

# 2009 CIAPE Post Show Report

## **Part I: Review to CIAPE2009**

China International Auto Parts Expo (CIAPE) 2009 was held in China International Exhibition Center (Old Venue) in Beijing from Sept. 24 to 26, 2009. 1,255 exhibitors and 46,030 trade visitors from 126 countries and regions around the world have exhibited and acquired information about the latest products, innovation and brand images in CIAPE 2009. The top 10 countries and regions with the largest number of visitors are Russia, Japan, the USA, Korea, Iran, Germany, Taiwan China, Hongkong China, Canada, and Turkey.

CIAPE 2009 is supported by 32 automotive societies covering 10 countries in China, Germany, the US, UK, France, Italy, Japan, Korea, Spain etc, 45 embassy in China such as the USA, Canada, Israel etc, the 9 famous multinational automobile groups like GM, Volkswagen, Toyota etc, the world's top 4 auto parts corporations as Bosch, Denso, Delphi etc and 20 major domestic automotive groups like FAW, SAIC and Dongfeng etc.

CIAPE 2009 involves a wide spectrum of important suppliers from 19 important countries and regions such as China, the US, Germany, Japan, Korea, Canada, Switzerland, Israel, Taiwan China etc which include Bosch, Denso, Bridgestone, Shell, Dow Corning, ThreeBond, SAIC, FAW, Dongfeng, Beijing Hainachuan Automotive Parts Co., Ltd., Fawer, China National Heavy-Duty Truck Group, Shaanxi Fast, Zhejiang Wanfeng Auto Wheel, Ruili Group, Zhejiang Asia-Pacific Mechanical & Electronic Co., Lt, Inner Mongolia OED Engine, Shandong Gold Phoenix Group, etc. and other well selected auto parts companies from all the 28 provinces and cities.

CIAPE 2009 conducts admission qualification for exhibitors. It sets up IPR protection office and there is no dispute caused by IPR infringement during the show.

Along with CIAPE 2009 are 12 correspondent activities including Summit Forum, AIAG Auto Parts Purchasing Leadership and Supplier Forum, Center for Automotive Research---Sino-US Auto Parts Match-making Meeting, Bosch Automotive Technology Media Workshop, 2009 CBU Seminar, and Gasgoo Beijing Auto Parts Match-Making Events 2009, China- America and Oceania Auto Parts Economic & Trade Forum & Business Matchmaking Meeting, Sino-Asian Auto Parts Match-making Meeting, Sino-Europe Auto Parts Match-making Meeting, 2009 Taizhou (Beijing) Auto Industry Contact Meeting, and Date With Feng Hua about Brand etc. All these fringe activities are highly welcomed by the attendees.

CIAPE 2009 also draw the wide attention from over 300 domestic and overseas media. The list are: CCTV, Xinhua News Agency, China News Agency, China National Radio, Beijing TV,

Beijing people's broadcasting station, People's Daily, China Daily, Global Times, The Washington Post, Reuters, BON-TV, Nikkei Business Publications, Inc., sina.com, 163.com, sohu.com, Phoenix, China Automotive News, Gasgoo.com, etc.

Exhibitors and visitors hold a very high opinion of CIAPE 2009 for its scale, integrity and its progress in internationalization and professionalism. They all share the opinion that CIAPE, as an independent platform for international display and trade, not only serves as a convenient channel for enterprises to contact with world leading purchasers and suppliers but also promote the brand image of China's auto parts to the world. It showcases the overall level of China auto parts industry, represents the large power of the state level platform and conveys the confidence and sustainable development of China auto and auto parts market against current global financial crisis.

