

“智盈&深耕” 2026年西南地区汽车售后市场发展大会 Southwest Automotive Aftermarket Development Conference 2026					
日期 Date	2026年5月21日 21 May 2026	时间 Time	13:30-16:30	地点 Venue	4号馆会议区4K01 Meeting Area 4K01, Hall 4
合作单位Co-organ	四川省汽车工程学会 四川省汽车产业协会 四川省汽车行业协会 魔方汽车 Society of Automotive Engineers of Sichuan Sichuan Association of Automobile Industry Sichuan Automotive Industry Association Magic Cube Auto-Aftermarket				
时间 Time	题目 Topic	讲者 Speaker			
13:30-13:35	主持人开场 Welcome Speech				
13:35-13:45	致辞 Opening Remarks	谢平, 四川省汽车工程学会理事长 Xie Ping, President, Society of Automotive Engineers of Sichuan			
13:45-14:05	国际汽车后市场格局与西南区域协同机遇 The Global Automotive Aftermarket Landscape and Opportunities for Regional Collaboration in Southwest China	戴晨, 魔方汽车创始人 David Dai, Founder of Magic Cube Auto-Aftermarket			
14:05-14:25	渠道终端协同构建汽车后市场盈利新生态 Building a New Profit Ecosystem in the Automotive Aftermarket through Channel - Terminal Collaboration	张朝俊, 芜湖车贝健汽车科技有限公司总经理 Zhang Chaojun, General Manager of Wuhu Chebejian Automotive Technology Co Ltd			
14:25-14:45	新能源售后服务升级与模式创新路径 Pathways to Upgrading NEV Aftermarket Services and Innovating Business Models	马永翔, 中国汽车维修行业协会商用车分会维修技术专家组组长 Ma Yongxiang, Leader of the Maintenance Technology Expert Group, Commercial Vehicle Branch of China Automotive Maintenance and Repair Trade Association			
14:45-15:05	AI生态重构汽车后市场盈利新路径 AI Ecosystem Redefines Profitability Pathways in the Automotive Aftermarket	朱伟, F6汽车科技销售总监 Zhu Wei, Sales Director of F6 Automotive Technology Co Ltd			
15:05-15:25	数智化营销驱动服务商转型与渠道下沉 Digital-Intelligent Marketing Drives Transformation of Service Providers and Channel Downstream Expansion	吴玉军, 中凯汽车创始人 Wu Yujun, Founder of Zhongkai Auto			
15:25-15:45	新蓝海, 改装板块助力传统维保的破局 The New Blue Ocean: How Modification Drives Breakthroughs for Traditional Maintenance	康中华, 车匠人豪华车改装维修连锁创始人 Kang Zhonghua, Founder of Car Craftsman - Luxury Car Modification and Repair Chain			
15:45-16:30	圆桌讨论: 西南区域汽配经销商协同, 川渝下沉市场的新机会 - 渠道细分, 西南下沉汽配市场的现状与机遇洞察 - 两极分化, 如何打造下沉市场小池塘里的大鱼 - 联营共创, 低成本多维度的汽配经销商生存法则 Panel Discussion: Collaboration Among Southwest Auto Parts Distributors and New Opportunities in Sichuan-Chongqing Lower-Tier Markets - Channel Segmentation: Insights into the Current State and Opportunities of the Southwest Lower-Tier Auto Parts Markets - Thriving Amid Market Polarization: Winning Big in Niche Lower-Tier Markets - Joint Ventures and Co-Creation: Cost-Effective, Multi-Dimensional Survival Strategies for Auto Parts Dealers	主持人: 戴晨, 魔方汽车创始人 嘉宾: 张朝俊, 芜湖车贝健汽车科技有限公司总经理 黄福仁, 温州卓人汽车电控有限公司董事长 杨燕, 四川路易供应链负责人 李亚均, 重庆咪士曼汽美工作室连锁创始人 Moderator: David Dai, Founder of Magic Cube Auto-Aftermarket Speakers: Zhang Chaojun, General Manager of Wuhu Chebejian Automotive Technology Co Ltd Huang Furen, Chairman of Wenzhou Zoren Auto Electric Control Co Ltd Yang Yan, Director of Sichuan Royal Tire Supply Chain Li Yajun, Founder of Chongqing Kashiman Car Beauty Studio Chain			