intelligent Manufacturing Division)

HUAYEE

国际事业部

(International Business Division)



面向全球市场拓展业务，深耕国际工程装备市场，推进海外渠道布局与品牌推广，对接国际客户需求，推动产品与服务走向国际市场。

Expand business towards the global market, deeply cultivate the international engineering equipment market, promote overseas channel layout and brand promotion, connect with international customer needs, and drive products and services to enter the international market.

HUAYEE

海外事业部

(Overseas Business Division)





聚焦海外市场本地化运营，深耕北美区域市场，搭建海外营销与服务网络，提供适配当地工况的产品与解决方案，助力品牌海外市场深耕与增长。

Focusing on localized operations in overseas markets, deeply cultivating the North American regional market, building overseas marketing and service networks, providing products and solutions that are suitable for local working conditions, and helping brands deepen and grow in overseas markets.

HUAYEE

国内事业部
(Domestic Business Division)

HUAYEE

国际事业部
(International Business Division)

HUAYEE

海外事业部
(Overseas Business Division)

HUAYEE



挖掘机事业部
(Excavator Division)

HUAYEE

装载机事业部

HUAYEE

特种车事业部
(Special Vehicle Division)

HUAYEE

智能制造事业部
(Intelligent Manufacturing Division)

聚焦挖掘机研发、制造与技术升级，打造高效节能、性能可靠的工程装备，为各类基建项目提供高性能施工解决方案，保障工程效率与质量。

Focusing on the research and development, manufacturing, and technological upgrading of excavators, we aim to create efficient, energy-saving, and reliable engineering equipment, providing high-performance construction solutions for various infrastructure projects and ensuring engineering efficiency and quality.

HUAYEE

国内事业部 (Domestic Business Division)

国际事业部 (International Business Division)

海外事业部 (Overseas Business Division)

特种车事业部 (Special Vehicle Division)

智能制造事业部 (Intelligent Manufacturing Division)

专注装载机全系列产品研发生产，深耕铲运作业场景，以高适应性、强耐用性产品满足矿山、港口、基建等多领域物料装卸需求，助力高效作业。

Focusing on the research and production of a full range of loader products, deeply cultivating the operation scenarios of shoveling and transportation, and meeting the material loading and unloading needs of various fields such as mining, ports, and infrastructure with highly adaptable and durable products, to assist in efficient operations.

HUAYEE

装载机事业部 (Loader Division)



HUAYEE

国内事业部
(Domestic Business Division)

HUAYEE

国际事业部
(International Business Division)

HUAYEE

海外事业部
(Overseas Business Division)

HUAYEE

挖掘机事业部
(Excavator Division)

HUAYEE

装载机事业部
(Loader Division)

深耕工程特种车辆领域，定制化研发生产专用作业车辆，覆盖特殊工况需求，以安全、可靠、定制化的装备方案，解决复杂场景作业难题。

Deeply cultivating the field of engineering special vehicles, customized research and development of specialized operation vehicles, covering special working conditions, and solving complex operational problems with safe, reliable and customized equipment solutions.

HUAYEE

特种车事业部
(Special Vehicle Division)





HUAYEE

智能制造事业部
(Intelligent Manufacturing Division)

HUAYEE

国内事业部
(Domestic Business Division)

HUAYEE

国际事业部
(International Business Division)

HUAYEE

海外事业部
(Overseas Business Division)

HUAYEE

挖掘机事业部
(Excavator Division)

HUAYEE

特种车事业部
(Special Vehicle Division)

HUAYEE

聚焦精密下料及智能产线工艺升级，构建全产业链高精度原材料初加工配套能力，统筹工装研造与产线自动化改造，强化全流程质量管控，保障零部件加工精度，为整机、结构件等产品生产提供工艺支撑。

Focusing on precision cutting and intelligent production line process upgrading, building high-precision raw material initial processing supporting capabilities for the entire industry chain, coordinating tooling research and production line automation transformation, strengthening full process quality control, ensuring component processing accuracy, and providing process support for the production of complete machines, structural components, and other products.

