

**China International Auto Parts Expo**  
**Auto Parts, Equipment, Tuning Cars, Services & Accessories**

[www.iapchina.com](http://www.iapchina.com)

- I Held by Ministry of Commerce, P. R. China, the state-level and the leading international platform of communication and trade for auto parts industry in Asia
- I Oriented to the global OE market, aftermarket, car tuning and accessories market
- I Important domestic and international exhibitors, the best selected companies from China's automotive industry chain
- I A gathering attracting international R&D, purchasing, distribution, trade and maintenance professionals in the automotive manufacturing, circulation and maintenance fields
- I High-level summit and technology forums, quality global sourcing and match-making seminars

Dates: September 24-26, 2009

Frequency: Annual

Floorage: 70,000 sq. m.

Open to: Professionals

Venue: China International Exhibition Center, Beijing

Address: 6 East Beisanhuan Road, Chaoyang District, Beijing

**Introduction to CIAPE**

Held by Ministry of Commerce (MOFCOM), P. R. China, China International Auto Parts Expo (CIAPE) is the exclusive internationalized auto parts exhibition held by the Chinese government, which is held in accordance with the principles of globalization, specialization and the market requirements. Oriented to the global OE market and aftermarket, CIAPE introduces the development level and trend of growth of both China's and international automotive industries. It serves as a platform for the release and commercialization of new products, technologies and materials, establishment of brand image, introduction of advanced technologies, equipment, key parts, sophisticated management and overseas intellects. It also aims to promote import and export, exploration of new markets, investment and cooperation both in China and abroad, interaction between R&D and production, and multilateral communication. CIAPE provides to Chinese and international auto parts industry an inclusive and multi-perspective platform for exhibition, trading, communication and cooperation. CIAPE will promote China's auto parts industry to participate in global competition and cooperation, deepen international division, optimize supply chains, thus will play a positive role in the development of the world's automotive industry.

During CIAPE, international auto parts summit forum and seminars will also be held to discuss global hot topics, the latest developments and technology trends in the industry. Various activities including global sourcing seminar, technology and innovation seminar,

circulation and aftermarket seminar, match-making meetings, training as well as dialogs will provide exhibitors and purchasers with comprehensive value-added services.

## Organizing Units

Held by:

Ministry of Commerce, P.R. China

Hosted by:

China General Technology (Group) Holding, Limited

Co-organizers:

AAIA --- Automotive Aftermarket Industry Association, US

SEMA --- Specialty Equipment Market Association, US

AIAG --- Automotive Industry Action Group, US

SAE International --- The Society of Automotive Engineers, US

MEMA --- Motor & Equipment Manufacturers Association, US

OESA --- Original Equipment Suppliers Association, US

AASA --- Automotive Aftermarket Suppliers Association, US

HDMA --- Heavy Duty Manufacturers Association, US

BME ---The German Association of Materials Management, Purchasing and Logistics

FIEV --- French Vehicle Equipment Industries

KAICA --- Korea Auto Industries Cooperative Association

CWCC --- Coventry & Warwickshire Chamber of Commerce UK

ANFIA --- Motor Vehicle Manufacturers Association of Italy

CAMP---China Federation of Industry and Commerce Auto & Motorbike  
Parts & Accessories Chamber of Commerce

ZJCCME---Zhejiang Chamber of Commerce for Import and Export of  
Machinery and Electronic Products

TEEMA ---Taiwan Electrical and Electronic Manufacturers Association

TCPO --- Taipei Cartronics Promotion Office

TTVMA --- Taiwan Transportation Equipment Manufactures Association

TCA --- Taipei Computer Association

CENS --- China Economic News Service

Robert Bosch GmbH

Denso Corp.

Delphi Corp.

Magna International Inc.

