

Press release

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CAPAS 2022 returns in four weeks with a wide range of resources to explore

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Rooted in the heart of Southwest China, the Chengdu International Trade Fair for Automotive Parts and Aftermarket Services (CAPAS) has an extensive network within the regional and national automotive industry. Owing to the last seven successful editions, the fair is now an established platform in the surrounding provinces for business promotion, information sharing and education. For the 2022 show, a series of events will energise the industry before and during the physical exhibition from 18 to 20 August at the Chengdu Century City New International Exhibition & Convention Center.

From years of planting strong connections across various automotive industry segments, CAPAS has developed an all-year-round service scheme that backs opportunities in the Southwest market. On this note, the organisers have recently kick-started a set of industry activities, including business matching, repair workshop visits, roadshows and online seminars to boost the value of participating in the show. These events are not only fulfilling the needs of the Southwest aftermarket but are also amplifying the alliance between Chengdu and Chongqing that encourages innovation in new energy vehicles and car connectivity.

Mr James Yu, Deputy General Manager of Messe Frankfurt (Shanghai) Co Ltd, said: "As a prominent trade fair in Southwest China's automotive industry, CAPAS is a hub that utilises a full range of industry resources to bond businesses together. Through the launch of roadshows and online seminars, we believe our promotional efforts can transcend across every corner of the market. As a result, a broader scope of fairgoers will join the platform, nurturing business exchange and collaboration in a key time of industry upgrade and transformation."

Extensive exhibition services bridge demand and supply

CAPAS 2022 is organising a number of business services to help exhibitors expand networks. These include the highly recognised online business matching services and the VIP Buyers Programme.

As such, several online business matching meetings will be held from now to the physical show, pairing exhibitors with participating buyers who have specific sourcing requirements. One-on-one meetings will create more fruitful business conversations for both parties. As of today, the programme's buyer database comprises of top dealer groups in China, as well as players from Asia, Europe, the Middle East, South Africa and South America.

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At the same time, roadshows across the country have successfully raised CAPAS' profile amongst over 20 buyer groups from more than 50 Chinese cities that plan to visit the show in August. The network covers over 10,000 workshops and 5,000 dealers from the commercial and passenger vehicle sectors in the Southwest region. As a result, buyers that have an influence on purchasing decisions can connect with exhibitors in person to discuss cooperation and achieve business goals together.

On the other hand, the VIP Buyers Programme is also returning to offer exclusive services for large-scaled purchasing groups. Furthermore, to facilitate a seamless onsite experience and improve exhibition results, a dedicated team from the organisers will collect sourcing requirements prior to the show and arrange meetings with matched exhibitors accordingly. This year, the programme will welcome distributors, chain stores, purchasing alliances, and 4S groups from Chongqing, Ningxia, Guangdong, Guizhou and Sichuan, a growth of 50 percent from the last edition.

Furthermore, the show will also launch an online platform to cater to international participants who cannot travel to the physical event. The audience can find the broadcasted booth visits to see products first-hand. With this, remote buyers can participate while exhibitors receive more exposure in the international market. More information about accessing the online platform will be announced in due course.

Online seminars and offline events support knowledge sharing

For the first time, CAPAS will collaborate with Magic Cube Auto College, a notable media outlet in China's aftermarket. In the next four weeks, three online seminars will host several industry associations and opinion leaders from leading corporations. Together, they will discuss topics tailored to the Southwest market. This involves an exploration of the synergy between Chengdu and Chongqing that amplifies the automotive industry and the future of workshop services and technical skills.

The first online dialogue scheduled on 26 July will spotlight how the Chengdu-Chongqing collaboration encourages higher levels of development in the regional automotive industry. The Chengdu-Chongqing Economic Rim is one of six automotive manufacturing bases in China. In recent years, the cooperation has strengthened the integration of auto parts manufacturing, research on new energy vehicles and connectivity, and automotive pilot projects. The session will host speakers from the Chengdu New Energy Automotive Industry Promotion Association of Popularization and Application and the Society of Automotive Engineers of Sichuan.

Another two sessions in August will focus heavily on the introduction of the growth-driven brands. Guests from Chongqing Transportation Association, Faret Auto Radiator (Tianjin) Co Ltd, GIGA Automobile Service and Sichuan Royal-Road Investment Management Co Ltd will share best practices and case studies that cover product development, skilled labour and staff development.

These online seminars will help participants better understand the regional automotive market, providing insights for business expansion in the area. In addition, exhibitors can also promote products and services during these sessions to attract more buyers to their booths during the fair.

During the three-day show, a range of concurrent events will cover the latest market information to support players along industry transformation and development. One such activity is the **Chinese Listed Companies to Build the Belt and Road International Cooperation Forum 2022**. The conference aims to provide an in-depth discussion on the position of the Chengdu-Chongqing Economic Rim in the Belt and Road initiative. Other key events also include:

- China New Energy Vehicle International Cooperation Conference 2022
- China (Chengdu) Commercial Vehicle Aftermarket Summit 2022
- Southwest Automotive Aftermarket Summit 2022
- Case Study and Training for Profitable Repair Workshop

CAPAS is jointly organised by CCPIT-Auto, Messe Frankfurt (Shanghai) Co Ltd and CCPIT-Sichuan. For more information, please visit www.capas-chengdu.com or email auto@hongkong.messefrankfurt.com.

Mindful of the COVID-19 outbreak, organisers are 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.

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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

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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.