

Press release

25 May 2021

CAPAS 2021 closes, spotlighting trends that promote development in Southwest China's automotive industry

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CAPAS21_FR_ENG

The seventh edition of the Chengdu International Trade Fair for Automotive Parts and Aftermarket Services (CAPAS) closed its doors on 22 May 2021 at the Chengdu Century City New International Exhibition and Convention Center. Across the three-day show, the fair reflected market trends, facilitated business exchange and embraced investment in the region. Further to this, themed zones including the new Chengdu-Chongqing Dual-city Economic Rim zone, as well as a series of fringe events were received well by participating industry players.

Key figures for CAPAS 2021:

- Visitors: 16,835
- Exhibitors: 535
- Space: 40,000 sqm
- 12 fringe events
- 217 online and onsite business matching meetings



CAPAS 2021 attracted 16,835 visitors across the three-day show

Mr James Yu, Deputy General Manager of Messe Frankfurt (Shanghai) Co Ltd, reflected on the positive results: "It is clear to see how the show has matured through experiences gained over the last six editions. This is thanks to the support of industry players, associations and other

Messe Frankfurt (HK) Ltd
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stakeholders. In 2021, the show worked closely with these parties to highlight the potential of the Chengdu-Chongqing developmental plan. Various onsite-to-online services acted as a way for players to obtain market updates and expand networks. As a result, CAPAS continues to usher in growth opportunities in Southwest China's automotive industry."

Fairgoers praised the lineup of leading brands

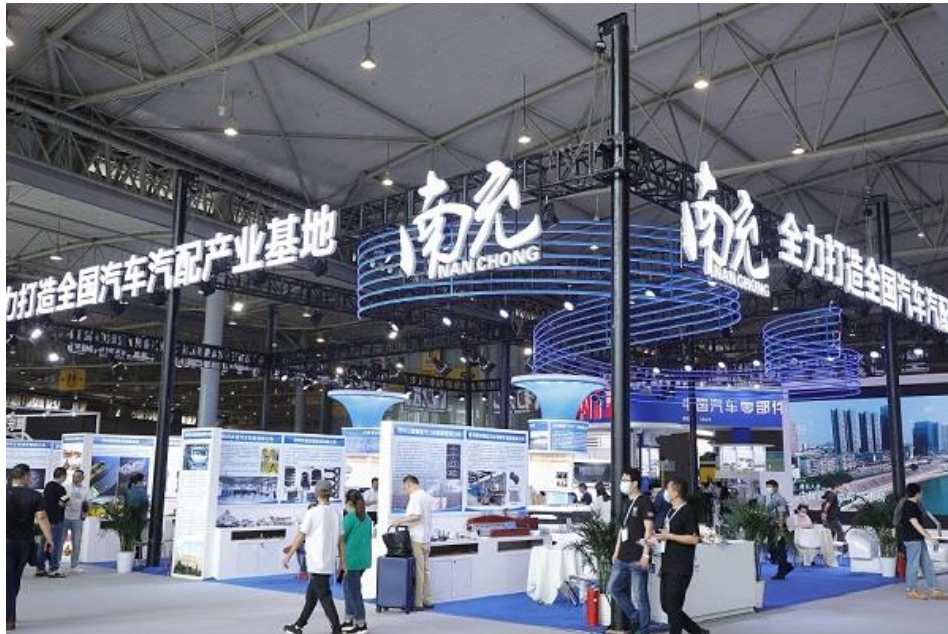
This year, exhibitors appreciated the revamp and enhancement of its seven themed products zones. These included **Parts & Components, Accessories & Customising, Repair / Supply Chain & Chain Stores, Commercial Vehicle, Chengdu-Chongqing Dual-city Economic Rim, Tyres** and **New Energy & Connected Mobility**. Companies showcased their renowned brands, presenting the latest products and technologies to the regional market. These brands included 3M, AXOT, Botny, CAMEL, Castrol, CSEMA, DGG, Jrone, LUKOIL, Powerstop, Ruili, Shenghuabo, Sontian, TecAlliance, Yihong, Zero Mileage Lubricant and ZX Shock.

On top of this, Taizhou Yihong Industrial Co Ltd attracted a lot of attention in the **Parts & Components zone**. The company aims to expand its regional business activities by leveraging the show's influence in the Southwest auto market. Mr Gary Chen, Vice General Manager, said: "We have utilised the fair's all-round and diverse activities like the 520 Shopping Festival and VIP Buyers Business Matching Programme that reflect market needs. I was even a speaker at the Southwest Aftermarket Summit 2021. These engaging services have effectively helped us increase our visibility amongst potential customers in the regional automotive market."

