

CAPAS

CHENGDU

18 – 20.8.2022

Chengdu Century City New
International Exhibition & Convention
Center, China

Grasping opportunities
from the latest
industry trends in
Southwest China

Chengdu international trade fair for
automotive parts and aftermarket services

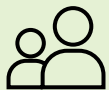
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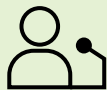
40,000
sqm



550
exhibitors



16,835
visitors*

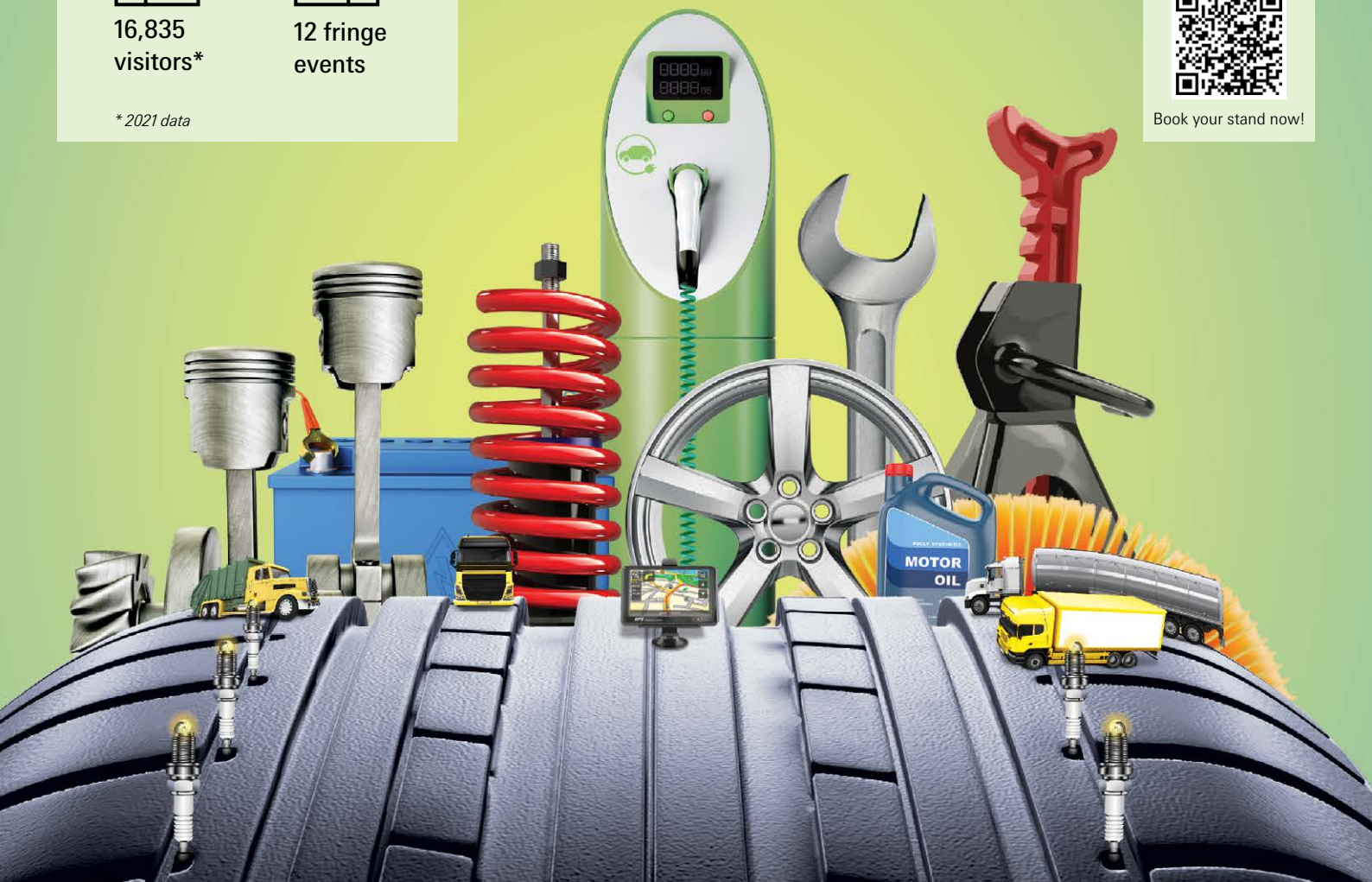


12 fringe
events

* 2021 data



Book your stand now!