## Part II: The Opening Ceremony



The Opening Ceremony



Welcome Speech on the Opening Ceremony by  
Mr. Chen Jian, Vice Minister of Ministry of Commerce

The guests attending the opening ceremony are: Mr. Chenjian, Vice Minister of Ministry of Commerce; Mr. Zhang Ji, Director of Department of Mechanic, Electronic and Hi-Tech Industry of Ministry of Commerce of the People's Republic of China; Mr. Rick Rollin, Chairman of Specialty Equipment Market Association of the USA; Mr. Gerald Fedchun, President of Automotive Parts Manufacturers' Association of Canada; Mr. Noboru Yamada, President of Denso (China) Investment Co., Ltd.; Mr. Chen Yudong, Executive Vice President of Bosch (China) Investment Ltd. Furthermore, ambassadors from 45 countries, responsible persons of automobile and auto parts associations and well-known automobile enterprises from China and abroad, and leaders from Ministry of Commerce and related sectors of some provinces and cities also attended the opening ceremony.

Mr. Chen Jian said in the welcome speech that, "Thanks to the joint efforts of the organization committee, as well as domestic and foreign auto industries, the previous two expos were great success and received wide attention and appraisal from domestic and foreign auto industries. With a wider range, greater purchasing power and more professional expertise, this expo has become an important platform for us to showcase the development of China's auto parts industry, promote international exchanges and cooperation in the auto industry, as well as enhance self-innovation ability of auto parts industry and enterprises".

Mr. Chen Jian pointed out that, "Currently the world economy is stabilizing, and Chinese economy is also at a critical stage of stabilizing and recovery. And an economic stimulus package implemented by the Chinese government to counter the financial crises has also come to an effect. Especially thanks to the four trillion RMB stimulus package as well as policies such as the promotion of automobiles in the countryside, as well as purchase tax reduction and exemption, the Chinese auto market is well flourish in terms of production and sale. MOFCOM will continue to follow the guideline of maintaining the growth, stipulating domestic demands, and restructuring, and follow the overall requirements of Adjustment and Vitalization Plan for Auto Industry, and continue to do a good job in promoting a sustainable and healthy development of China's auto parts industry".

Mr. Chen Jian emphasized that, "The automotive industry is one of the industries having the highest level of opening up to the outside world, and the main international auto and auto parts groups made fat profit in the Chinese market. I believe that replying on the huge Chinese auto parts market, both Chinese and foreign enterprises are sure to find more business opportunities and achieve mutual benefits through the expo. I also believe that through our joint efforts, this expo is sure to be the famous international exhibition and contributes to the optimization of global competitiveness of China's auto industry".

### Part III. Leader's Inspection



Mr. Li Shufu, President of Geely Group, reporting to Vice Premier of State Council Zhang Dejiang

On morning of January 25th, Vice Premier of State Council Zhang Dejiang, who is also a member of the Political Bureau of the Communist Party of China(CPC) Central Committee, visited the Third Session of China International Auto Parts Expo. During the visit, the Premier urged the further implementation of the scientific outlook on development, the vigorous promotion of the sustainable and stable development of the auto sector with enhanced innovation, sector restructuring and a boost to participate in international competition and cooperation.



Visiting the Booth of Bosch

Mr. Zhang Dejiang visited booths of well-known domestic and foreign auto parts enterprises such as China National Heavy Duty Truck Group Co., Ltd., Zhejiang Shengda Industry, Beijing Haina Chuan, Bosch, Denso, Zhejiang Yinlun Co., Ltd., carefully looked at the stands of the Great Wall, Geely and other independent brands

and new energy vehicles, asked in detail about the technological advances of the automobile industry. He said, since the establishment of the People's Republic of China sixty years ago, especially since the reform and opening up, the auto industry in China has made great achievements, auto parts enterprises in China have continuously grown and attained remarkable accomplishments through independent innovation and international cooperation.



