

Press Release

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CAPAS 2022 opens tomorrow with targeted services to lift the Southwest China market

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CAPAS22_OR_ENG

The 8th Chengdu International Trade Fair for Automotive Parts and Aftermarket Services (CAPAS) will open tomorrow (18 August 2022). The three-day event hosts 407 exhibitors across 35,000 sqm of the Chengdu Century City New International Exhibition & Convention Center. Prominent exhibitors include Faret, Huiyuan, Geely, Kain Auto, Rzoil, Sichuan New Energy Vehicle Innovation Center, WM Motor, Yingling, JAC Group, Yousheng and Zoomlion. This year, CAPAS will assemble industry resources across services that support business exchange, network expansion and regional investment. Targeted events also offer the latest market information to nurture opportunities in the automotive industry.

Mr James Yu, Deputy General Manager of Messe Frankfurt (Shanghai) Co Ltd, said: "With years of experience in Southwest China's automotive industry, CAPAS offers comprehensive coverage from seven product zones like Parts & Components, Chengdu-Chongqing Dual-city Economic Rim and New Energy & Connected Mobility. In addition, we have organised 14 concurrent events this year, including networking banquets, business matching, live interviews, conferences and forums. We believe these will highlight the benefits of the Chengdu and Chongqing alliance, encourage innovation in new energy vehicles and car connectivity, and support aftermarket players along the industrial transformation."

Online and onsite events fulfil industry needs

In the lead-up to tomorrow's opening, the organisers have worked closely with YIMA Media to run an integrated promotional campaign across Sichuan, Chongqing, Yunnan, Guizhou, Guangdong and other regions. The drive spotlighted activities during the show that encourage networking and industry development. For example, the **Southwest China's Workshop Elites Networking Banquet** will connect the suppliers and buyers by gathering top management from aftermarket workshops in the region. The event will help generate more meaningful conversations about potential cooperation in a more relaxing atmosphere.

The **Dealers' Networking Dinner** is another networking event during the show that aims to help exhibitors meet regional distributors to further their footprint across Southwest China. It has received support from the Automotive Marketing Committee of Society of Automotive Engineers of

Messe Frankfurt (HK) Ltd
35/F, China Resources Building
26 Harbour Road
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Sichuan, Chengdu Automotive Maintenance and Repair Trade Association, Chengdu Commercial Vehicle Industry Chamber of Commerce and Commercial Vehicle Service Network.

Furthermore, the **VIP Buyers Programme** is one of the show's key services dedicated to visitors with high purchasing authority. This year's programme will feature buyers from Kingo (a local 4S group), Giga Automobile (a workshop that provides comprehensive aftermarket services), Chengdu Bus (car maker) and China National Heavy Duty Truck Group (commercial vehicle manufacturer). There are also overseas companies from Ghana, Latvia, Spain and Venezuela sourcing spare parts, replacement parts and lubricants through the scheme. More than 25 online meetings have been arranged between these international buyers and Chinese exhibitors. Additionally, exhibitors can also meet with buyer groups from Bazhong, Deyang, Guangan and Zigong.

On the other hand, CAPAS has partnered with Magic Cube Auto College to host online seminars. Over the past few weeks, several talks have accentuated the automotive cluster in Southwest China. These live streaming activities will continue during the three-day show. The live broadcast of "Close Observation of Southwest China's Automotive Industry & CAPAS" will bring onsite highlights to a remote audience. Planned booth visits include:

- The Automobile Maintenance Committee of the Chongqing Road Transport Association;
- Bona;
- Conegries;
- Leshan Teld;
- Neijiang Jinhong Crankshaft;
- Sichuan Automotive Industry Association;
- Yunnan Automotive Maintenance and Repair Trade Association

These onsite and online activities from the business matching and live stream embrace vast domestic and international resources. They bring greater access to industry players exploring the industry's development in Southwest China.

Forums and conferences energise the industry

As always, this year's fair will continue to hold various concurrent forums, conferences, training and activities to spotlight a diverse range of themes and topics.

To illustrate, the **China New Energy Vehicle International Cooperation Conference 2022** on 18 August will examine the ever-growing market segment. According to the latest data, the country has over 10 million new energy passenger vehicles on the road¹. With this in mind, the event is set to focus on the status of Sichuan's automotive industry development and the market outlook for new energy cars. For example, the province already has a strong network of suppliers for

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¹ "The ownership of new energy vehicles in my country exceeds 10 million units", China Daily, 7 July 2022, <https://qr.messefrankfurt.com/Wp95> (Retrieved on 11 August 2022)

battery material, battery, new energy vehicle and automotive battery recycling sectors and leading companies like Contemporary Amperex Technology are investing heavily in the region. As a result, the conference aims to drive up market growth and technological innovation to increase long-term prospects through discussion about solid-state batteries, hydrogen energy, sensors and other related sectors.

Meanwhile, industry insiders at the **Southwest Automotive Aftermarket Summit 2022** from Bai Yuan Jing Yang, Chengdu Chuangxiangjia Insurance Smart Service, DFD New Energy, F6 Automobile Technology and the Society of Automotive Engineers of Sichuan will explore cost-efficient business models for repair workshops, product line expansion, marketing plans for new products and technologies, and green repair. Furthermore, a conversation about the new energy vehicle market in Southwest China will touch upon topics relating to the robust economic area along the Belt and Road and the Yangtze River economic belt. In this regard, speakers are set to highlight new aftermarket services owing to the heightened demand from the growing automotive consumer market. The summit will take place on 18 August.

Other events include the **New Energy Vehicle Battery, Motor and Electronic Control Maintenance Technical Training, Commercial Vehicle (Southwest) Maintenance Enterprise Transformation and Upgrading Forum**, and **China (Chengdu) Commercial Vehicle Aftermarket Summit 2022**.

The presence of the new energy vehicle supply chain is also filtering into the show's product zones. For example, the **New Energy & Connected Mobility** zone hosts Chengdu Demeng Hengsheng New Energy Technology Co Ltd, Chengdu Green Intelligent Connected Automobile Industrial Ecosystem Alliance and Chengdu Intelligent Network Automobile Development Co Ltd. It also welcomes several well-known car manufacturers including of BYD, Chery, Glee, Siemens System Simulation Platform and Volkswagen.

Likewise, the **Chengdu-Chongqing Dual-city Economic Rim** zone unites a collection of pavilions from Guangzhou, Hubei and Hunan with another 14 cities in Sichuan, such as Guangan, Mianyang, Nanchong, Neijiang and Yibin. These companies will showcase their capabilities in new energy vehicle and parts manufacturing. In addition, the **Parts & Components** and **Repair / Supply Chain & Chain Stores** zones aggregate resources to establish a **New Energy Vehicle Maintenance area**, displaying an array of aftermarket services and products for new energy vehicles.

CAPAS is jointly organised by CCPIT-Auto, Messe Frankfurt (Shanghai) Co Ltd and CCPIT-Sichuan. Mindful of the COVID-19 outbreak, appropriate safety parameters will be upheld during the show. 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, 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 highly regarded international automotive exhibitions in Beijing, Shanghai and Guangzhou.

Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. As in the previous year, annual sales for 2021 were significantly lower owing to the COVID-19 pandemic: approximately €154 million compared with Group sales as high as €736 million in pre-pandemic 2019. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. Sustainable business practices are a central pillar of our corporate strategy and strike a healthy balance between ecological and economic interests, social responsibility and diversity. Another of Messe Frankfurt's strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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 using our digital expertise to develop new business models. 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

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.