

Press release

April 2021

## CAPAS 2021 leverages online-to-offline services to promote Dual Circulation in Southwest China's automotive market

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

CAPAS21\_PR2\_ENG

**The Chengdu International Trade Fair for Automotive Parts and Aftermarket Services (CAPAS) provides a window into Southwest China's automotive industry, shedding a light on the growing market opportunities. The show promotes sustainable industry development by responding to the Dual Circulation policy and the Chengdu-Chongqing developmental plan. On top of a variety of onsite fringe events, CAPAS offers even more digital services that help to bridge business exchange amongst international and local industry players.**

The seventh edition of CAPAS will take place from 20 to 22 May 2021 at the Chengdu Century City New International Exhibition and Convention Center. Participants will find a comprehensive range of quality products and services across the fairground.

### **New zone reflects the thriving regional market**

In 2020, the Chinese Government initiated a Chengdu-Chongqing developmental plan to generate synergy between the two cities and establish a robust automotive cluster. CAPAS' debuting **Chengdu-Chongqing Dual-city Economic Rim zone** aims to spotlight growing prospects from the initiative and key brands within the region.

In parallel, the show recently hosted a webinar about "Capitalising on the automotive industry's potential in China's new super-region (the Chengdu-Chongqing Economic Rim)". A collection of local experts discussed the current developments and opportunities within the area. The livestreamed event was received with a lot of positive feedback.

Mr Hao Shiqiang, Secretary-General, Sichuan Automobile Industry Association shared his views on the current developments and potential in the automotive industry. He commented: "The Chengdu-Chongqing Economic Rim's strong manufacturing capabilities, skilled labour and equipment, as well as car ownership and consumption have made it a highly promising market. The union between the two cities supports new energy project launches in relations to connected mobility and the research and development of alternative fuels for drive systems. In addition, the region's young workforce also contributes to establishing more talent. These have become key attributes for Southwest's heightened competitiveness."

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

Mr Andy Yu, Regional Territory Manager of Southwest, MANN+HUMMEL also spoke about his experience on developing his brand's presence in Chengdu-Chongqing: "Southwest China possess strong prospects for industrial development. Second-tier and third-tier cities, like Chengdu and Chongqing, in addition to rural towns will play an important part in advancing the automotive aftermarket. Being a parts manufacturer, we can benefit from its potential by exploring and maintaining good relationships with purchasing alliances and customers, building a sound network of distribution channels, as well as marketing a brand effectively."

Together with the new zone and dedicated events, CAPAS also expands its coverage of two other themes, namely connected mobility in the new energy vehicle sector and the aftermarket. The show will illustrate the region's prospects through strengthened industrial collaboration within the economic rim, the development of smart electric vehicles, transformations in the aftermarket, and more.

### **Fringe events facilitate effective business exchange and trade**

In 2020, the Sichuan Province and Chongqing recorded a year-on-year growth of 19 and 12.5 percent, respectively, on the import and export of commodities<sup>1</sup>. ASEAN, the EU and the US are key trading partners, in which electronic goods and auto parts account for 80 percent of the total shipment volumes<sup>2</sup>. In the same year, Made-in-Chongqing vehicles also saw exports valued at RMB 5.81 billion, a growth of 5.7 percent<sup>3</sup>. The automotive industry will, therefore, continue to be an important driving force for the economic rim.

Mr James Yu, Deputy General Manager of Messe Frankfurt (Shanghai) Co Ltd, commented: "The Economic Rim covers 42 cities in the region, and its population of some 100 million connotes massive purchasing power. The region's nationally-rated highway system is generating more access between Southwest China, as a transportation hub, and the rest of the world. CAPAS introduces a number of value-added services and events like the **Online Business Matching Programme** and **CAPAS 520 Shopping Festival** to reinforce these strategic advantages. The two events will nurture both foreign trade and domestic demand, which reflect the synergy between the Dual Circulation policy and the Chengdu-Chongqing developmental plan. Furthermore, they also demonstrate CAPAS' key functions in facilitating business exchange and fostering industry advancement."

To illustrate, the pre-show **Online Business Matching Programme** in April connected exhibitors with potential buyers coming from Asia, Europe, and the Middle East through one-to-one meetings. Over 60 online meetings were arranged with participants across different product categories, like replacement parts, lubricants, tyres and repair

---

<sup>1</sup> "Sichuan's total import-export growth rate reached history high, ranks national top two", January 2021, The People's Government of Sichuan Province, <https://bit.ly/3x1sLRC>. Retrieved April 2021.

<sup>2</sup> "Chengdu International Railway is fully occupied on the first month of 2021, reaching over a 30 percent year-on-year growth", February 2021, Chengdu Customs office, <https://bit.ly/2PGNFEI>. Retrieved April 2021.

<sup>3</sup> "Chongqing's total import-export growth rate reached history high", January 2021, Xinhuanet.com, <https://bit.ly/39sTwnT>. Retrieved April 2021.

equipment. Through these engaging business interactions, domestic brands could explore wider business opportunities and expand their footprint in overseas markets.

During the show, the **CAPAS 520 Shopping Festival** will allow exhibitors to display products through their onsite booths, in addition to livestream product presentations. The festival aims to help exhibitors boost sales and expand their brand presence in the Southwest automotive market.

In addition, CAPAS carries out activities throughout the year across major provinces and cities in Southwest China. Targeting approximately an audience of 200,000, these activities include visiting local repair workshops and promoting the show to auto parts distributors. At the same time, the fair is promoted through multiple social media channels like TikTok, TouTiao and WeChat to encourage a wider scope of participation. A number of buyer delegations from repair chain stores, purchasing alliances and large scale distributors will also visit the show, facilitating trade and business exchange in the regional 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](http://www.capas-chengdu.com) or email [auto@hongkong.messefrankfurt.com](mailto:auto@hongkong.messefrankfurt.com).

- 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.

**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

CAPAS  
Chengdu, China, 20 – 22 May 2021

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.