Visiting the Booth of the Great Wall

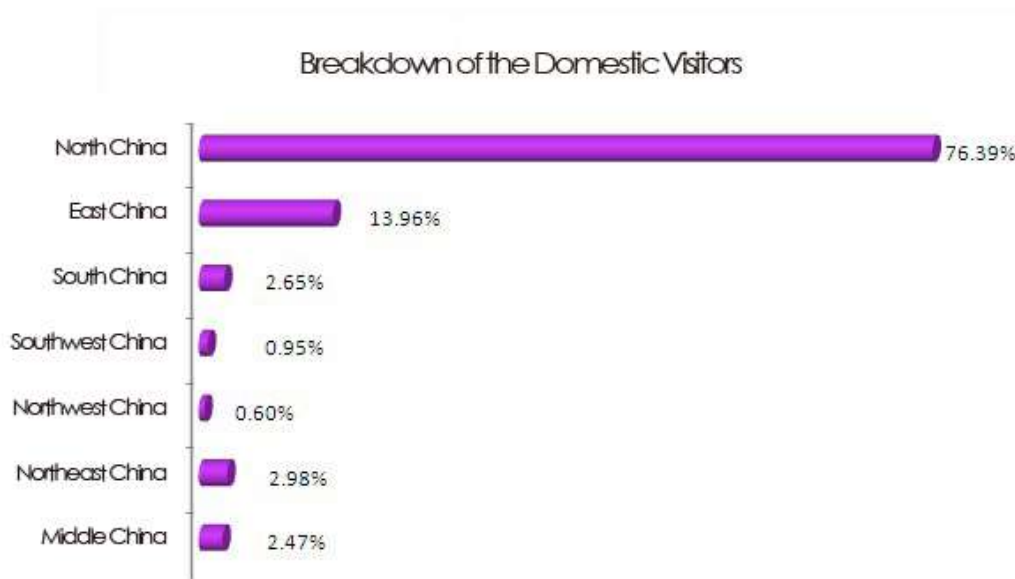
Mr. Zhang Dejiang pointed out that the automobile industry is an important pillar industry of the national economy, with high technology and promotion effect, and it could significantly expand employment and boost spending. To speed up the upgrading of the overall level and the competitiveness of the automobile industry in China is significant for the economic development and the improvement of people's lives. Premier Zhang Dejiang urged the effective implementation of the restructuring and revitalization of the automobile industry through institutional innovation, encouraged the merger and reorganization within the sector to cultivate big players, and asked auto makers to invest more on research to develop new models that are energy-efficient, or use alternative energies to achieve a new point for industrial growth. Zhang also called for vigorous implementation of the brand strategy, to improve competitiveness, to trail a path for the development of the auto industry with unique Chinese features.



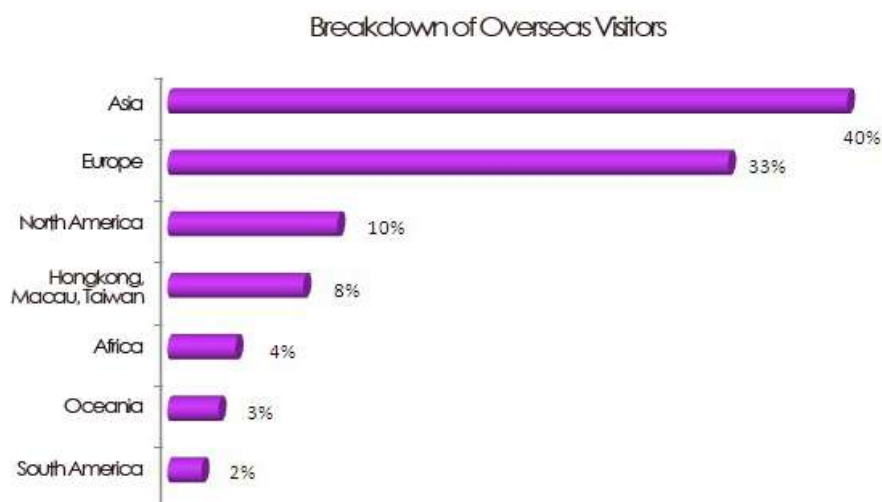
Visiting the Booth of China National Heavy Duty Truck Group Co., Ltd

