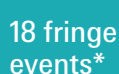
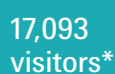
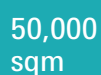


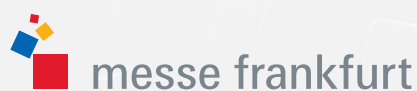
[www.capas-chengdu.com](http://www.capas-chengdu.com)



Chengdu Century City New International  
Exhibition & Convention Center, China



*\*Data from 2023 edition*





# A decade of service: Exploring advancements of the automotive industry in Southwest China

CAPAS will celebrate 10 editions of servicing the Southwest China automotive market. The trade fair has built strong networks across the region and moving forward will continue to further integrate the resources from the government, industry players and media. The interplay captures and presents opportunities in the region's automotive market, with business exchange, trade investment and integration of industry and education at the centre of the platform.

## Joining hands: Sichuan and Chongqing continue developing new energy and connected mobility together



### Car ownership and industry foundation

As of September 2023, car ownership in Chengdu and the neighbouring Chongqing have both surpassed six million units each, the first and third highest across China respectively<sup>1</sup>. Currently, there are 45 vehicle manufacturers and over 1,600 parts and components suppliers in the Sichuan-Chongqing region, meeting a localisation rate of over 80%<sup>2</sup>.



### New energy and connected mobility

- Sichuan-Chongqing converges new energy vehicle brands including AITO, Deepal, SINOTRUK, Volvo, and ZEEKR, as well as tier one battery suppliers including CALB and CATL.
- The Sichuan-Chongqing Intelligent Terminal Innovation Corridor will promote the first local standards for smart highways. The growing infrastructure will also give way to road testing for connected autonomous driving.



### Vehicle consumption and culture

The unique geography and culture of Southwest China have promoted the development of all kinds of vehicle consumption. Cities like Chengdu, Chongqing and Guiyang have set up automotive theme parks, self-driving car campsites, racing circuits, drive-in cinemas, restaurants and hotels to create diversified and customised consumption scenarios for car owners. The advances support the continuous development of vehicle sales, aftermarket maintenance, accessories and customising, used cars, financial and other service markets.

Sources: 1. "There are 430 million motor vehicles, 520 million drivers, and 18.21 million new energy vehicles in China", Ministry of Public Security of the People's Republic of China, 10 October 2023, <https://qr.messefrankfurt.com/e718d>, retrieved on 22 December 2023  
2. "Automotive industry in Sichuan and Chongqing is moving towards the trillion level", Xinhuanet, 12 June 2023, <https://qr.messefrankfurt.com/w463f>, retrieved on 22 December 2023

## Prominent brands and pavilions accelerate market transformation

### Efficient collaboration between Sichuan-Chongqing's new energy and connected mobility industries

CAPAS will converge local brands including CIDI, Hyundai Truck & Bus, LYNK&CO, SHUDUBUS, and SINOTRUK, showcasing products and technologies for new energy vehicles, ADAS and smart cockpits. Over 10 local pavilions from Sichuan will host a collection of leading brands like battery experts KAIYI AUTO and Sichuan Contemporary.



### An international platform for the automotive industry

- The Parts & Components zone will welcome Honeywell, Lucas and TMD Friction, and other international brands, in addition to several provincial and municipal pavilions. The Accessories & Customising zone will feature products for car washing, maintenance, customising, outdoor equipment and car wrapping, to target distributors, customising stores, experts and car owners.
- Leveraging the geographical advantages of the New International Land-Sea Trade Corridor, Southwest China is an important gateway for trading with ASEAN states. With established global networks and buyer resources, CAPAS invites government representatives, industry organisations and traders from Southeast Asia, Central Asia and the Middle East in efforts to facilitate business exchange and market investment.

### Advancing sustainable development through the integration of industry and education

Rapidly growing sales and production volumes of new energy vehicles, in addition to a greater awareness of car servicing have raised requirements on professional skills and service levels.

To tackle the skills gap, CAPAS will unite with the relevant authorities, professional institutions and industry organisations for the first time to launch The Integration of Industry and Education in Southwest China Forum, New Energy Vehicle Diagnostics and Maintenance Skills Training, and Automotive Service Skill and Car Films Master Championship.



# Your pick of events and supporting services



## Wide promotion enhances the show awareness

CAPAS garners wide support from professional trade and mass media. The combination of pre-show promotion, news coverage and live onsite broadcasting significantly enhances the influence of the fair. Exposure includes features on provincial and municipal TV stations in Southwest China, newspapers and social media.

## Fringe events capture the industry trends

The China Automotive Supply Chain International Cooperation Conference 2024 will explore the industry's future supply chain and ecosystem in view of new and innovative mobility solutions. The schedule will include The China New Energy Vehicle International Cooperation Conference 2024, The China Automobile Heading towards Oversea Market Forum, "Electric Sichuan" – New Energy Vehicle Demand and Supply Matchmaking Programme, and Sichuan-Chongqing Automotive Industry Matchmaking Programme.

## Other highlighted events

- Southwest Automotive Aftermarket Summit 2024
- China (Chengdu) Commercial Vehicle Aftermarket Summit 2024
- Business Matching
- VIP Buyers' Programme
- New Energy Vehicles from OE to Aftermarket – Sichuan & Chongqing Factory Tours



## Fair facts

<b>Dates</b>	16 – 18.5.2024
<b>Venue</b>	Chengdu Century City New International Exhibition & Convention Center 198 Shijicheng Rd, Chengdu City, Sichuan Province, China
<b>Organisers</b>	CCPIT-Auto Messe Frankfurt (Shanghai) Co Ltd CCPIT-Sichuan

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