Achieving business success from the promising automotive market of Southwest China

CAPAS
CHENGDU

Chengdu International Trade Fair for Automotive Parts and Aftermarket Services

19 – 21 May 2016
Chengdu, China
www.capas-chengdu.com

CCPIT-Auto

messe frankfurt

Conduct a year's worth of business in 35,000 sqm in 2016

Draw on the power of a new market

According to the State Information Center, the automobile market share of the provinces in Central and West China has been increasing 2% – 3% annually. The provinces in Central and West China including Chengdu, Chongqing and Wuhan will contribute over 50% automobile market share by 2020. As of the end of June 2015, car ownership in Chengdu reached 3.39 million units and ranked second in the country after Beijing. Car production in Sichuan is 0.56 million units, a 24.5% year-on-year increase, 20% higher than the national average, and the growth of the production efficiency ranked high in the national.

16,000 quality buyers (↑ 21%) from near and far are anticipated to source in three halls

730+ exhibitors (↑ 9%) from around the world are expected to seize immense business opportunities

Comprehensive fringe programme offers value-adding show experience

100+ global media coverage target the right buyers

Drive high-quality leads to your business

2015 show results speak for themselves

13,250 industry professionals (⬆ 20%)

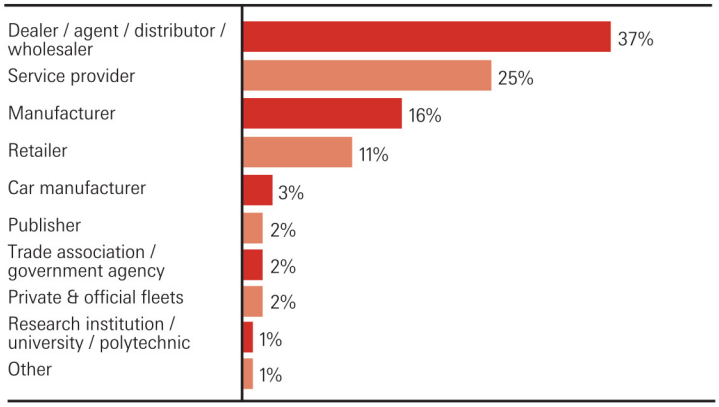
85% of visitors had full or partial purchasing authority

Visitors from **25** countries and regions made their journey to the show

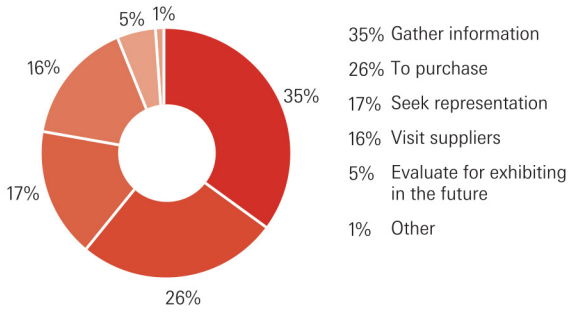
Visitor main area of interests

32%	20%	17%	16%	9%	5%	1%
Parts & Components	Repair & Maintenance	Accessories & Tuning	Electronics & Systems	Services Station & Car Wash	IT & Management	Other

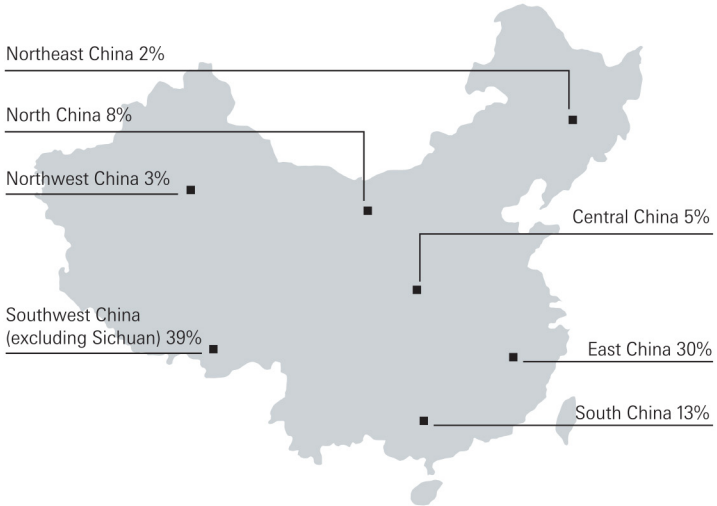
Visitor by business nature



Visitor by purpose of visit



Domestic visitors (⬆ 20%)



Overseas visitors (⬆ 20%)

Top five visiting countries and regions (excluding China) in order of highest attendance:

United States

Taiwan

Poland

Japan

Malaysia

Stay competitive and secure your booth NOW!

Subject to change, as of October 2015

Book your booth on or before 31 December 2015 to enjoy an early bird discount!

Date
19 – 21 May 2016 (annual)

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

Admission
Free admission. Trade visitor only

Participation fee (in RMB)	**Zone A**	**Zone B**
Standard package (min 9 sqm)	1,100 / sqm	800 / sqm
Raw space (min 24 sqm)	900 / sqm	650 / sqm

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)

Endorser
- Chengdu Municipal Bureau of Exposition

Associate supporter (Accessories & Tuning)
- Chengdu Century City New International Convention & Exhibition Center

"It's encouraging that buyers here are knowledgeable and they are involved in the industry. We also achieved a good number of contacts which we can follow up with, raise the brand awareness in the region and be able to talk to some interesting exhibitors here. I will have no doubt in exhibiting at the show again."
UK exhibitor, Mr Paul Myers, Managing Director, Britpart

"Most of our buyers have a clear mission for their procurement requirements, mainly focused on decorative accessories and passenger car products. Some of them also came for new products, technologies and ideas and to see new market trends. The Southwest China automobile market has so much room for development and the potential is immeasurable."
Chinese visitor, Mr Feng Jianfeng, President, Guizhou Automotive Parts Association

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

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www.capas-chengdu.com