## Part IV Data Analysis

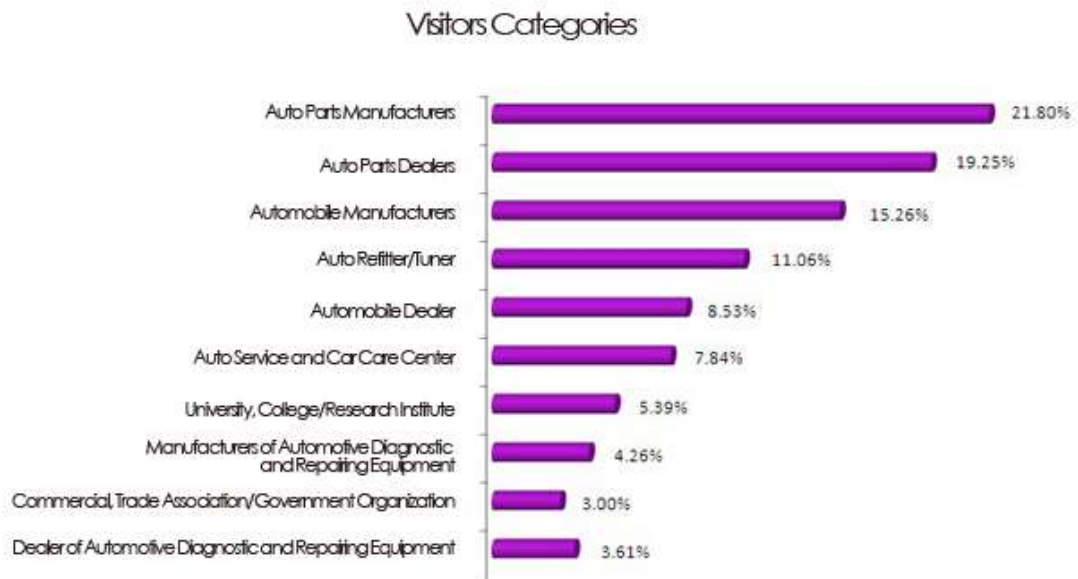
### 1. Breakdown of the Domestic Visitors