General Motors Corporation

Toyota Motor Corporation

Ford Motor Company

Volkswagen AG

Daimler AG  
Chrysler LLC  
BMW AG  
PSA Peugeot Citroën  
Hyundai Motor Company

China Shanghai Automotive Industry Corporation (Group)  
China FAW Group Corporation  
China Dongfeng Motor Corporation  
China ChangAn Auto Co. Ltd.  
China Beijing Automotive Industry Holding Co., Ltd.  
China Chery Automobile Co., Ltd.  
China Anhui Jianghuai Automobile Co., Ltd.  
China National Heavy Duty Truck Group Co., Ltd.  
China Zhengzhou Yutong Group Co., Ltd.  
Shaanxi Automobile Group Co., Ltd.  
China Wanxiang Group Corporation  
Shaanxi Fast Auto Drive Group Co., Ltd.

China Automotive News  
Gasgoo International  
China Auto Parts Online

Supporters:

CAAM --- China Association of Automobile Manufacturers  
SAE-China --- Society of Automotive Engineers of China  
JAPIA --- Japan Auto Parts Industries Association  
JAMA --- Japan Automobile Manufacturers Association, INC.  
APMA --- Automotive Parts Manufacturer Association, Canada  
SMMT --- The Society of Motor Manufacturers and Traders Limited, UK  
UKTI --- UK Trade & Investment  
KAMA--- Korea Automobile Manufacturers Association  
AIN global --- Automotive Industry Globalization Foundation, Korea  
SIAM --- Society of Indian Automobile Manufacturers  
ACICAE --- Spain Basque Country Automotive Industry Association  
CCPLHT --- China Vehicle-use Diesel Engine Parts Sales Union

China Guangzhou Automobile Industry Group Co., Ltd.  
China HaFei Automobile Industry Group Co., Ltd.  
Brilliance China Automotive Holdings Limited  
China Zhejiang Geely Holding Group Co., Ltd.  
China Jiangxi Changhe Automobile Co., Ltd.  
China Great Wall Motor Company Limited  
China Xiamen King Long United Automotive Industry Co., Ltd.

China Wanfeng Auto Holding Group

Event Partner:

EQUIP AUTO, Automotive Aftermarket Exhibition

Organizer:

Genertec International Advertising and Exhibition Co., Ltd.

### **Exhibits Categories:**

1. Auto Parts:  
Engine system, chassis system, body system, electronic system, etc.;
2. Repairing and Maintenance Equipment and Accessories:  
Repairing, testing and diagnosis equipment, cleansing and maintaining devices, parking lot facilities, lubricants, wax, lac varnish, cleaners, etc.;
3. Car Tuning and Accessories:  
Tuning cars, equipment, hubs, audio players, satellite navigation, interior and exterior ornaments, etc.;
4. Materials and Components
5. Accessories
6. Energy-saving, Environmental Protection and New Energy Technologies and Products
7. Auto Industry Related Certification and Quality Organizations, Finance, Insurance, Media and Clubs, etc.

### **Post Show Report of CIAPE 2008**

The 2008 China International Auto Parts Expo (CIAPE) was held in China International Exhibition Center New Venue in Beijing from Nov. 12 to 15, 2008. 1100 exhibitors and 50100 trade visitors from 113 countries and regions around the world have exhibited and acquired information about the latest products, innovation and brand images in CIAPE 2008. The top 10 countries and regions with the largest number of oversea visitors are South Korea, Russia, USA, Germany, Iran, Japan, Ukraine, China Taiwan, China Hong Kong and India.

CIAPE 2008 is supported by 32 automotive societies covering 10 countries and regions in China, the US, Germany, UK, France, Italy, Japan, South Korea and Spain etc, the 9 multinational automobile groups like GM, Toyota and Volkswagen etc, the world's top 4 auto parts corporations as Bosch, Denso and Delphi etc and 20 major automotive groups in China like FAW, SAIC and Dongfeng etc.

CIAPE 2008 involves a wide spectrum of outstanding exhibitors including Bosch, Denso, NGK, Hitachi, TÜV Rheinland, Dow Corning, SAIC, Fawer Automotive Parts Limited Company, Dongfeng, Beijing Hainachuan Automotive Parts Co., Ltd., China National Heavy-Duty Truck Group, Wanxiang Group, Wuxu Diesel Engine Works, Guangxi Yuchai Machinery Co., Ltd., Wanfeng Auto, Zhejiang Yinlun Machinery Co., Ltd., Ruili Group, Zhejiang Asia-Pacific Mechanical & Electronic Co., Ltd, etc. and other well selected auto

parts companies from China's automotive industry chain areas and all the 12 automotive export bases.