Sichuan and Chongqing develop an Auto Industry Cluster to take on the opportunities in Southwest China

To develop Sichuan and Chongqing as an auto industry cluster, four government bodies have issued a work plan to further promote synergy between the two places. These include the Sichuan Provincial Economic and Information Department and the Chongqing Development and Reform Commission.

By 2025, a number of new cooperative projects amongst carmakers and auto parts manufacturers will be implemented. The Chengdu-Chongqing Hydrogen Corridor and Chengdu-Chongqing Smart Expressway will also provide the infrastructure and pilot test area to demonstrate the applications of smart connected vehicles.

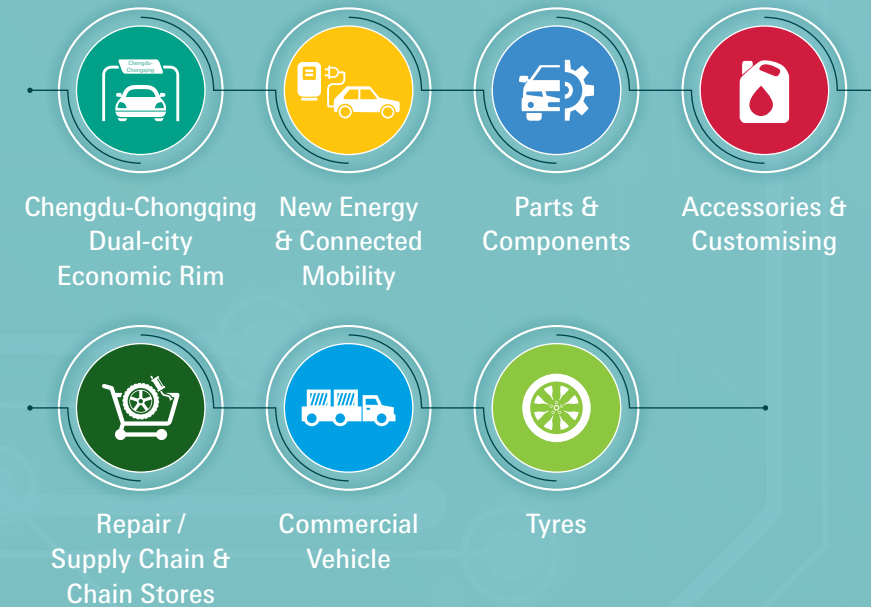
The Development Plan for the Sichuan Hydrogen Energy Industry lays out details for building the Chengdu-Chongqing Hydrogen Corridor to amplify the collaboration of Chengdu and Chongqing¹.

The Chengdu 2021 Action Plan for the Promotion and Application of New Energy Vehicles will accelerate the use of new energy vehicles in the fields of public transportation, logistics, municipal sanitation and the private consumption¹.

In a three-year plan (2021 – 2023), Chongqing will transform into a national pilot city to promote the use of connected vehicles, electric vehicles and hydrogen fuel cell vehicles in the city².

By the end of the three-year plan, all new taxis in the city center of Chongqing will use electric drives².

Seven themed zones provide comprehensive coverage of supply chain opportunities



Three major trends reveal the region's infinite potential

A world-class auto industry cluster begins to take shape

Sichuan and Chongqing are fast becoming one of the six major automotive production bases in China. Together, they have a total annual production of nearly 3 million vehicle units, accounting for 12 percent of the national output^{3,4}. To nurture more collaboration throughout the automotive supply chain, CAPAS will invite over 40 automakers, 1,600 auto parts, components, and equipment manufacturers from Chengdu and Chongqing to participate in the show and discuss new business opportunities.