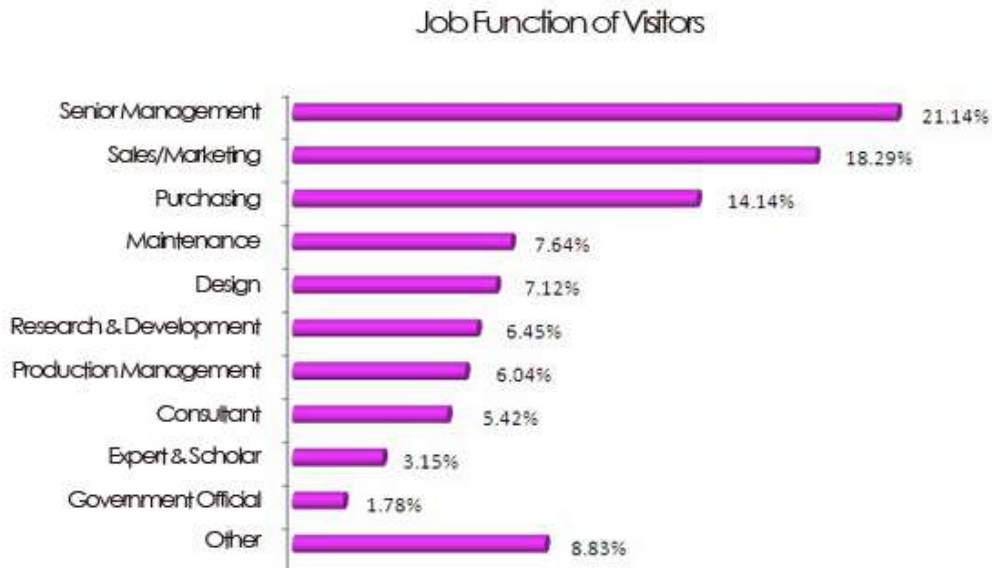
### 2. Breakdown of Overseas Visitors



### 3. Visitors Categories



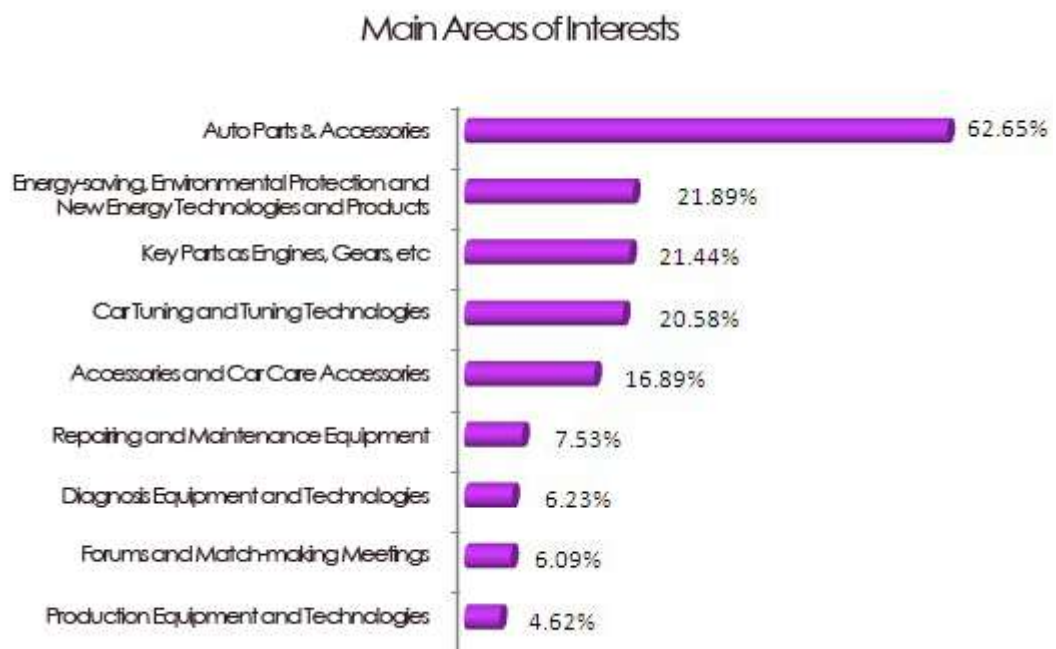
### 4. Job Function of Visitors



## 5. Purchasing