

Press release

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CAPAS 2018: Well rounded fringe events shed light on Southwest China's upgrading automotive industry

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The highly anticipated show, the Chengdu International Trade Fair for Automotive Parts and Aftermarket Services (CAPAS), will take place from 24 – 26 May 2018 at the Chengdu Century City New International Exhibition & Convention Center. It is expected to house around 580 exhibitors across 45,000 sqm of exhibition space this year, and will welcome over 20,000 visitors across three days.

Last year saw China's vehicle sales surpass a mammoth 28 million. At the same time, rapid economic growth in the Sichuan region in recent years has bolstered the industry's desire to enhance its competitiveness with advanced technologies. In fact, the area has seen a boom in the number of new energy vehicles and modernised after-sales companies of late, with the local government continuing to support such endeavours. This is becoming increasingly evident at one of the leading trade platforms – CAPAS, for the automotive industry in Southwest China.

The 2018 edition also comes at a time when highways across the Southwest region are undergoing significant optimisation. In response to the region's automotive advancements and drive for growth, Sichuan's total highway length reached 6,820 kilometres by the end of 2017¹, ranking it second in the nation. This is particularly beneficial for Southwest China's third and fourth tier cities, where the automotive market is expected to grow even more rapidly in the coming years. The show is set to address these exciting changes through a number of relevant theme zones, enhanced product offerings, and a series of high quality fringe events focusing around upgrading, innovative technologies and industry transformation. With the clock counting down until the show opens its doors, key industry players from all aspects of the automotive supply chain are expected to benefit from the concurrent events at CAPAS 2018. Some of the most highly anticipated events for the 2018 edition include:

Transforming and Upgrading the Automotive Aftermarket in Southwest China Summit (24 May 2018)

While information technology is making significant inroads in the automotive aftermarket, many service stores in Southwest China are still working under more traditional models, despite the growing demands for

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¹ Sichuan Daily.

<http://epaper.scdaily.cn/shtml/scrb/20180130/184828.shtml> (Retrieved on 28 March, 2018)

newer, more advanced channels. As such, this summit's comprehensive topics will help companies embrace technological advancements including the application of Internet+, new retailing, digital operation management, and financing. The summit will also cover a new regional auto repair market report, the industry's developments and trends in the Yunnan Province, the transformation and upgrade of automotive service stores, as well as the Michelin Tyreplus' Profit Model Sharing Session. The latter will see representatives from Michelin share their insights on digitalisation to enhance a brand's growth.

"Evolution, Integration, Beyond the Future" China Aftermarket Innovation & Development Summit 2018 (24 May 2018)

Co-organised by Chengdu Automotive Maintenance and Repair Trade Association, China Aftermarket Service Chain Academy (CASCA) and Messe Frankfurt, the summit aims at suggesting solutions for aftermarket to achieve cost reduction and optimise their efficiency and supply channels through integrating multiple resources of production, distribution and service chains. Topics cover business opportunity and profitability on braking systems and filters, air-conditioning solutions, as well as using branded auto parts to attract customers.

The Development and Innovation of Automotive Aftermarket under New Policies in New Era Conference (24 May 2018)

This conference will discuss the current automobile development policies in the nation, and the regional characteristics of Southwest China's market. Industry experts, association leaders and business operators will focus on environmental policies to open up new market opportunities, as well as how companies can transform and upgrade under stricter environmental requirements. Mr Tao Sheng, Secretary-General of Chongqing Automobile Maintenance and Repair Industry Association (CAMARIA), one of the co-organisers of the conference, explained: "From passenger cars to commercial vehicles, and from OE to after-sales, China's industry is going green. The new policies have affected the aftermarket sector, manufacturers and service providers in the Southwest region, which has subsequently affected the market's entire supply chain. Through this forum, we will share our industry information and successful experiences, and give inspiration to those aftermarket enterprises that are facing the challenges of going green." The conference will also discuss the outlook of the region's automotive market in terms of easing regulation for second-hand vehicles.

Commercial Vehicle Zone Conferences (24 May 2018)

With China's Ministry of Transport recently issuing the "Guiding Opinions on Deepening Reforms and Accelerating the Transformation of Road Transport", the country's logistics industry is continuing to transform and thrive, with commercial vehicles in higher demand than ever before. As a result, the Commercial Vehicle Zone at CAPAS attracts many commercial vehicle manufacturers in the nation, as well as leading parts and components manufacturers, distributors, repair and maintenance service providers and logistics fleets to participate. A number of fringe programme events such as forums, conferences, and training activities will take place in relation to the commercial vehicle market, such as the *Summit for Commercial Vehicle Aftermarket Development in Southwest*

CAPAS
Chengdu, China, 24 – 26 May 2018

China and the Commercial Vehicle Repair & Maintenance Equipment Alliance Technical Training. The topics of these events will cover policies in the commercial vehicles sector, technological innovation, modern management, green and energy saving, security operations, and more.

China New Energy Automobile International Cooperation Conference 2018 (24 May 2018)

New energy vehicles have become a top priority under the rapid development of China's automotive industry in recent years, and CAPAS has gradually penetrated into this exciting area through the establishment of the E-mobility & Infrastructure Zone. This conference will invite leading companies in this field, including the likes of Alibaba, Baidu, Bosch, BYD, Changan, Infineon, Tesla, Volkswagen, and more, to discuss the changes and opportunities of the region's production and sales markets amidst the new energy wave. The event will facilitate information exchange, brand promotion, government procurement, industrial investment, and cooperation with OE firms.

CAPAS is jointly organised by the China Council for the Promotion of International Trade, the Automotive Sub-Council (CCPIT-Auto), Messe Frankfurt (Shanghai) Co Ltd and the China Council for the Promotion of International Trade, Sichuan Council (CCPIT-Sichuan). For more information about the show, please visit www.capas-chengdu.com or email auto@hongkong.messefrankfurt.com. For more information about the fringe programme, please contact Ms Kate Wu (+86 021-61608569), of Messe Frankfurt (Shanghai) Co Ltd.

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

The China Council for the Promotion of International Trade, Automotive Sub-Council (CCPIT-Auto) promotes foreign trade and economic cooperation, technical exchange and introduction of advanced technologies for China's auto industry by following the China Council for the Promotion of International Trade and China Chamber of International Commerce charter. It acts as a bridge for Chinese auto industry enterprises to build cooperation and exchange opportunities across the world. In addition, the committee organises three world leading and highly regarded international automotive exhibitions in Beijing, Shanghai and Guangzhou.

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500* employees at some 30 locations, the company generates annual sales of around €661* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

* preliminary numbers 2017

For more information, please visit our website at:

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de

CAPAS
Chengdu, China, 24 – 26 May 2018

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

The China Council for the Promotion of International Trade, Sichuan Council (CCPIT-Sichuan) aims to promote foreign trade cooperation and communication, under the guidance of the Sichuan Provincial Party Committee and the Provincial People's Government, and in accordance with the guidelines of national economic policy and principles. Its main duties are to encourage foreign trade and investment, enhance economic and technological exchange and cooperation, and to foster local enterprises to participate in the economic globalisation. CCPIT-Sichuan also organises a number of international exhibitions including the Western China International Fair.