

同期活动议程 Fringe Programme Detail Rundown (22-24/5/2025)

2025年国际汽车产业教育与人才发展大会° International Automotive Industry Education and Talent Development Conference 2025					
日期 Date	2025/05/22 22 May 2025	时间 Time	10:00-12:30	地点 Venue	新能源汽车产教融合专区 3号馆3F01 New Energy Vehicle Industry-Education Integration Zone 3F01, Hall 3
主办单位 Organiser(s)	中国国际贸易促进委员会汽车行业分会 法兰克福展览（上海）有限公司 中国国际贸易促进委员会四川省委员会 China Council for the Promotion of International Trade, Automotive Sub-Council Messe Frankfurt (Shanghai) Co Ltd China Council for the Promotion of International Trade Sichuan Council				
合作单位 Co-organiser(s)	中国人才研究会汽车人才专业委员会 Auto Talents Committee of China Talents Society				
时间 Time	题目 Topic		讲者 Speaker		
10:00-10:05	主持人开场 Welcome Speech		李宗懋 Li Zongmao		
10:05-10:10	主办方致辞 Opening Remarks		郑琰，法兰克福展览（上海）有限公司交通运输及物流部门经理 Sophie Zheng, Group Manager, Trade Fairs of Messe Frankfurt (Shanghai) Ltd		
10:10-10:30	汽车产业人才现状与需求分析 Current Talent Markets & Demand Analysis in the Automotive Industry		李喆乐，中国人才研究会汽车人才专业委员会秘书长 Li Zhele, Secretary General of Auto Talents Committee of China Talents Society		
10:30-10:50	技术更新与终身学习体系构建 Building the Technology Upgrades and Lifelong Learning System		赛力斯（拟邀） Seres Group Co Ltd (TBD)		
10:50-11:10	AI时代下的人才需求 Talent Requirements in the Artificial Intelligent Era		廖莉，东建国集团人事部总经理 Liao Li, General Manager of the Human Resources Department of E-KINGO		
11:10-11:30	“校企融合，协同育人”下的交职院典型经验或培养理念 Sichuan Vocational and Technical Colleges: Talent Cultivation Experiences and Training Philosophies Through Industry-Education Integration and Collaborative Cultivation		周旭，教授，四川交通职业技术学院汽车工程系副主任 Zhou Xu, Professor, Deputy Director of Automotive Engineering Department of Sichuan Vocational and Technical College of Communications		
11:30-12:30	圆桌讨论： 通过汽车产业教育与人才发展的长期规划，促进高质量就业 - 如何通过校企合作、产教融合等方式，促进人才培养与就业市场的有效对接 - 如何为汽车行业人才提供清晰的职业发展路径和晋升机会 - 政府在汽车产业人才发展方面的政策导向和支持措施，如何根据市场需求调整人才培养和就业服务策略，提高就业质量和稳定性 Panel Discussion: Enhancing High-Quality Employment Through Long-Term Planning in Automotive Industry Education and Talent Development - Aligning Workforce Training with Market Demands through Collaboration Between Industry and Education - How to Provide Clear Career Progression Pathways for Automotive Professionals - Government Policy Guidance and Support for Talent Development: Aligning Training and Employment Strategies with Market Demands to Enhance Job Quality and Stability		主持人： 李喆乐，中国人才研究会汽车人才专业委员会秘书长 嘉宾： 赛力斯（拟邀） 周旭，教授，四川交通职业技术学院汽车工程系副主任 廖莉，东建国集团人事部总经理 沈涛，宁波阳光交通器材有限公司总经理 Moderator: Li Zhele, Secretary-General of Auto Talents Committee of China Talents Society Speakers: Seres Group Co Ltd (TBD) Zhou Xu, Professor, Deputy Director of Automotive Engineering Department of Sichuan Vocational and Technical College of Communications Liao Li, General Manager of the Human Resources Department of E-KINGO Shen Tao, General Manager of Ningbo Sunshine Traffic Equipment Co Ltd		

