

Press release

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## CAPAS 2019 opens with more innovation responding to the Southwest China market

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**The sixth edition of the Chengdu International Trade Fair for Automotive Parts and Aftermarket Services (CAPAS) opens from 23 to 25 May 2019 at the Chengdu Century City New International Exhibition & Convention Center in China. Sitting at the centre of a promising automotive market in the Southwest, the fair hosts 612 domestic and overseas exhibitors across the 48,000 sqm exhibition space.**

Ms Fiona Chiew, Deputy General Manager, Messe Frankfurt (HK) Ltd, commented on this year's highlights: "Our deep understanding of current policies and consumer market demands in Southwest China enables us to present the rising trends at CAPAS. Zones in line with these trends include the **Accessories & Customising zone**, geared towards car owner needs and the **Repair, Supply Chain & Chain Stores zone** that covers a wider range of brands. The fringe programme is also set to discuss the latest strategies for overcoming operational challenges. Visitors can sit in on many concurrent conferences, training opportunities and engage in a number of themed activities. In addition, various business matching services will improve overall sourcing efficiency by enabling visitors to find the right type of exhibitors."

Additionally, Vice President of the China Council for the Promotion of International Trade, Sichuan Council (CCPIT-Sichuan), Ms Wang Li commented: "Car manufacturing is now an important part of China's "5+1" modern industrial system<sup>1</sup>. CAPAS, therefore, is able to utilise its position and support the development of this system by creating opportunities to match local industry needs, as well as bridge communication between car manufacturers and parts suppliers in Sichuan. The fair continues to deepen its integration of 'Trade Fair, Industry, Functional Zones and Investment Promotion' by accelerating industry development. In fact, 14 developing cities, including the likes of Guang'an, Nanchong and Yibin join this year's fair to present their local advantages for attracting investment."

**Seven themed zones spotlight trends and reflect industry needs**  
CAPAS continues to improve its sourcing efforts by enhancing themed zones and categories. The seven themed zones include **Parts & Components, Commercial Vehicles, Accessories & Customising,**

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<sup>1</sup> "Sichuan Province issued four policy documents to promote the in-depth development of military-civilian integration", Hong Kong Economic and Trade Office in Chengdu, [https://www.cdeto.gov.hk/en/doing\\_business/recent\\_investment\\_sichuan\\_t.html](https://www.cdeto.gov.hk/en/doing_business/recent_investment_sichuan_t.html) (retrieved 10 May 2019)

**Repair, Supply Chain & Chain Stores, E-mobility & Infrastructure, Made in Sichuan** and the **Tyres** sector. Quality exhibitors across these zones include Adient, Chuannan Absorber, Hengst, i-Reach, K&N, KenBaoJie, Knorr-Bremse, Modify-ah, Petro-Canada Lubricants, Ruili, SATA, Shudu Bus, Snap-on, WABCO and Weltmeister.

The consumer market in China has entered a new era, to encounter more and more demand for personalisation and high quality products. This has created huge growth potential in the automotive industry.

With this in mind, the Accessories & Customising zone answers the latest market developments. In addition to its comprehensive products line up, the zone also welcomes the **Car Customising Festival**. During the three-day show, events in the festival include the **Sharing session for Self-drive Holidays, Simulated Car Racing, i-Reach Tyre Rolling Rally** and many more activities that promote both health and automotive lifestyle. More importantly, the activities reflect the significant driving culture in Southwest China. Exhibitors embrace these activities as a mirror shifting consumer-oriented brand strategy.

Elsewhere, the **Repair, Supply Chain & Chain Stores zone** highlights the region's traditional car parts industry and its transformation under the evolving distribution channels. The area provides a significant stage for players from other regions and overseas countries entering the Southwest market. Visitors can explore many influential companies, such as Casstime and Mancando, who present integrated technology for repair, supply chain management, e-commerce services, data management solutions and chain store management.

In parallel, attendees can engage with industry experts during the **Southwest Automotive Aftermarket Summit 2019** to gain a deeper understanding of the sector trends in the internet era. They will discuss both supply chain and repair workshop operations in the region's aftermarket.

The manufacture of new energy vehicles and smart cars form one of the 16 developing industries in Sichuan. As such, the **E-mobility & Infrastructure zone** plays an important role in CAPAS. The area gathers key carmakers and parts suppliers for new energy vehicles from Sichuan and across China.

The zone also welcomes the new **Hong Kong Pavilion for New Energy Vehicles**. Led by the Automotive Parts and Accessory Systems R&D Centre of Hong Kong, the pavilion hosts 24 technology-based companies from Hong Kong. They are showcasing green logistics, materials and manufacturing products, as well as smart technology and mobility.

The **China International New Energy Vehicle Cooperation Conference 2019** aims to emphasise many of the themes in the E-mobility & Infrastructure zone. The conference will facilitate the discussion of 'Driving innovation; smart travel'. The agenda is set to focus on the current developments of new energy and smart cars,

investment needs for the Sichuan car industry, as well as explore 'how car connectivity is re-shaping the automotive industry' and the 'new era of mobility services'. Other related fringe events include the **Automotive Industry Projects Presentation, 5G + Connected Mobility Development Summit** and the **Made in Chengdu Supply and Demand Business Matching Conference for New Energy Vehicle Products**.

### **Business matching services cater to regional needs**

Upholding the show's mission to support the industry growth in the region, CAPAS strives for more detailed and personalised services. The show provides a series of visitor promotion activities and seminars in promising cities in Sichuan including Chongqi, Meishan, Suining and Zigong. As a result, the 2019 edition sees a 20 percent growth of buyer group participation, with many coming from repair workshops, fleet and logistics service backgrounds.

### **The fair launches a new Business Matching Service for VIP Buyers.**

Through understanding specific sourcing needs, the dedicated CAPAS team are able to match buyers with exhibitors based on their mutual requirements. The programme can boost the success rates of business deals. The Director of Sourcing, Mr Zhang Hua, from the participating companies, Wuxi CRRC Hofer Powertrain Co Ltd, said: "Sichuan and Chongqi are two of the key car manufacturing bases in the nation, and the new energy vehicle market is experiencing a robust growth under the government's support. Our company has been supporting the integration of new energy automotive powertrain systems by Hofer and CRRC. We come to the fair to source new parts and systems for the powertrain system. I appreciate this business matching service as it can drive more meaningful business conversations."

CAPAS provides many multi-faceted services such as market consultation, business development, as well as product promotion for local and overseas carmakers, manufacturers, distributors and repair workshops. There have already been a number of successful projects, which includes the Automotive Industry Projects Presentation, in addition to professional workshop and 4S store visits, to name a few.

Other highlights also include the special showcase for the car manufacturing industry in the Zhejiang Province. The fair invites a number of leading companies from six auto-manufacturing bases across Zhejiang, including Hangzhou, Jinhua, Longquan, Pinghu, Ruian and Yuhuan, to participate at the **Sichuan and Zhejiang Auto Parts Manufacturing Showcase Area**. Companies present their products with local industrial advantages. The area aims to bridge automotive players from both Sichuan and Zhejiang to encourage more business discussions between the areas and supports investment for the Sichuan automotive hub.

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](http://www.capas-chengdu.com) or

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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 30 locations, the company generates annual sales of around €715\* 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).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

\*preliminary figures 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.