

**2019 Chengdu International Trade Fair for Automotive Parts and Aftermarket Service
Fringe Programme Schedule (information to be changed, as of 8 May 2019)**

23 May, Thursday

Time	Programme	Co-organiser(s)	Venue
E-mobility & Infrastructure			
09:00-17:00	China International New Energy Vehicle Cooperation Conference 2019^{om}	China Council for the Promotion of International Trade, Automotive Sub-Council, China Council for the Promotion of International Trade Sichuan Council, Sichuan Provincial Economic and Information Department	Crystal Ballroom, Convention Center
	Development Trends of New Energy Vehicles in China and Abroad		
	Upgrading of New Energy Industry: From Policy to Market Competition		
	Connected Mobility Reshapes the Ecosystem of Automotive Industry		
14:00-15:30	Automotive Industry Projects Presentation^{om}	China Council for the Promotion of International Trade, Automotive Sub-Council, China Council for the Promotion of International Trade Sichuan Council, Sichuan Provincial Economic and Information Department	Crystal Ballroom, Convention Center
	Matchmaking Meeting for Sichuan Province Automotive Industry Projects		
	Release of Key Local Enterprises Purchasing Demands		
	Agreements Signing Ceremony for the Projects of New Energy Vehicles, Supporting Facilities, Research and Development and Industrial Parks in Sichuan		
14:00-17:00	Made in Chengdu Supply and Demand Business Matching Conference for New Energy Vehicle Products^{om}	Chengdu Municipal Bureau of Economic and Information Technology, Transport Bureau of ChengDu	Crystal Ballroom, Shu Capital Center
	Introduction of Chengdu New Energy Bus and Its Applications		
	Presentation of Chengdu Municipal Public Security Bureau and Chengdu Traffic Management Bureau		
	Presentation of New Energy Bus Purchasing Demands and Planning 2019		
	Matchmaking Meeting with 14 Chengdu New Energy Vehicle Manufacturers - Company Presentation, Product Showcase, Business Requirements, Aftersales Services and Battery Warranty		
Business Matchmaking with Local Enterprises, End Users and Associations			
15:30-17:00	5G + Connected Mobility Development Summit^{om}	China Council for the Promotion of International Trade, Automotive Sub-Council, China Council for the Promotion of International Trade Sichuan Council, Sichuan Provincial Economic and Information Department	Crystal Ballroom, Convention Center
	Principle of C-V2X, Development and Upcoming Trends		
	Development Trends and Challenges of Connected Mobility		
	How V2X Can Assist the Development of Connected Mobility		
	Security Concerns for Connected Mobility		
Commercial Vehicle			
13:00-17:00	China Western Auto Parts Manufacturers and Service Channel Cooperation Conference 2019^{om}	Wuxi Weifu High-Technology Group Co Ltd, Sichuan Dongju Automobile Sales and Service Co Ltd	Meeting Room E-1
	Weifu High-Technology Group Co Ltd Automotive Aftermarket Product Presentation <i>Speaker: Mr Yiming Gu, Sales Director, Weifu High-Technology Group Co Ltd</i>		
13:00-17:00	China (Chengdu) Commercial Vehicle Aftermarket Summit 2019^{om}	Commercial Vehicle Branch of China Association of Automotive Manufacturers Aftermarket Committee, Common Rail System's Family	Meeting Room D-1
	Report Presentation of Commercial Vehicle Aftermarket Development <i>Speaker: Mr Yuwu Zhang, Secretary General, Commercial Vehicle Branch of China Association of Automotive Manufacturers Aftermarket Committee</i>		
	The Report of Commercial Vehicle Parts Supply and Development in Southwest China <i>Speaker: Mr Qiang Xu, President, Chengdu Auto Parts Trade Association</i>		
	White Paper of Commercial Vehicle Aftermarket <i>Speaker: Mr Yiping Cheng, President, Common Rail System's Family Big Data Research Institute</i>		
13:00-17:00	WABCO Southwest Region Product Presentation^{om}	WABCO (Shanghai) Management Co Ltd, Commercial Vehicle Branch of China Association of Automotive Manufacturers Aftermarket Committee	Meeting Room D-2
	WABCO Product Presentation & Distributors Recruitment		
14:00-17:00	Product Launch of China FAW Jiefang Light Truck Sichuan Zhongyi 2019^{om}	Sichuan Zhongyi Co Ltd, FAW Jiefang Qingdao Automobile Co Ltd	Meeting Room E-2
	An Introduction of FAW Jiefang History and Products <i>Speaker: Mr Guang Liu, General Manager, Sichuan Commercial Office of FAW Jiefang Light Vehicle</i>		
	An Introduction of FAW Jiefang Service <i>Speaker: Mr Zhongshuai Zhang, Service Manager, Sichuan Commercial Office of FAW Jiefang Light Vehicle</i>		
	An Introduction of Sichuan Zhongyi Co Ltd <i>Speaker: Mr Shenghai Zeng, General Manager, Sichuan Zhongyi Co Ltd</i>		