Chengdu and Chongqing take new energy and connected vehicles to new heights

China strives to build a green economy and Chengdu and Chongqing play a crucial role in this movement by coordinating their resources to open up a market for the application of new energy and connected mobility. CAPAS will convene leading companies who specialise in these two areas to help local auto manufacturers accelerate this transformation.

Dynamic consumer market and distribution channels open up industry access points

As the two strategic cities in the Dual-city Economic Rim, Chengdu and Chongqing house a population of 120 million, and is an important transportation hub for the Southwest China. CAPAS will highlight the evolving markets for commercial vehicles, new energy vehicles and used cars. For the aftermarket sector, the show will pinpoint environmental protection and new energy vehicle maintenance through product showcases, training activities and conferences.



On trend fringe activities add-value to the exhibition

Across the three-show days, a number of conferences, business matchmaking, project presentations, training sessions and store visits cover a wide range of topics to complement the show's seven themed zones. A number of key fringe events include the China New Energy Vehicle International Cooperation Conference, Southwest Automotive Aftermarket Summit, Commercial Vehicle Aftermarket Summit and Car Customising Festival. These will spotlight the developments in the Southwest automotive industry, new energy vehicles, emerging aftermarket business models and talent acquisition.

Sources: ¹ "Chengdu new energy vehicle industry enters a fast track of five new breakthroughs", September 2021, Chengdu Daily, <https://qr.messefrankfurt.com/Tx8q>, Retrieved September 2021

² "Chongqing to become the first-class pilot city for 150,000 new energy vehicles to demonstrate the application of new energy and car connectivity within 3 years", July 2021, Chongqing Daily, <https://qr.messefrankfurt.com/Hq6m>, Retrieved September 2021

³ "China's auto industry cluster to bring about competitiveness in a chain reaction", June 2021, Economic Information Daily, <https://qr.messefrankfurt.com/b7S2>, Retrieved September 2021

⁴ "Sichuan and Chongqing are working together to build a world-class auto industry cluster by strengthening the auto supply chain", April 2021, Xinhua News Agency, <https://qr.messefrankfurt.com/Bj3n>, Retrieved September 2021

CAPAS 2021 highlights

A wide scope of business matching services

A total of 217 online and onsite business matching meetings were arranged. Exhibitors were matched with potential buyers in the distribution, wholesale and trade from India, Italy, Mongolia, Poland, Russia, South Africa, the UK, and more.



- All-year-round business matching services
- VIP Buyers Business Matching Programme
- 2021 Russia Auto Parts Procurement Conference
- 2021 Dealers Gala Dinner

A multitude of marketing promotion to attract wider visitor participation

- The show gathered 27 buyer groups covering 22 provinces and cities including Chongqing, Guangdong, Guizhou, Shanghai, Sichuan, Yunnan and Zhejiang.
- Extensive roadshows, promotional campaigns and marketing surveys before the show to effectively understand visitor needs and sourcing criteria.



CAPAS 2022 show facts

Date

18 – 20 August 2022

Venue

Chengdu Century City New International Exhibition & Convention Center

198 Shijicheng Road, Wuhou District, Chengdu, Sichuan, China

Organisers

China Council for the Promotion of International Trade, Automotive Sub-Council (CCPIT-Auto)

Messe Frankfurt (Shanghai) Co Ltd

China Council for the Promotion of International Trade, Sichuan Council (CCPIT-Sichuan)

Extensive online-to-offline marketing activities

Every year, CAPAS expands its media networks and communication channels to heighten attention and influence in the industry.



150+ partnered
local and overseas media



15,000+
visited workshops



500+ reported
articles and videos



5,000,000+
reaches on social media

* 2021 data

Contact

Messe Frankfurt (Shanghai) Co Ltd
+86 21 6160 8473
auto@china.messefrankfurt.com

Messe Frankfurt (HK) Ltd
+852 2802 7728
auto@hongkong.messefrankfurt.com

Website



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