

Press release

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CAPAS 2021 debuts the Chengdu-Chongqing Dual-city Economic Rim zone for sustainable automotive growth

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

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The Chengdu International Trade Fair for Automotive Parts and Aftermarket Services (CAPAS) returns from 20 to 22 May 2021. The show will debut the Chengdu-Chongqing Dual-city Economic Rim zone to highlight the latest regional development strategy for the automotive value chain. The fair also plans to expand its representation of connected mobility in the new energy vehicle sector in addition to the aftermarket. Industry leaders across the show floor and fringe events will reveal the region's potential in auto manufacturing, as well as foster sustainable advancement across the auto supply chain.

In November 2020, the Chinese Government introduced its strategy to strengthen the integration and shape sustainable market growth in the Chengdu-Chongqing Economic Rim. The region already has a sound foothold in the nation's vehicle production with 10 percent of its output deriving from Sichuan and Chongqing. This equates to 2.5 million units manufactured¹. Leveraging the area's industrial diversity in the auto supply chain, the alliance between the cities aims to accelerate the development of Southwest China's automotive industry even further.

The region has attracted investment from auto manufacturing and auto part brands like Geely and Changan that have expanded into Chongqing. Chengdu also continues to see more overseas brands and joint venture companies. For example, FAW-VW and Volvo have set up bases for vehicle production, development of key parts and components, auto parts manufacturing, sales and aftermarket services.

Placed at the epicentre of the Economic Rim, the seventh edition of CAPAS aims to establish long-lasting development in the regional automotive industry. The show expects to welcome 500 local and international exhibitors. They will present new products and services in upgraded zones across 35,000 sqm of the Chengdu Century City New International Exhibition and Convention Center.

Economic Rim drives connected mobility for new energy vehicles

With the wide backing from local authorities and industry associations, the show's new **Chengdu-Chongqing Dual-city Economic Rim zone** will bring together top brands from these two leading regional cities. On

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

¹ "Chengdu and Chongqing together work towards becoming world-leading cities in the automotive industry", December 2020, CQNEWS.NET, <https://bit.ly/2LEv5LH>. Retrieved January 2021.

top of this, 20 exhibiting pavilions from provincial Sichuan cities like Guangan, Mianyang, Nanchong, Neijiang and Yibin will bring comprehensive and high quality products to the show. Companies from Chongqing in the zone are set to display paint coating, shock absorbers, and stamped and welded automotive parts. Renowned brands exhibiting will include the likes of China Shipbuilding Industry Corporation (CSIC) and Wanxiang Qianchao.

Furthermore, the Chengdu-Chongqing Economic Rim also places a key emphasis on the development of new energy and connected vehicles². CAPAS 2021 will closely work with local associations like the Chengdu Green Intelligent Automotive Alliance (CGIAA) at the **New Energy & Connected Mobility zone** to bring a wide range of associated products, equipment and technologies. These include batteries, motor and electric control systems, charging infrastructure, repair and maintenance equipment, as well as connectivity and autonomous driving solutions.

Elsewhere, representatives from government institutions, associations and industry leaders will take part in discussions related to auto manufacturing, new energy and connected vehicles. Highly anticipated events include the **China New Energy Vehicle International Cooperation Conference 2021, Chengdu-Chongqing Automotive Industry Projects Presentation**, and **Supply and Demand Business Matching Conference for New Energy Vehicle Products**.

Comprehensive zones meet regional automotive needs

In 2019, car ownership across major territories in Southwest China exceeded 31.08 million units, becoming one of the nation's fastest growing markets³. Amongst them, Chengdu and Chongqing ranked top two and three with 5.19 and 4.63 million units respectively⁴. The Economic Rim continues to build upon its firm foundations in efforts to become the regional hub for automotive sales and aftermarket service networks.

CAPAS solidifies its leading position in the market by rounding up the total coverage of prospects in the supply chain for companies to tap into and expand their networks. The show has already carried out activities that help businesses extend their footprint in Southwest China throughout the year. These included new product launches, product marketing for different brands, as well as conducting surveys, seminars and roadshow events in the regional market.

² "Six key points about automotive industry development in the Chengdu-Chongqing Economic Rim zone", June 2020, SCOL, <https://bit.ly/3sJlI3d>. Retrieved January 2021.

³ "Statistical Communique of the Yunnan Province on the 2019 National Economic and Social Development", April 2020, China Economic Net, <https://bit.ly/35WbQUu>. Retrieved January 2021.

"Statistical Communique of the Guizhou Province on the 2019 National Economic and Social Development", April 2020, Guizhou Provincial Bureau of Statistics, <https://bit.ly/3nVT7yB>. Retrieved January 2021.

"Statistical Communique of the Sichuan Province on the 2019 National Economic and Social Development", March 2020, Sichuan Provincial Bureau of Statistics, <https://bit.ly/2LNdHEs>. Retrieved January 2021.

"Statistical Communique of the Chongqing Municipal on the 2019 National Economic and Social Development", March 2020, Chongqing Municipal Bureau of Statistics, <https://bit.ly/3qB96Ee>. Retrieved January 2021.

⁴ "National car ownership reached 260 million units in 2019. Among it, more than 30 cities' registered car exceeded 2 million units", January 2020, askci corporation, <https://bit.ly/2XSWIsj>. Retrieved January 2021.

The 2021 edition will offer upgrades to the **Parts & Components, Accessories & Customising, Repair / Supply Chain & Chain Stores, Commercial Vehicle** and **Tyres zones**, together with the aforementioned zones. More than 20 fringe programme events will also promote stronger information exchange and networking opportunities across the market.

To illustrate, the **Commercial Vehicle zone** has become a staple part of the fair since established in 2015. The growing population in Southwest China and their increased purchasing power, as well as Western China's strategic position as a transportation hub have contributed to the expansion of the sector. The Government's continual advancements in the region's infrastructure and the rise of e-commerce from the pandemic have also created a stronger demand in the commercial vehicle market.

With this in mind, the zone will present new products and technologies for fleet management and the commercial vehicle sector, many of which also endorse green industry development. These include electric vehicles, lightweight designs for commercial vehicles and new fuel saving models. The fair will invite representatives from large-scale fleets, manufacturers and repair and maintenance service providers to the **China (Chengdu) Commercial Vehicle Aftermarket Summit 2021**. Together, they will discuss enhanced solutions and concepts for attaining higher efficiency in the commercial vehicle sector.

Furthermore, the **Repair / Supply Chain & Chain Stores** zone will spotlight the relationship between national and regional supply chains and chain stores. It will explore ways that local brands can increase their networks and attract more customers through capitalising on the reputation of associated national chain stores. Exhibitors will introduce cutting-edge service models in the finance and insurance sector as well as the used car market. In parallel, the **Southwest Automotive Aftermarket Summit 2021** is set to delve into new policies and prospects in national and regional supply chain stores. Speakers will explore how dealers can enhance their brand presence and services, in addition to expand their activities in the used car market.

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. These measures are to safeguard the health and safety of all stakeholders so that the show remains a secure platform for business. 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

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Chengdu, China, 20 – 22 May 2021

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. 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.