菁英启航公开课° Elite Launching Open Classroom					
日期 Date	2025/05/22 22 May 2025	时间 Time	13:30-15:00	地点 Venue	新能源汽车产教融合专区 3号馆3F01 New Energy Vehicle Industry-Education Integration Zone 3F01, Hall 3
主办单位 Organiser(s)	中国国际贸易促进委员会汽车行业分会 法兰克福展览（上海）有限公司 中国国际贸易促进委员会四川省委员会 China Council for the Promotion of International Trade, Automotive Sub-Council Messe Frankfurt (Shanghai) Co Ltd China Council for the Promotion of International Trade Sichuan Council				

洞察新能源汽配新局：实战机遇与策略分享 ^o Decoding the New Energy Vehicle Parts Market: New Opportunities and Strategies					
日期 Date	2025/05/23 23 May 2025	时间 Time	10:00-12:00	地点 Venue	新能源汽车产教融合专区 3号馆3F01 New Energy Vehicle Industry-Education Integration Zone 3F01, Hall 3
主办单位 Organiser(s)	中国国际贸易促进委员会汽车行业分会 法兰克福展览（上海）有限公司 中国国际贸易促进委员会四川省委员会 China Council for the Promotion of International Trade, Automotive Sub-Council Messe Frankfurt (Shanghai) Co Ltd China Council for the Promotion of International Trade Sichuan Council				
时间 Time	题目 Topic	讲者 Speaker			
10:00-12:00	洞察新能源汽配新局：实战机遇与策略分享 -新能源汽配市场格局洞察 -新能源汽车配件需求 -应对策略与案例分享 Decoding the New Energy Vehicle Parts Market: New Opportunities and Strategies - Market Landscapes of NEV Parts & Components - Demand for NEV Parts & Components - Strategies and Case Studies	张霆宇，老张汽配智库创始人 Zhang Tingyu, Founder of LaoZhang Auto Parts Think Tank			

新能源汽服转型与营销赋能培训 ^o Transformation of New Energy Vehicle Services and Marketing Empowerment Training					
日期 Date	2025/05/23 23 May 2025	时间 Time	13:30-15:30	地点 Venue	新能源汽车产教融合专区 3号馆3F01 New Energy Vehicle Industry-Education Integration Zone 3F01, Hall 3
主办单位 Organiser(s)	中国国际贸易促进委员会汽车行业分会 法兰克福展览（上海）有限公司 中国国际贸易促进委员会四川省委员会 China Council for the Promotion of International Trade, Automotive Sub-Council Messe Frankfurt (Shanghai) Co Ltd China Council for the Promotion of International Trade Sichuan Council				
合作单位 Co-organiser(s)	魔方汽车 汽场学院 Magic Cube Auto-Aftermarket Qichang Academy				
时间 Time	题目 Topic	讲者 Speaker			
13:30-14:30	汽服门店如何借势特斯拉维修快速转型盈利 How Can Auto Service Stores Take Advantage of Tesla Maintenance to Quickly Transform	刘文波，孚邦特斯拉维修全国连锁发起人，PDK董事长 Liu Wenbo, Founder of Fubang Tesla Repair Chain, Chairman of PDK			
14:30-15:30	汽服短视频高效变现方法论 How to Utilise Short Videos to Advertise Aftermarket Services	周同，汽场创始人 Zhou Tong, Founder of Qichang Academy			
15:30-16:30	汽服门店豪华车技术升级专题培训 Luxury Car Technical Upgrade Specialised Training for Auto Service Centers	李展，大展奥迪四个圈维修连锁创始人 Li Zhan, Founder of Dazhan Four Circle Automotive Service			

o 对业内人士开放 Open to all
a 仅限携大会邀请函之人士出席 Admission by invitation only
r 必须与主办单位报名方可进场 Registration is required
f 必须与主办单位缴交报名费 Registration fee is required
s 提供中/英文同声翻译 English/Chinese simultaneous interpretation is provided
c 提供中/英文交替翻译 English/Chinese consecutive interpretation is provided