

Press release

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## CAPAS 2019 returns and continues to serve as a centralised platform for Southwest China's automotive industry

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**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 <sup>1</sup>. 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

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<sup>1</sup> "National Economic and Social Development of Sichuan Province in 2017", Sichuan Provincial Bureau of Statistics, 28 February, 2018, [http://www.sc.stats.gov.cn/sjfb/tjgb/201802/t20180228\\_254426.html](http://www.sc.stats.gov.cn/sjfb/tjgb/201802/t20180228_254426.html)

"Chongqing Automobile Distribution Industry Report 2017 – 2018", Chongqing Automobile Business Association, May 2018

"National Economic and Social Development of Yunnan Province in 2017", Yunnan Provincial Bureau of Statistics, June 2018, [http://www.stats.yn.gov.cn/tjsi/tjgb/201806/t20180629\\_768597.html](http://www.stats.yn.gov.cn/tjsi/tjgb/201806/t20180629_768597.html)

"National Economic and Social Development of Guizhou Province in 2017", Guizhou Provincial Bureau of Statistics, 4 April 2018,

[http://www.gz.stats.gov.cn/tjsi\\_35719/tjgb\\_35730/tjgb\\_35732/201809/W020180925416417344883.pdf](http://www.gz.stats.gov.cn/tjsi_35719/tjgb_35730/tjgb_35732/201809/W020180925416417344883.pdf)

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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 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.

Elsewhere, organisers are delighted to announce that the Automotive Auto Parts Industry Association of Chengdu (AAPIA) will join the list of supporting organisations this year. The association has a strong network of distributors throughout the region, of whom will attend this year's show to connect with manufacturers and workshops across Sichuan. Mr Xu Qiang, Chairman of AAPIA, said: "Through participating at trade fairs like CAPAS, distributors will be able to connect with new customers, as well as strengthen relationships with existing partners through the organised onsite activities. Furthermore, CAPAS attracts a huge number of repair workshop visitors, who are a key target customer for our distributors. As an industry organisation as well as one of the supporters for CAPAS, we are looking forward to inviting many of our members who are hoping to build relationships with a variety of different visitors across the show."

### **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.

Other zones in this year's line-up include **Parts & Components, Commercial Vehicles, Accessories & Customising, Repair, Supply Chain & Chain Stores, E-mobility & Infrastructure** and the new **Tyres** sector.

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 email [auto@hongkong.messefrankfurt.com](mailto:auto@hongkong.messefrankfurt.com).

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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

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China International Fair.