About 150 tuning vehicles and accessories with unique styles organized by SEMA of the USA, BBS of Germany, and top Chinese auto tuning enterprises like THE WAY, AM, SKY, Blue power, Wolfree, Meguiars, and Fullthrotle motors were on display at the Hall of Tuning Cars, marking the leading exhibition on auto tuning and accessories.

CIAPE 2008 has set an admittance threshold for exhibitors. During CIAPE, an Intellectual Property Rights Protection Office was set up and there is no dispute arising from IPR infringement.

Other activities along with CIAPE 2008 include Summit Forum (400 attendees), Global Sourcing Forum (500 attendees), Powertrain and Technology Forum (200 attendees), AAIA Seminar (200 attendees), the U.S. Michigan Wayne County Business & Investment Inviting Meeting (200 attendees), on-site purchasing meeting of Gasgoo and Auto 1688, and other 10 country match-making meetings. All these were highly welcomed by the attendees.

Most of the exhibitors and visitors think highly of CIAPE 2008 for its internationalization, professionalism and unprecedented scale. They share the opinion that CIAPE not only serves as a convenient channel for auto parts enterprises to contact with world leading purchasers and suppliers but also promotes the brand image of China's auto parts to the world. CIAPE showcases the overall level of China's auto parts industry, and the confidence shared by China's automobile and auto parts companies and the market against the global financial crisis.

#### **Reasons for Exhibiting (multiple-choice)**

Product Promotion	67.86%
Seek Cooperation	47.32%
Company Promotion	41.96%
Acquire Information	25.89%
Other	0.45%

#### **Exhibitors' Satisfaction:**

Very Satisfied	10.60%
Satisfied	64.38%
Common	25.02%

#### **Reasons for Visiting**

Gather Information	31.45%
Seek Supply of Goods	13.76%
To Purchase	13.06%
Seek Representation or Cooperation	9.38%
Visit Suppliers/Clients	9.36%

Evaluate for Future Participation	4.67%
Seek Solutions	3.90%
Other	14.42%

### Oversea Visitors Breakdown

South Korea	19.31%
Russia	11.3%
The USA	6.29%
Germany	6.15%
Iran	6.01%
Japan	3.58%
Ukraine	3.43%
Taiwan, China	2.86%
Hong Kong, China	2.43%
India	2%
Other Foreign Countries	36.64%

Please visit [www.iapchina.com](http://www.iapchina.com) for the Post Show Report of CIAPE 2008

### Why You Should Attend CIAPE

- I CIAPE is the exclusive state-level platform held by the Ministry of Commerce of PRC, and is the roadmap to the Chinese automotive market.
- I The fast development of China's automotive industry leads to increasing demands for oversea advanced management, technology, intellect, R&D philosophy, products, capital and markets. This asks for a platform for information exchange and trade. Meanwhile, China is the world's largest emerging market. All the major multinational automobile and auto parts manufacturers (including the joint ventures) as well as their suppliers and purchasers have all shifted their purchasing to China. This also asks for a high-level exhibition and trading platform that could represent the overall level of China's automotive industry. CIAPE is the ideal platform that could help the multinationals and China's domestic companies to adjust their industrial chains for sustainable development.
- I World renowned professional organizations and purchasing associations, auto maintenance and repairing associations, distributors and auto product chain stores, foremost auto parts corporations, 8 multinational automobile groups and dozens of China's domestic automakers will bring their brand image, advanced products and technologies, purchasers, R&D personnel, dealers and suppliers to participate widely in the various activities of CIAPE.
- I CIAPE involves a wide spectrum of exhibitors which include all the world's leading auto parts corporations; well selected enterprises from the 12 state approved automotive export

bases in Changchun, Chongqing, Taizhou, Shanghai, Wuhan, Xiamen, Wuhu, Tianjin, Hefei, Guangzhou, Baoding, Liuzhou of China and all domestic industrial chain areas. CIAPE displays the overall level of China's auto parts and aftermarket industries and their trends of development, and provides the best platform for information exchange and trading to the global suppliers and purchasers that seek to enter the Chinese market.

