

CAPAS

CHENGDU

Chengdu international trade fair for automotive parts
and aftermarket services

Save the date!
21 – 23 May 2020
Chengdu, China

Empowering Southwest China's
automotive industry development

Show review 2019

www.capas-chengdu.com




CCPIT-Auto



messe frankfurt

Enhanced services and events build a stronger bond within the industry

The sixth edition of CAPAS, once again, proved to be an efficient business platform for information exchange and investment for Southwest China. A wide series of events provided a range of opportunities for participants to stay up-to-date with market trends and gain a deeper understanding of the industry. As well as expanding networks, fairgoers could also nurture business potential through the show's business matchmaking services.



Exhibition area

48,000_{sqm}



International exhibitors

612



Trade visitors

18,916

Key industry players

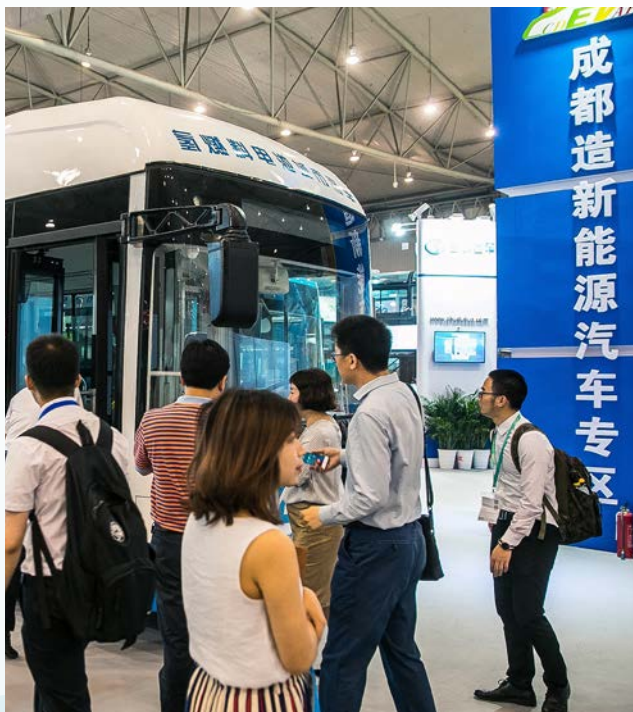


"We see great potential in the Southwest China market. Both the commercial and passenger vehicle sectors are demonstrating the rising trends. CAPAS has been a very fruitful experience as we have already met many high quality buyers from distributors and repair workshops."

Mr Mei Chunming, Sales Director of China Aftermarket, Hengst Filter Systems (Kunshan) Co Ltd

CAPAS tailors seven themed zones for the region

This year, CAPAS upgraded its seven themed zones to connect the distribution networks and sale channels with their end-users. The optimised zones also exposed the customers' wants and needs, as well as market demand and associated trends. These updates offered heightened sourcing efficiency and were highly praised across the board.



"Chengdu has big potential for the development of new energy vehicles. CAPAS created a quality platform for Hong Kong companies to tap into this market. Businesses can showcase their technologies for green logistics, material and manufacturing solutions, as well as smart mobility to the Southwest market."

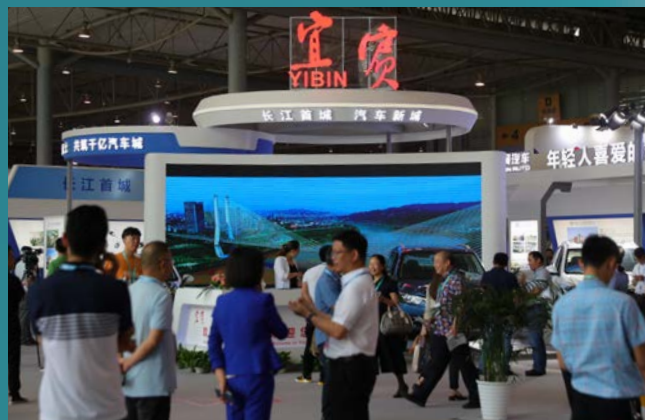
Ms Keli Li, Lead Consultant, Hong Kong Productivity Council (Hong Kong Pavilion)

"Participating in the Business Matching Service for VIP Buyers gave us a good chance to interact with representatives from some renowned chain stores, lubricant and tyre brands in person. It has put us in touch with a wide range of companies with quality products."