Repair, Supply Chain & Chain Stores					
13:00-17:00	Southwest Automotive Aftermarket Summit 2019 ^{om}				
	Welcome Speech <i>Speaker: Ms Fiona Chiew, Deputy General Manager, Messe Frankfurt (HK) Ltd</i>				
	The Integration of Repair Service and Distribution Channels Transforms the Automotive Aftermarket <i>Speaker: Mr Jie Zhang, Founder, Bihu Auto</i>				
	A Case Study for the Profitmaking Solution in Automotive Aftermarket <i>Speaker from K&N Filters (Shenzhen) Ltd</i>				
	How Can the Repair Workshops Find their Ways Out Amid the Difficult Market Environment <i>Speaker: Mr Zhiyong Tang, General Manager, Sichuan JINGDIAN Auto Service Chain Co Ltd</i>	YIMA Media, Chengdu Automotive Maintenance and Repair Trade Association, Chongqing Auto Maintenance and Repair Industry Association	Forum Area, Hall 4		
	The Importance of a Data Driven Strategy in Retail <i>Speaker: Mr Dapeng Gong, CMO & Co-founder, Cassmall</i>				
	Create a New Profit Making Model by Adoption of E-commerce Business in Repair Workshops <i>Speaker: Ms Lurong Zhou, Planning Director, Xiamen Zhongtu Network Technology Co Ltd</i>				
	Panel Discussion: Opportunities and Challenges for Supply Chain Enterprises to Start Business in the Southwest China Automotive Aftermarket <i>Moderator: Mr Fuqiang Liu, General Manager, YIMA Media</i> <i>Panel Speakers from MEINEKE / Cassmall / SIF Auto</i>				
	Panel Discussion: How to Develop Service Chain Stores Business in Southwest China <i>Moderator: Mr Tao Sheng, Secretary General, Chongqing Auto Maintenance and Repair Industry Association</i> <i>Panel Speakers from JINGDIAN Auto / Yunnan Kuaiqin / Petro-Canada / SJMC</i>				
	Accessories& Customising				
09:00-17:00	Car Customising Festival - Interactive Workouts ^{om}				
	Throwing Rings				6M38, Hall 6
	Plank Exercise				
	Oil Barrel Squats Challenge				
i-Reach - Tyre Rolling Rally					
09:00-17:00	Car Customising Festival - CARLAS Car Painting Competition ^{om}	Guangdong Carlas Industrial Co Ltd	6N22, Hall 6		
09:00-17:00	Car Customising Festival - Sharing Session of Accessories & Customising, Simulated Car Racing Experience and Performance ^{om}				
	Simulated Car Racing Experience & Competition		Chengdu Youlianka Technology Co Ltd		
	Presentation for i-Reach Safety Tyre <i>Speaker: Mr Jun Li, Marketing Director, Wuxi i-Reach Technology Co Ltd</i>				
	How to Restore Engine Power <i>Speaker: Mr Wensheng Liang, Operations Director, Guangzhou Jiku Import and Export Trade Co Ltd</i>				
	Spyker Business Investment Conference <i>Speaker: Mr Dezhi Xiang, Brand Operations Director, Guangzhou Spyker International Trade Co Ltd</i>				
Performance					
Others - Visiting, Training, Matchmaking, etc.					
14:00-16:00	Automechanika Worldwide Presentation ^{om}	Messe Frankfurt (Shanghai) Co Ltd Beijing Office	Meeting Room F-1		

24 May, Firday

Time	Programme	Co-organiser(s)	Venue
Commercial Vehicle			
09:30-12:00	Knorr-Bremse Commercial Vehicles Job Fair for China Trailer Service Station 2019 ^{om}	Knorr-Bremse Commercial Vehicle Systems Enterprise Management (Shanghai) Co Ltd, Commercial Vehicle Branch of China Association of Automotive Manufacturers Aftermarket Committee	Meeting Room D-1
	<i>Speaker: Mr Lei Wang, After-sales Manager, Knorr-Bremse Commercial Vehicle Systems Enterprise Management (Shanghai) Co Ltd</i>		
15:00-17:00	Tongyi Petroleum Chemical Sales and Marketing Conference in Chengdu ^{om}	Tongyi Petroleum Chemical Co Ltd	Forum Area, Hall 4
	Project Sharing by Tongyi Petroleum Chemical - The First Extended Warranty Project of Monarch Lubricating Oil in China <i>Speaker: Mr Yanxu Zhang, Project Director, Tongyi Petroleum Chemical Co Ltd</i>		
	100,000 Highway Products for Commercial Vehicle with Full Synthetic Motor Oil <i>Speaker: Mr Jun Chi, Project Director, Tongyi Petroleum Chemical Co Ltd</i>		
	New Products Sharing by Tongyi Petroleum for Passenger Vehicles with Full Synthetic Motor Oil <i>Speaker: Mr Zhiqiang Tian, Project Director, Tongyi Petroleum Chemical Co Ltd</i>		

