



# CAPAS 2019

The sixth edition of the Chengdu International Trade Fair for Automotive Parts and Aftermarket Services (CAPAS), will take place from 23 – 25 May 2019 at the Chengdu Century City New International Exhibition & Convention Center. With Sichuan considered as a key hub for automotive procurement, supply and manufacturing in the Southwest region of China, the show will host over 600 exhibitors in over 45,000 sqm of space, all of whom will be showcasing their latest products and services.

A growing local economy and higher personal income across Southwest China has led to a surge of car ownership in the region. Reports suggest there are now more than 24 million vehicles on the road. As a result of these developments, the aftermarket sector is now thriving and holds significant growth opportunities for the local automotive industry.

Even still, as an outcome of the highly competitive market, companies are now facing a variety of new challenges. Service providers must try to keep up with current trends in order to sustain business growth and maintain profit level in such a dynamic environment. Accordingly, businesses are under more and more pressure to deliver a higher standard of service by improving their technical and operational capabilities.

CAPAS is therefore committed to supporting industry developments in Southwest China, and since its debut back in 2014, the event has quickly become an essential automotive hub for key players. It provides an array of opportunities for participants to expand business networks, share insights and learn the latest industry knowledge. The fair also attracts those who are looking to drive investment and promote growth across the region.

## Effectively connecting the upper and lower streams of the supply chain

The show shines a light on growing trends, one of which is the rise in online services for customers across the automotive industry. This shift in consumer behaviour has encouraged more transparency in terms of product offerings, and at the same time, has created more flexibility within the various channels of the supply chain. Distributors are now facing increased pressure to expand their products and services, and collaborate with a wider range of suppliers, while also extending their sales network to maintain growth and increase market share.

As such, the 2019 show will offer more support for distributors from the southwest region and welcome these players to exhibit at the fair. Taking advantage of the show's extensive resources in the regional market, the

*Exhibition returns and continues to serve as a centralised platform for Southwest China's automotive industry.*

participation will allow them to gain a deeper understanding of the industry trends. Results from the previous editions' survey showed 40% of visitors were from the repair and service workshops. Therefore, exhibiting distributors can discover new leads with these professionals, while tapping into a more comprehensive product mix with other exhibiting upper stream manufacturers.

## Specialised zones highlight Sichuan's evolving automotive landscape

The latest edition of CAPAS will feature seven updated zones to demonstrate a complete range of product offerings and help maximise the participants' overall experience. The highly anticipated Made in Sichuan zone will also be returning to highlight provincial developments as the region is a crucial procurement and manufacturing centre for parts suppliers. Visitors will see pavilions from major automotive manufacturing cities and local corporations displaying their strengths and position in the market. Through these means, the zone is a key driver to encourage new investment around the region, while also helping local corporations expand their businesses to other markets. 