Ms Liu Jia, Product Manager, Chengdu Everest Trading Co Ltd (VIP buyer)

Strong market opportunities for networking and investment

This year, CAPAS continued to serve the Southwest automotive market with excellence. It paved the way for foreign companies to engage with the domestic market that is full of potential. At the same time, the show attracted local investment, driving the regional economy's growth in the Southwest automotive industry.



Promotes collaboration within the industry

15 developing cities gathered in the Made in Sichuan zone, where they spotlighted their latest achievements for both traditional and new energy vehicles. Professionals from the aftermarket sector, 4S stores and repair shops were given a chance to get the latest industry trends at the fair through business interaction.

Matchmaking services enhances sourcing efficiency

This year, CAPAS launched a number of new value-added services, such as the Business Matching Service for VIP buyers, professional workshops and 4S store visits, in response to the sourcing needs of fairgoers.

"We have organised a total of 12 leading companies from Yibin and invited 24 4S stores, who have a strong need for auto parts, to visit the show. I was also pleased to hold several agreement signing ceremonies during the show, which support CAPAS' vision for local business development."

Mr Li Zhiqiang, Vice President, Yibin Council for the Promotion of International Trade

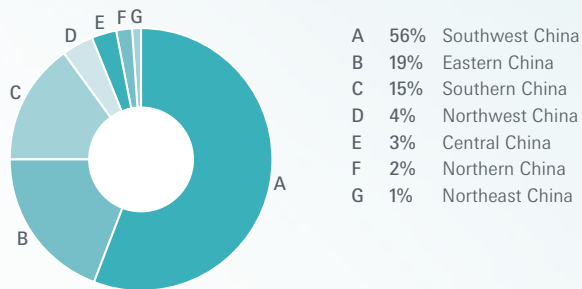


"The 4S store visit was a very practical experience for us to understand more about the Southwest market and touch base with local people. We now have a better grasp of the local repair, car care and chain store markets, and their service level. This will inform our business strategy and development in the region."

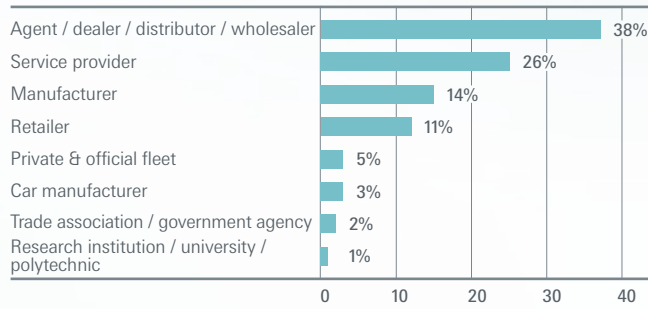
Ms Shirley Liu, Marketing Manager, Petro-Canada Lubricants Inc (Exhibitor)

Strong recognition from visitor feedback

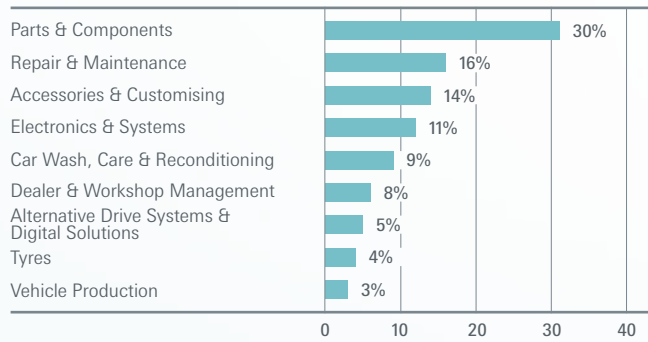
Chinese visitors by geographical origin



Visitors' business nature



Area of interest



Source: Visitor survey 2019

"We were delighted to have discovered enterprises from the Southwest region. We have been able to minimise costs, however the fair has spare no expense helping us to enrich and diversify our suppliers. I appreciate that CAPAS has considered our sourcing need to enhance our overall experience at the fair."

Mr Zhang Hua, Director of Sourcing,
Wuxi CRRC Hofer Powertrain Co Ltd

Seminars and themed events encourage information congregation

This year, a variety of seminars and themed activities were held concurrently during the three-day show. They covered the latest updates and discussed the current challenges and opportunities in the market.

Southwest Automotive Aftermarket Summit 2019

The summit focused heavily on both the potential and challenges in the Southwest China aftermarket. Experts discussed the future movement of the industry, business models for profitability, store operations and service optimisation in the supply chain and chain stores.

Car Customising Festival

The festival was in line with the fair's pursuit to promote more automotive lifestyle choices in the region. The area featured a broad range of custom car products and a number of interactive activities to address the recent developments in the consumer market.