- I CIAPE introduces the latest trend of the global automotive industry and products, advanced technologies and innovation, sophisticated R&D philosophies, environmental protection concepts, manufacturing and purchasing modes, managerial strategies, as well as China's R&D achievements of independent intellectual property rights.
- I Amid the global financial crisis, CIAPE, as China's state-level exhibition, will provide global automobile and auto parts companies with opportunities to find solutions and to further exploit the Chinese and Asian markets.
- I Beijing, the venue of CIAPE and the capital of the People's Republic of China, is the center of China's politics, culture, information, R&D and exhibition. It is an international metropolis which well integrates Chinese traditional civilization with the modern automobile culture. Lying at the heart of East Asia, it is the hinge of international transportation. With the construction and running of high-speed railways between Beijing and Tianjin, Shanghai and Shenyang, Beijing will play a even more important role as the hinge of China's transportation, logistics, exchange of human resources and information.

### **Why You Should Come to China:**

#### Momentum of the World's Economic Growth

- I China is the 3<sup>rd</sup> largest economic entity and the 2<sup>nd</sup> largest trader in the world. In 2008, China had a 9% GDP growth rate, and is the world's fastest growing economy.
- I Although the global financial crisis has brought about severe impacts, China's economy maintains its good fundamentals. China possess all the factors to promote a high speed growth like low-cost labors, high bank saving rate, improvement of infrastructures, fast urbanization, a huge domestic market and good financial conditions. These advantages will secure China a long-term stable and fast economic growth.

#### Huge Market, Potential to Create Demands

- I In 2008, Chinese automobiles have hit a production volume of 9.3451 million units and a sales volume of 9.3805 million units, with 5.21% and 6.70% growth rate respectively. China is already the 3<sup>rd</sup> largest automaker and the 2<sup>nd</sup> largest new vehicle consumer in the world. As the world's fastest growing automobile consumption market, China creates new opportunities for the development of the global automotive industry.
- I Currently, less than 3% households in China own an automobile. The number of private cars is estimated to reach 80 million in 2010. Even so, the rate of private cars per hundred person in China is just the same as that of the USA in 1925, that of the UK in 1950 and

that of Japan in 1965. With deepening industrialization and urbanization, China is the world's largest potential market for automobiles.

- I The total number of automobiles owned in China has reached 64.6721 million in 2008. With an annual increase of 10 million units, the aftermarket of China seized the attention and the interest of the world.
- I In 2010, the sales volume of China's auto parts industry is estimated to reach 800 billion RMB, with an export volume of \$50 billion.

#### Structurally Complementary

- I The Chinese automotive industry is characterized by a combination of advanced, developing and newly-emerging markets. Such a huge and structurally complementary market provides unprecedented opportunities for multinationals to develop in China.

#### Balance of Quality and Price

- I China is now learning and acquiring the world's advanced designing and engineering techniques. The balance between high quality and low cost helps to increase the global competitiveness of China's auto parts products.

#### The Largest Emerging Market

- I China is labeled as the flagship among all the emerging markets for its enormous scale and potential. Compared with saturated North American and European markets with their ever declining profits, the continuous growth of China's automotive industry provides new developing opportunities and new quality-price balance to all global OE market and aftermarket.

#### Impact on Company's Benefits

- I World renowned automakers and auto parts companies have all established operations in China and have realized fat profits. Moreover, their performance in China has direct impact on their companies' global benefits.

