

# CAPAS

CHENGDU

Chengdu international trade fair for automotive parts  
and aftermarket services

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20 – 22.5.2021

Chengdu Century City New International Exhibition & Convention Center, China

A gateway into Southwest China's evolving  
automotive market and supply chain



35,000  
sqm



500  
Exhibitors



18,916  
Visitors\*



19  
Fringe events\*

\*2019 data

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# Capitalise on the capabilities of the Chengdu-Chongqing Economic Rim

Southwest China has a sound foothold in the nation's vehicle production with 10 percent of its output deriving from Sichuan and Chongqing<sup>1</sup>. In 2019, the total number of passenger vehicles across major regional territories exceeded 31.08 million units<sup>2</sup>, becoming one of the fastest growing regions in China. Its growth potential has attracted key brands from the auto manufacturing and auto parts sectors like Bosch, Changan, Delphi, Faurecia, FAW-Volkswagen, Geely, Lifan, ThyssenKrupp and Volvo to name a few.

To build upon these strong foundations, the new economic rim formed between Chengdu and Chongqing strategically promotes the "New four modernisations" trends for electrification, intelligence, connectivity and sharing. The economic rim exercises these trends to drive automotive industry development in Southwest China. As a result, the region has boosted its vehicle production, auto parts manufacturing and aftermarket services, in efforts to become an important local manufacturing base for international markets.

Source: <sup>1</sup>China Association of Automobile Manufacturers (CAAM); <sup>2</sup>Bureau of Statistics of Yunnan, Guizhou, Sichuan, Chongqing

## CAPAS 2021 builds a comprehensive service platform

- The new **Chengdu-Chongqing Dual-city Economic Rim zone** will showcase high quality auto manufacturing and auto parts products from Chengdu and Chongqing, demonstrating the potential of this new regional cluster.
- **New Energy & Connected Mobility zone** will present the cutting-edge products, equipment and technologies for the new energy and connected vehicle sectors.
- Together, other zones will also provide a wider scope of products and services in the automotive aftermarket and the new technologies for green logistics.



## Fringe programme focuses on the latest regional movements

The fair's concurrent events include conferences, business matchmaking, project presentations, training and store visits. They cover a wide range of topics including the development of new energy vehicles, investment opportunities in the region, the service sector transformation, strategies for branding and store management.



## Previous show highlights

CAPAS carried out activities to serve the market throughout the year. These included visiting local repair workshops, promoting the show to auto parts distributors, as well as conducting surveys, seminars and roadshows in Sichuan's cities.

### Extended services brought exhibiting effectiveness

- Business matchmaking programme
- Training for Southwest China's automotive aftermarket
- Networking activities with leading companies in the region

### Extensive media coverage across multiple marketing channels

- New media: TikTok, WeChat, TouTiao and Sina
- Mass media: CCTV, Xinhua News, Sichuan Daily and Huaxi City Daily
- Professional trade media: Beijing Automobile News, Sohu Auto, Automobile & Parts, and many more



*In addition to participating as an exhibitor and joining the business matchmaking programme, we also attended the 4S store visits. This was a very practical experience for us to understand more about the Southwest market and touch base with local people. This will inform our business strategy and development in the region.*

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



# Fair facts

## Date

20 – 22 May 2021

## 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)



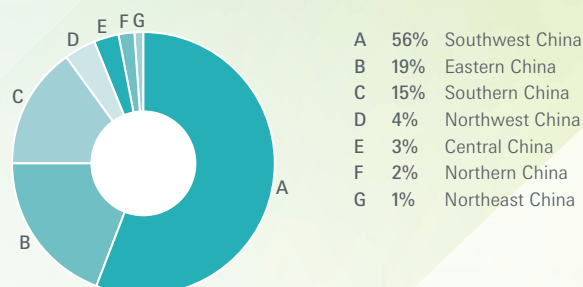
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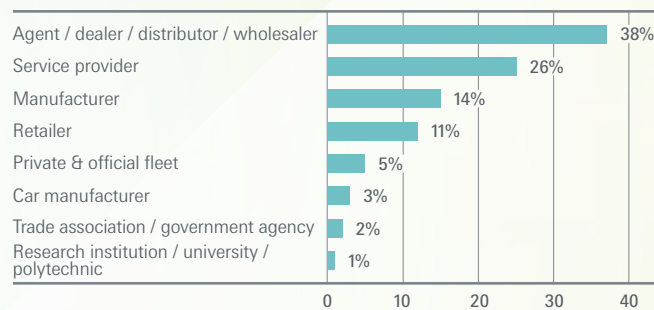
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## 2019 Visitor profile

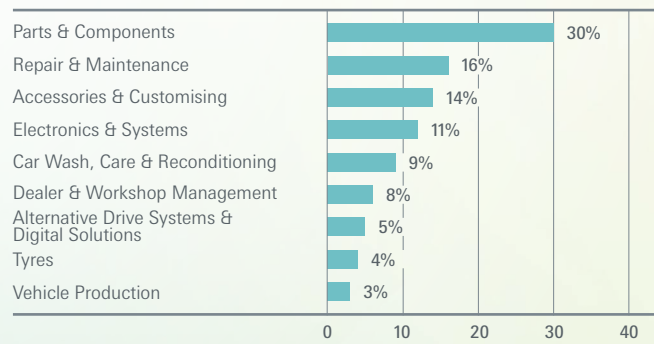
Chinese visitors by geographical origin



## Visitors' business nature



## Area of interest



Source: Visitor survey 2019



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