Conference highlights

- China International New Energy Vehicle Cooperation Conference
- Automotive Industry Projects Presentation
- Made in Chengdu Supply and Demand Business Matching Conference for New Energy Vehicle Products
- China (Chengdu) Commercial Vehicle Aftermarket Summit
- Importance of Precision Operations and Systematic Marketing – A Training of Profitmaking Models for Car Beauty Shops



"At the moment, the greatest challenge for workshop providers is cost control. Experts shared insights on both current topics and future developments in the repair, car wash and care, auto parts and car customising segments, which has broadened my vision for our business strategy."

Mr Gang Fan, General Manager, Xichang Kai Yuan Auto Service Co Ltd (Audience at the Southwest Automotive Aftermarket Summit 2019)

Extensive media coverage

The fair took advantage of its strong global networks and marketing channels to maximise global influence and exposure.

China & mass media

- Auto Accessory News
- Auto Business
- Auto Driving & Service
- Auto Electric Parts
- Auto Fashionnews
- Auto Maintenance
- Auto Maintenance & Repair
- Auto Parts Commercial Express
- Automobile & Parts
- Automobile Parts Guide
- Automotive Manufacturing and Design for China
- Automotive Observer
- Beijing Auto News
- CDHT
- CDTV
- CDTV-3
- CDTV-5
- Chengdu Lingdian Online Advertising
- China Automotive News
- China Daily
- China Report
- Chongqing Broadcasting Group
- Chongqing Daily
- Commercial Vehicle and Parts
- Design and Manufacture of Diesel Engine
- FM101.7
- Gasgoo
- Leshan TV
- Lubricant Guidebook
- Lubricant Information
- Mianyang TV
- Modern Automobile Industry
- Motor China
- Qi Bao Zhuan Kan
- Quan Wang Shi Pin
- Scdaily / cbgc
- SCTV
- SCTV-9
- Shanghai Auto News
- Sichuan Business Daily
- Sichuan Economic Daily
- Sichuan Radio and Television
- Sichuan Workers' Daily
- Tireworld
- Wccdaily
- www.1news.cc
- www.auto.163.com
- www.auto1688.com
- www.autochina360.com
- www.autopeitao.com
- www.auto.qq.com
- www.auto.sina.com.cn
- www.auto.sohu.com
- www.bitauto.com
- www.cctv.com
- www.cdxckb.com
- www.ifeng.com
- www.jiemian.com
- www.meirijinrong.com
- www.pcauto.com.cn
- www.qctester.com
- www.qctms.cn
- www.radio366.com
- www.sinolub.com
- www.toutiao.com
- www.xbt168.cn
- www.yhsq.com
- www.zjstv.com
- Xinhua News
- Yima Auto Parts Info
- Zhong Mao Radio

Overseas / regional media

Australia

- Australian BodyShop News

Germany

- Arrive magazine
- Automobilwoche

India

- 10Times

Japan

- NNA.ASIA

Korea

- CARPOS
- Car & Tech

Malaysia

- Asian Buses
- Asian Trucker
- Truck & Buses

Poland

- Nowoczesny Warsztzt

Russia

- Auto Parts & Prices

Singapore

- Asian Trucker (Singapore edition)

Taiwan region

- Asia Pacific Trade News Magazine
- Automotive Insider Taiwan
- Benchmark Media
- Economic Daily News

Drive towards the future at CAPAS 2020

Subject to change, info as of August 2019

Date 21 – 23 May 2020

Venue Chengdu Century City New International
Exhibition & Convention Center
198 Century City Road, 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)

Supporters

- Automotive Auto Parts Industry Association of Chengdu (AAPIA)
- Chengdu Auto Parts Trade Association
- Chengdu Automobile Industry Academy
- Chengdu Automotive Maintenance and Repair Trade Association (CDAMRA)
- Chengdu Municipal Bureau of Exposition
- China Association of Automobile Manufacturers Commercial vehicle branch
- China Chamber of Commerce for Import & Export of Machinery & Electronic Products
- China Council for the Promotion of International Trade, Shanghai Pudong Sub-Council
- China Council for the Promotion of International Trade, Zhejiang Sub-Council
- Chongqing Automobile Maintenance and Repair Industry Association (CAMARIA)
- Committee for Vehicle Use Electric Motor, Electrical Appliances and Electronics of CAAM
- Neijiang Machinery and Auto Parts Industry Association
- Sichuan Provincial Automotive Engineering & Marketing Commission
- Society of Automotive Engineers of Sichuan

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