#### Welcome to Beijing

- I The global financial crisis has posed great difficulties and challenges to the world's automotive industries. Shall we be trapped in the corner or shall we attempt to change? It takes strong confidence and international cooperation to defeat the difficulties. Cooperation develops not only the Chinese market but also the multinationals, and brings about a win-win situation.
- I CIAPE 2009 will be held in autumn in Beijing, the best season of the year. At that time, the great military parade marking the 60<sup>th</sup> anniversary of the founding of China will be held. Welcome to visit Beijing and participate in CIAPE. Welcome to enjoy the great festival of China.
- I CIAPE has put forward several favorable policies for international exhibitors and trade visitors participating in CIAPE 2009. Please visit [www.iapchina.com](http://www.iapchina.com) for the details.

**Quotes:**

Mr. Peter Pang, CEO of Bosch (China) Investment Ltd, said, “Bosch has participated in CIAPE for the 2<sup>nd</sup> consecutive year. Our booth coverage and exhibits have all exceeded those of 2007. We believe that China will become the world’s largest automotive market in 5 to 10 years, and Bosch has its long term program and investment in China.”

Mr. Noboru Yamada, President of Denso (China) Investment Co., Ltd said: “Denso has already set up 200 after sale service stations in China. With full development in China, we wish to enlarge that number to 600. We have brought about nearly all our products to CIAPE this year. How to strengthen cooperation with China’s domestic companies is the major focus of Denso’s development in the next phase.”

Mr. Peter MacGillivray, Vice President, Events and Communications, SEMA

“This year’s show was very exciting for us to visit, because it really demonstrates the passion and enthusiasm that the businesses have for the specialty equipment industry. It’s fantastic. We met a lot of very interesting businesses here that are working to expand their market in China. But also the visitors, the attendees were of high quality. They are very engaged with the industry and they are very interested in why we were here and what we were doing. We are very satisfied with our experience this year. It is one of those situations where we will go home with many more contacts and much better understanding of this market and much better understanding of which way we are going to move forward.”

Mr. Gary Schkade, Director, Asia-Pacific Business Development, SAE-International:

“As a co-organizer, SAE-International has invited 5 senior experts in the automotive industry to hold 2 technology seminars in CIAPE 2008. The seminars are highly welcomed by the attendees, many of whom finished the seminars by standing in the aisles of the meeting room. This is totally out of our expectation. Through communication with Chinese domestic companies, we understand that they have realized fierce competition for survival, and are developing themselves by focusing on both orders and technology improvement. Many companies want to transfer from order-oriented production to technology and R&D-focused production in order to better fit global competition. ”

Mr. Chen Yilong, General Director of Asia Pacific Affairs & Chief Representative in China, Automotive Industry Action Group:

“CIAPE has cooperated with AIAG to hold the ‘Auto Parts Purchasing Leadership & Supplier Forum’ for 2 consecutive years. The forum attracted more than 500 attendees and are highly welcomed by the audience. CIAPE has established a bridge for communication and development between Chinese and American automotive industries. AIAG will keep working with the CIAPE to transfer more information and to bring more business opportunities to the auto parts companies in the future. ”

Mr. Lee Kadrich, Vice President, Government Affairs & Trade, Automotive Aftermarket Industry Association (AAIA):

“It is amazing that CIAPE has reached such a scale in only 2 years. The exhibitors are of high level and quality. Besides, many world famous and influential automotive associations and organizations are invited to have face to face communication with companies. This widens the possible cooperation fields, and demonstrates the image of CIAPE as a state-level exhibition in China. AAIA has established cooperating relationship with CIAPE, and we believe that there will be much more American exhibitors in CIAPE 2009.”

Mr. Hans-Joachim Lumbe, Vice President, the German Association of Materials Management, Purchasing and Logistics (BME)

“I am deeply impressed by the number of exhibitors you got here. On the same side, the technology they are displaying here are certainly in many cases far more than I really have expected.”

Ms. Julia Gelupiank, Vice President, Russian Auto Parts Purchasing Delegation

“CIAPE is a very successful and high-level exhibition. All our delegation members have reached their purchasing goals and are very satisfied with CIAPE. We will continue to organize Russian enterprises in the purchasing, circulation, repairing and testing sectors to participate in CIAPE.”