TecAlliance, a German exhibitor from the same zone, also chose to participate at CAPAS as a way of exploring the regional industry. The Marketing Manager, Ms Emeline Xie, mentioned: "I believe Southwest China has major prospects for business development as Chengdu-Chongqing can drive growth across the whole region. We grasped at the opportunity to join CAPAS as a means to increase our brand awareness in the market."

CAPAS amplified the region's potential with the new **Chengdu-Chongqing Dual-city Economic Rim zone**, which collected a total of 189 exhibitors from Sichuan and Chongqing. Players recognised the show's efforts to evolve alongside Government policies to address where value is growing. For example, well-known brands like Chongqing Yirui Auto Parts and Safine Precision reflected the strong capabilities in automotive manufacturing with their full range of related parts and components.

Mr Gan Wei, Deputy General Manager of Sales for Nanbu County Lizon Automobile Parts Co Ltd from the Nanchong area of the zone commented: "The Nanchong area has been very popular. Many dealers are interested in our fastening elements and bearing parts, and I see that visitors have a growing interest towards made-in-Chengdu-Chongqing products. We are, therefore, very satisfied with our exhibiting results this year."



Nanchong area in the new Chengdu-Chongqing Dual-city Economic Rim zone

Elsewhere, the **Commercial Vehicle zone** amplified prospects in the sector. It convened an array of carmakers, auto parts dealers, repair chain stores, logistics and truck fleets throughout the entire commercial vehicle supply chain. The zone featured a number of “Services” and “Multinational Brands” with exhibitors like ConMet, CRS, Dayco, ExxonMobil, Garrett, Gates, Matrio Software and Tiannake.

Here, Mr Xu Zhichao, Sales Director of Chengdu Xin Fangzheng Automobile Parts Sales Co Ltd, commented: “The show has been strong with its high visitor flow. As an influential platform that effectively promotes business exchange, I found the show heavily advocated the Chengdu-Chongqing Dual-city Economic Rim’s development as a core part of the Southwest economy.”

Fringe events and matchmaking services revealed business opportunities

As popular as ever, 12 dedicated fringe events presented the latest industry updates through a number of conferences and themed activities. To highlight, the **China New Energy Vehicle International Cooperation Conference 2021** returned with representatives from the State Information Center of China, Verband der Automobilindustrie (VDA) and Weltmeister. Together, they spoke about forward-looking subjects on digitalisation, customer service management, content marketing and more. In addition, speakers from auto brands such as Chery, BEIJING Auto, HOZON Auto and Volvo sparked a discussion about the changing automotive consumer trends in the digital age. Attendees believed to be inspired by the insights about possible developmental opportunities in the region.

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Another spotlighted event was the debuting **Chengdu-Chongqing Economic Rim New Energy Technology Talent Development in the Automotive Aftermarket Exchange Meeting**. Leaders from auto parts, vocational training schools, and trade media shared their insights on

nurturing specialist talent in the Southwestern aftermarket to keep pace with the “New Four Modernisations” (electrification, intelligence, connectivity and sharing).

Elsewhere, the **VIP Buyers Business Matching Programme** and **CAPAS 2021 Dealers Gala Dinner** also helped players expand their networks with potential sourcing partners. Positive feedback highlighted that these events offered effective sourcing experiences that met both parties’ needs.

Mr Zhang Junfeng, General Manager of ATGT EShow Automotive Repair Service Ltd, participated in the VIP Buyers Business Matching Programme. He found: “I am very satisfied with this visiting experience. We had five one-to-one meetings with exhibitors who perfectly matched our sourcing expectations. We plan to continue our conversations with them after the show. The programme greatly enhanced our sourcing effectiveness and so we must thank the organisers for this thoughtful arrangement.”

Additionally, several new online services gave overseas visitors, who were unable to attend in person, access to the show. They bridged interactions between local and overseas players to facilitate business cooperation. To illustrate:

- A total of 167 one-to-one video meeting appointments were arranged before and during the show to connect local exhibitors with buyers from Asia, Europe, the Middle East, South Africa and South America.
- Exhibitors interacted with buyers and promoted products during the livestream of the CAPAS 520 Shopping Festival.
- A livestream of conferences, matchmaking events and other activities allowed broader international participation.

The latest show updates and high resolution photos for press use are available from the “Press” page at www.capas-chengdu.com.

CAPAS is jointly organised by CCPIT-Auto, Messe Frankfurt (Shanghai) Co Ltd and CCPIT-Sichuan. The next edition of CAPAS is set to take place from 19 to 21 May 2022 at the Chengdu Century City New International Exhibition and Convention Center. For more information about the show, please visit www.capas-chengdu.com or email 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

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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. The Messe Frankfurt Group employs around 2,500* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250* million in 2020 after having recorded sales of €738 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our 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. We are expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered 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

* preliminary figures 2020

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.