

Press release

19 May 2021

## CAPAS 2021 opens tomorrow with a new zone to drive automotive industry development in Southwest China

Margaret Lee  
Tel +852 2230 9262  
Margaret.lee@hongkong.  
messefrankfurt.com  
www.messefrankfurt.com.hk  
www.capas-chengdu.com

CAPAS21\_OR\_ENG

**The Chengdu International Trade Fair for Automotive Parts and Aftermarket Services (CAPAS) opens tomorrow (20 May 2021) at the Chengdu Century City New International Exhibition and Convention Center. The three-day fair sets to host 535 exhibitors across 40,000 sqm of exhibition space, and acts as a gateway for business exchange, network expansion and investment. It spotlights developments in the regional automotive market in line with the Chengdu-Chongqing developmental plan, as well as opportunities in new energy, connected mobility and the aftermarket.**

In recent years, the Chinese Government initiated a strategic plan to generate synergy between Chengdu and Chongqing, moving Southwest China towards an internationally-recognised automotive cluster. As an influential regional trade fair, CAPAS responds to the call for growth in the auto industry and consumer market by debuting the **Chengdu-Chongqing Dual-city Economic Rim zone**, composed of key brands from **Sichuan** and **Chongqing**.

### **A collection of exhibitor from Sichuan and Chongqing**

The automobile industry is one of Sichuan's key economic pillars. This year, 15 provincial cities such as Guangan, Leshan, Luzhou, Mianyang, Nanchong, Neijiang, Suining, Yibin and Ziyang make up the **Sichuan area**. Exhibiting brands include the likes of Huayu Vehicle Leaf Spring, Jan-an Rear Axle, Jinhong Crankshaft, Safine Precision. Here, they will highlight the province's capabilities in automotive manufacturing with a full showcase of related parts and components. The China Council for the Promotion of International Trade, Sichuan Council (CCPIT-Sichuan) also mobilises its extensive network as companies from Guangzhou, Tianjin and other cities set to explore prospects in the region.

Similarly, the **Chongqing area** also reflects its strong automotive abilities. The city has more than a thousand parts manufacturers that fulfil over 70 percent of local demand<sup>1</sup>. With this, the area brings together companies from manufacturing right through to the aftermarket including Chongqing Hongyu Friction Products, Chongqing Kangsite New Material, Chongqing Yirui Auto Parts and more. They will cover a wide range of brakes, clutches, sealants accessories, fuel injection parts, shock

Messe Frankfurt (HK) Ltd  
35/F, China Resources Building  
26 Harbour Road  
Wanchai, Hong Kong

<sup>1</sup> "Auto parts manufacturers fulfilled over 70 percent of the local demand in Chongqing", March 2021, XINHUANET.com, [http://m.xinhuanet.com/cq/2021-03/23/c\\_1127243854.htm](http://m.xinhuanet.com/cq/2021-03/23/c_1127243854.htm). Retrieved May 2021.

absorbers, seats and spare parts, fasteners, lighting systems and car care solutions.

### **Enhanced zones elevate the overall sourcing experience**

CAPAS also enhances its other six themed zones to reflect evolving market needs. These include **Parts & Components, Accessories & Customising, Repair / Supply Chain & Chain Stores, Commercial Vehicle, Tyres** and **New Energy & Connected Mobility**.

Across these zones, visitors will find a number of globally-established brands like 3M, Botny, CSEMA, Dayco, DGG, ExxonMobil, Foton, Huiyuan, Jiaka, Jrone, LUKOIL, Ruili, Shenghuabo, Sofima, Sontian, Yihong, Zero Mileage Lubricant, Zhongde and ZX Shock. Together, their comprehensive range of products and services boost the show's position as a vibrant business platform for the aftermarket.

Further to this, the Commercial Vehicle zone echoes the growing demand for logistics across the region and will delve into two market areas showing high growth potential in the region. These include a variety of **services** and **multinational brands** that operate in the local industry. ConMet, CRS, Dayco, ExxonMobil, Foton, Garrett, Gates, Matrio Software, Tiannake, Yinhe Power will showcase new services for commercial vehicles, operational data management solutions and training opportunities that can improve efficiency and profitability. Furthermore, new vehicle models such as Hongyan Truck, Hyundai XCIENT, SINOTRUCK's Hohan and Howo will be showcased with special offers.

### **Up-to-date fringe events vitalise the show**

Fairgoers will find a line-up of 12 fringe events. Onsite-to-online conferences, seminars and presentations will explore the opportunities in the Southwest China market. The show also offers vocational training and sharing sessions with research and development institutes that specialise in powertrains and outsourcing parts manufacturing.

For example, topics in the ever-popular **Southwest Automotive Aftermarket Summit 2021** will touch upon the role of the Dual Circulation policy in Chengdu-Chongqing's aftermarket, as well as current developments and potential in the Southwest region. Players from national and regional chain stores, Carzone, DGG and Shell Workshop will discuss how to integrate distribution channels, capital management, and talent in business practices that can benefit players along the value chain.

The **China New Energy Vehicle International Cooperation Conference and Automotive Digitalisation Forum 2021** will examine cross-sector integration by embracing the automotive digitalisation roadmap. It is set to explore how to adopt a technology-oriented approach and boost synergy across sectors in the supply chain. A representative from the State Information Center of China will share forward-looking opportunities for digitalisation in the automotive industry. In addition, carmakers such as Beijing Auto, Dassault, Huawei and Weltmeister will also review environment protection and the benefits of

digitalisation in company transformation and automobile consumption.

In line with cross-sector integration and digitalisation, the **Commercial Vehicle Aftermarket Summit 2021** will probe future technological developments in the sector, as well as parts and accessories, and value-added services. It will pinpoint several key areas about operating environment of products and distribution channels, optimisation of the supply chain, the management of distribution channels for parts manufacturers, cost efficiency for fleet management and maintenance, along with the outcome of increased demand for logistics services.

Elsewhere, the **Car Customising Festival**, the show's highly-anticipated automotive cultural event targets the customising, self-driving and motorsports markets in Southwest China. It will feature **customised car displays** and **customising workshops** to help mirror trends like automotive personalisation amongst young drivers. In these dedicated workshops, fleets and racing clubs such as UP, Nanchang University Fleet and Fujiwara Tofu Shop will talk about performance upgrade, online racing competitions (e-sports), self-driving lifestyles, the backstory of the racing club Fujiwara Tofu Shop, and the development of a car culture in China.

Other highlighted events include:

- Profitable Services, New Products and New Business Models for Car Wash and Beauty Training Conference
- CAPAS 520 Shopping Festival
- A Case Study from Automotive Parts Suppliers in Digital Transformation
- VIP Buyers Business Matching Programme
- Chengdu-Chongqing Economic Rim Automotive Aftermarket New Energy Technology Talent Development Exchange Meeting

For more about the fringe events and other visiting information, please visit [www.capas-chengdu.com](http://www.capas-chengdu.com) or email [auto@hongkong.messefrankfurt.com](mailto:auto@hongkong.messefrankfurt.com).

CAPAS is jointly organised by CCPIT-Auto, Messe Frankfurt (Shanghai) Co Ltd and CCPIT-Sichuan. Mindful of the COVID-19 outbreak, organisers are also working with local authorities to ensure appropriate safety parameters are upheld to safeguard the health and safety of all stakeholders.

- End -

**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.

CAPAS  
Chengdu, China, 20 – 22 May 2021

**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](http://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.