Mr. Markus Haeussler, VG of International Vehicle Approval, TUV Rheinland Group China

“TUV Rheinland is very honored to be invited to participate in CIAPE 2008 and the Summit Forum. This gives us a chance to communicate with various companies and dealers from China and abroad. We are very happy to see all the importance the Chinese government has attached to the exhibition. This demonstrates the government’s strong confidence in and the support to China’s automotive industry. TUV Rheinland sincerely wishes a greater success of CIAPE in 2009.”

Mr. Dave Rimathe, Purchasing, DeeZee

“We are a company mainly focusing on OE market and aftermarket in America, providing OE for GM and Ford. We are looking forward to establishing business relationship with more Chinese clients through CIAPE. During the exhibition, we have met with many target customers including both suppliers and purchasers. We have contacted with South East Motor, JAC and Great Wall Motor, and are willing to cooperate with them in the OE market. We have also met many quality suppliers from different provinces. CIAPE satisfied us very much and is beyond our expectations.”

Beijing Hainachuan Automotive Parts Co., Ltd.:

“CIAPE is an internationalized professional exhibition held by the Chinese government, and is an important platform to exploit the international markets. Companies from Beijing are the host, and should take an active role in participating in CIAPE. We have received more than 230 quality clients from the EU, the US and the Middle East during the exhibition, and have greatly promoted our company image as well as international trade.”

Mr. Mou Liping, Manager of Sales Department, Inner Mongolia OED Power Assembly Sales

**Company.**

“Participating in CIAPE is very rewarding for our company. Our engines with the new technologies like the common rail direct injection, variable section sweep, turbocharger have earned the attention of many interested visitors from North America, the Middle East, Russia, Southeast Asia, and domestic OEMs and suppliers. This greatly promoted our company image and products release.”

Mr. Kevin Chen, President, Gasgoo International

“Compared with CIAPE 2007, CIAPE 2008 has been improved in size, the quality of exhibitors and visitors as well as its various activities. For our matchmaking fair at CIAPE, we have invited over 50 international purchasers and released around 300 purchasing items. More than 30 buyers have made orders and over 300 suppliers are satisfied with their achievement on site. We sincerely hope that the state-level platform of CIAPE will get even better next year, and provides Chinese auto parts suppliers with an outstanding international platform.”

**Stand Prices:**

Standard Booth: RMB 2180 Yuan/ m<sup>2</sup> (Min: 3×3 m<sup>2</sup>)

Indoor Raw Space: RMB 1980 Yuan/ m<sup>2</sup> (Min: 36 m<sup>2</sup>)

**Note:** Exhibitors who rent indoor raw space shall pay Administration Fee for Booth Construction to China International Exhibition Centre.

**Special Offer:**

In view of the global economic crisis, the Ministry of Commerce of P. R. China is extending hospitalities to all overseas visitors of CIAPE to be held 24<sup>th</sup> to 26<sup>th</sup> September 2009. In other words, all overseas buyers, if they register on our website as qualified buyers, will enjoy free accommodations and transportation for the 3 days of 24<sup>th</sup>, 25<sup>th</sup> and 26<sup>th</sup> September 2009 in the designated hotels in Beijing.

**Contact the Organizing Committee of CIAPE:**

Contact Persons: Ms. Zhang Yazhu Ms. Zhai Danya

Tel: 0086-10-68991436/1457

Fax: 0086-10-68991422

Email : [zhangyazhu@exh.genertec.com.cn](mailto:zhangyazhu@exh.genertec.com.cn)

[11zdy@163.com](mailto:11zdy@163.com); [zhaidanya@exh.genertec.com.cn](mailto:zhaidanya@exh.genertec.com.cn)

You can pre-register online or download exhibition materials by visiting [www.iapechina.com](http://www.iapechina.com)

For more details please log on [www.iapechina.com](http://www.iapechina.com) or [www.mofcom.gov.cn](http://www.mofcom.gov.cn) (the website of Ministry of Commerce of PRC).