HUAYEE

智能制造事业部
(Intelligent Manufacturing Division)

集团团队 / Group Team



生产制造/Manufacturing

生产制造板块现在职人员600余人。
主要制造产品：挖掘机、滑移装载机、履带运输车、翻斗车、叉车、装载机、压路机、自上料搅拌车、混凝土输送泵等工程机械产品。
There are currently over 600 employees in the production and manufacturing sector. Main manufactured products: excavators, skid steer loaders, track transport vehicles, dump trucks, forklifts, loaders, rollers, self loading mixers, concrete pumps and other engineering machinery products.

营销团队/Marketing Team

营销板块现在职人员420余人。
主营推广产品：挖掘机、滑移装载机、履带运输车、翻斗车、叉车、装载机、压路机、自上料搅拌车、混凝土输送泵、田园管理机等工程机械产品。主推市场：亚洲、欧洲、澳洲、南美洲、北美洲
The marketing department currently has over 420 employees.
Main promotional products: excavators, skid steer loaders, track transport vehicles, dump trucks, forklifts, loaders, rollers, self loading mixers, concrete pumps, field management machines and other engineering machinery products. Main markets: Asia, Europe, Australia, South America, North America

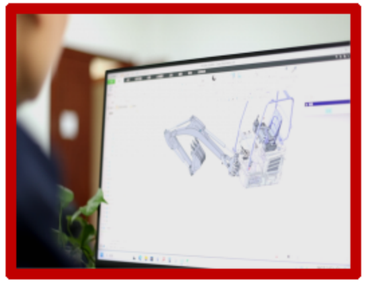


56人研发设计团队 / 56 Member R&D And Design Team



资深工程师
Senior Engineer

拥有5年以上挖掘机设计经验的专家，精通液压系统、电气控制、结构优化等核心技术。
Experts with over 5 years of experience in excavator design, proficient in core technologies such as hydraulic systems, electrical control, and structural optimization.



创新研发组
Innovation R&D Team

专注于智能化、节能环保等前沿技术的研究与应用，持续引领行业技术革新。
Focusing on the research and application of cutting-edge technologies such as intelligence, energy conservation, and environmental protection, continuously leading industry technological innovation.



仿真与测试工程师
Simulation and Testing Engineer

通过先进的虚拟仿真技术和严格的实地测试，确保产品设计的可靠性与性能卓越。
By utilizing advanced virtual simulation technology and rigorous field testing, we ensure the reliability and excellent performance of our product design.

510人生产制造团队 / 510 Person Manufacturing Team



工艺技术工人
Process Technician

优化生产流程，引入自动化生产线和智能检测设备，确保产品精度与生产效率。
Optimize the production process, introduce automated production lines and intelligent detection equipment to ensure product accuracy and production efficiency.



熟练技术工人
Skilled Technical Workers

由经验丰富的工匠组成，严格执行工艺标准，精益求精，打造卓越品质。
Composed of experienced craftsmen, strictly adhering to process standards, striving for excellence, and creating outstanding quality.



质量控制团队
Quality Control Team

实施全员质量管理，从原材料到成品的每一个环节，都经过严格的检测与控制，确保产品零缺陷。
Implementing full staff quality management, every link from raw materials to finished products undergoes strict testing and control to ensure zero defects in products.

挖掘机系列产品展示/ Excavator Series Product Display

HY06



HY10



HY12



HY16



HY18



HY20



HY30



HY40




HUAYEE
携手聚力，共赢全球！
Join Hands And Work Together For A Win-Win Global Situation!
期待与各位合作伙伴同心同行、优势互补，深耕海外市场，共创长期价值。
诚邀洽谈，共启新程！
Looking forward to working together with all our partners, complementing each other's strengths, deeply cultivating overseas markets, and creating long-term value together.
We sincerely invite you to negotiate and embark on a new journey together!