

Fair facts

Date

23 – 25 May 2019 (annual)

Venue

Chengdu Century City New International Exhibition & Convention Center
198 Century City Road, Chengdu Sichuan, China

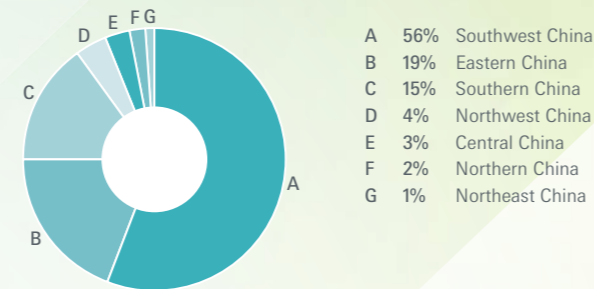
Organisers

- China Council for the Promotion of International Trade, Automotive Sub-Council (CCPIT-Auto)
- Messe Frankfurt (Shanghai) Co Ltd
- China Council for the Promotion of International Trade, Sichuan Council (CCPIT-Sichuan)



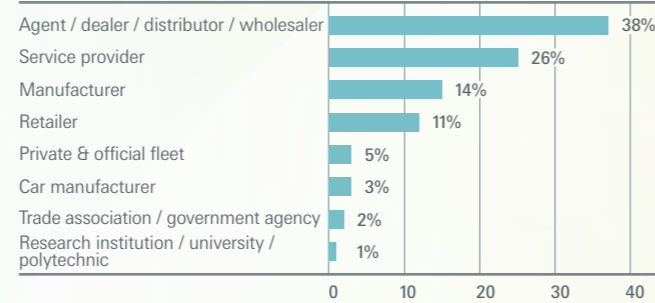
2019 Visitor profile

Chinese visitors by geographical origin

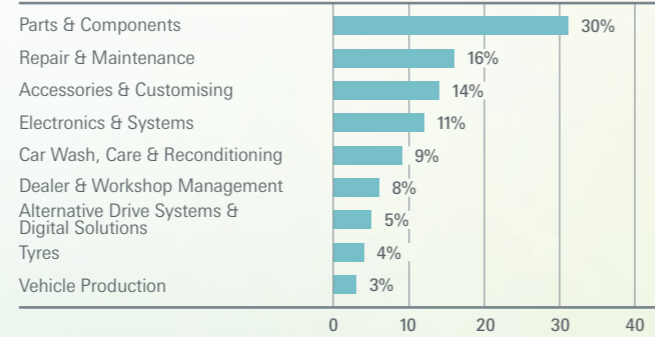


Subject to change, info as of November 2019

Visitors' business nature



Area of interest



Source: Visitor survey 2019

Contact

Messe Frankfurt (Shanghai) Co Ltd
+86 21 6160 8473
auto@china.messefrankfurt.com

Messe Frankfurt (HK) Ltd
+852 2802 7728
auto@hongkong.messefrankfurt.com



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CHENGDU

Chengdu international trade fair for automotive parts and aftermarket services

21 – 23.5.2020

Chengdu Century City New International Exhibition & Convention Center, China

A gateway into Southwest China's evolving automotive market and supply chain

48,000 sqm

600 Exhibitors

18,916 Visitors*

19 Fringe events

*2019 visitor data

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messe frankfurt

Unleash your potential in Southwest China's automotive industry

Southwest China's automotive sales and production volumes have boomed in recent years, with Chengdu playing a leading role in the region. According to the 2018 end of year report, the number of passenger vehicles across three major provinces and the municipality of Chongqing exceeded 28.89 million, becoming one of the fastest growing regions in China.

At the same time, many supportive plans and policies have been carried out in support of the local auto parts and new energy vehicles market. As a result, the region has seen more vehicle production, auto parts manufacturing and aftermarket services gradually develop.

Source: Bureau of Statistics of Yunnan, Guizhou, Sichuan, Chongqing

CAPAS 2020 builds a comprehensive service platform

- **Visitors** – Attracts more distributors and workshop operators to participate, creating an ideal platform for business networking and information exchange.
- **Exhibiting scope** – Encompasses a full representation of the entire automotive supply chain from the region. It promotes investment, trade and technological exchange through fringe events such as new product and technology launches and business matchmaking.
- **Services** – Provides personalised services such as promotion, investment and business matchmaking, training and conferences to improve the exhibiting effectiveness.



Fringe programme focuses on the latest regional movements

The fair's concurrent events include conferences, business matchmaking, project presentations, trainings and store visits. They cover a wide range of topics including the development of new energy vehicles, investment opportunities in the region, service sector transformation, branding strategy and store management.



CAPAS 2019 highlights

CAPAS 2019 has been carrying out a series of programmes to serve market needs throughout the year, such as visiting local repair workshops, promoting the show to auto parts distributors, conducting surveys, seminars and roadshows in Sichuan's cities.

Extended services bring exhibiting effectiveness

- Business matchmaking programme
- Training courses for Southwest China's automotive aftermarket
- Networking activities with leading companies in the region

A multitude of marketing channels to promote the show

- New media: TikTok, WeChat, TouTiao, Sina.
- Mass media: CCTV, Xinhua News, Sichuan Daily, Huaxi City Daily.
- Professional trade media: Beijing Automobile News, Sohu Auto, Automobile & Parts.



In addition to participating as an exhibitor and joining the business matchmaking programme, we also attended the 4S store visits. This was a very practical experience for us to understand more about the Southwest market and touch base with local people. This will inform our business strategy and development in the region.

Ms Shirley Liu, Marketing Manager, Petro-Canada Lubricants Inc (Exhibitor)