Repair, Supply Chain & Chain Stores			
09:30-17:00	Promotion of The Environmental Standards for Automotive Repair & Maintenance Sector 2019 - Chengdu Station ^{om}		
	Promote The Environmental Standards for Repair & Maintenance Companies	Department of Transportation of Sichuan Province, Sichuan Provincial Department of Ecology and Environment, Chengdu Ecological Environment Bureau, Chengdu Automotive Maintenance and Repair Trade Association (Chenghua District), Automotive Repair & Maintenance Working Group of China Environment Federation Committee of VOCs Emission Control, Messe Frankfurt Traders-Link (Beijing) Co Ltd	Chengdu Industrial Vocational Technical College
	How Does Traditional Automotive Repair Business Embrace E-Commerce		
	Green Painting Centre Project Strategic Cooperation Launching Ceremony: Between Automotive Repair & Maintenance Working Group of China Environment Federation Committee of VOCs Emission Control and Chenghua Auto Repair Association		
	Water-based Paint - Prevention of VOCs Emission Source		
	Environmentally-friendly Spray Guns - Process Control With New Processes and New Technologies		
	Environmentally-friendly Grinding - New Grinding Processes and Technologies to Prevent VOCs Emissions		
	VOCs Treatment - Microwave Catalytic Oxidation		
	VOCs Treatment - Activated Carbon Adsorption and Desorption		
	VOCs Treatment - Zeolite Molecular Sieve		
	VOCs Platform and Online Monitoring		
Visit The Demonstration Store of Green Painting - Headquarters of Boshi Jingyi Automotive Service			
Accessories& Customising			
09:00-17:00	Car Customising Festival - Interactive Workouts ^{om}		
	Throwing Rings		6M38, Hall 6
	Plank Exercise		
	Oil Barrel Squats Challenge		
i-Reach - Tyre Rolling Rally			
09:00-17:00	Car Customising Festival - CARLAS Car Painting Competition ^{om}	Guangdong Carlas Industrial Co Ltd	6N22, Hall 6
09:00-17:00	Car Customising Festival - Sharing Session of Accessories & Customising, Simulated Car Racing Experience and Performance ^{om}		
	Simulated Car Racing Experience & Competition	Chengdu Youlianka Technology Co Ltd	6M28, Hall 6
	Customising Technology Sharing Session for the Western Region		
	<i>Speaker: Mr Xiong Wang, Chief Driver, Special Drive Express & Mr Pige, Web Celebrity</i>		
Performance			
Others - Visiting, Training, Matchmaking, etc.			
09:30-12:00	Importance of Precision Operations and Systematic Marketing – A Training of Profitmaking Models for Car Beauty Shops ^{om}		
	A1: Customers Targeting, Channeling and Recruitment	Taiwan Sanjia Industrial Co Ltd	Forum Area, Hall 4
	A2: Project Selection and Pricing Strategies		
	A3: How to Increase Repeat Customers' Loyalty and Their Annual Spending		
	A4: Systematic Marketing: Gift-based Experience Marketing How to Create Consumption Habits for Your Consumers		
	B1: How to Win Back Your Lapsed Customers with Marketing Tactics		
	B2: Differentiate Your Marketing Strategy with Seasonal Car Wash Service		
	B3: How to Make Your Small Service Items Profitable		
	B4: Winning Back 70% of Your Lapsed Customers - Car Reconditioning Service		
<i>Speaker: Mr Zijun Li, General Manager, Taiwan Sanjia Industrial Co Ltd</i>			
10:00-12:00	VIP Buyers Matchmaking Fair ^{am}		VIP Buyers Club, 6-B Room, Hall 6
12:30-17:00	Visit JINGDIAN Auto Jintianfu Store & E-KINGO ^{am}		

25 May, Saturday

Time	Programme	Co-organiser(s)	Venue
Accessories& Customising			
09:00-15:00	Car Customising Festival - Interactive Workouts ^{om}		
	Throwing Rings		6M38, Hall 6
	Plank Exercise		
	Oil Barrel Squats Challenge		
i-Reach - Tyre Rolling Rally			
09:00-15:00	Car Customising Festival - CARLAS Car Painting Competition ^{om}	Guangdong Carlas Industrial Co Ltd	6N22, Hall 6
09:00-15:00	Car Customising Festival - Sharing Session of Accessories & Customising, Simulated Car Racing Experience and Performance ^{om}		
	Sharing Session of Self-Drive Holiday <i>Speaker: Mr Dao Yi, Founder, TOPFIRE</i>	Chengdu Youlianka Technology Co Ltd	6M28, Hall 6

- o Open to all
- a Admission by invitation only
- m Mandarin
- e English