Authority



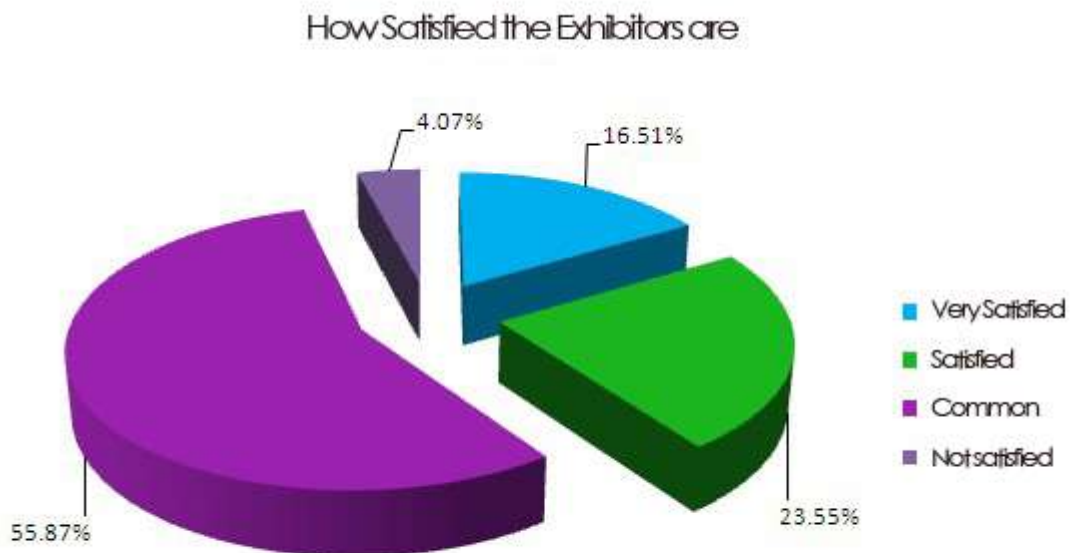
## 6. Main Areas of Interests



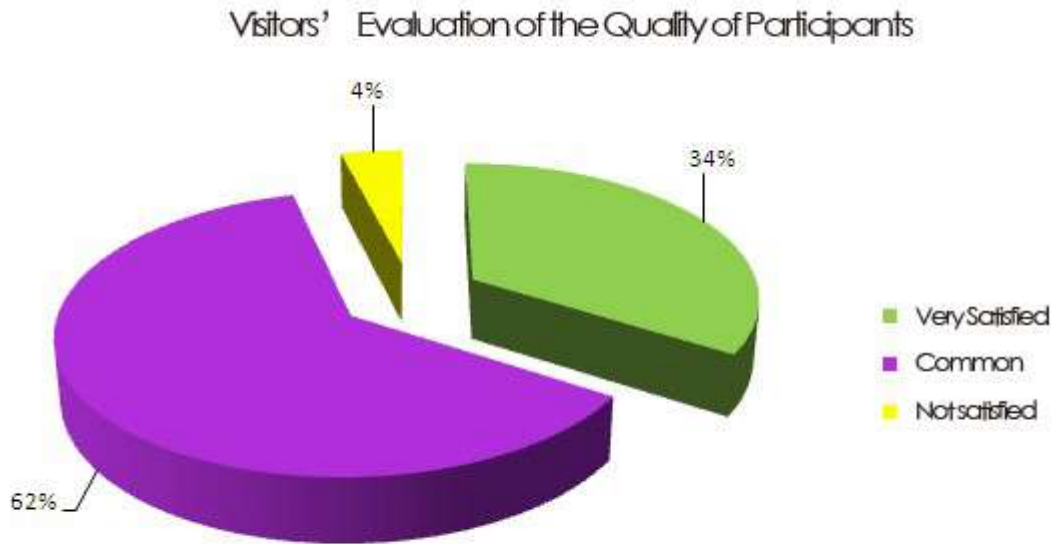
## 7. Purposes of Visiting



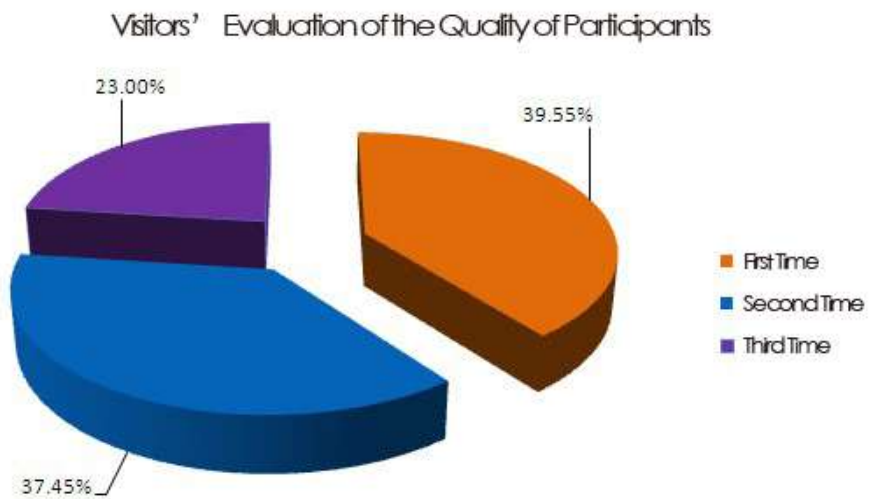
## 8. How Satisfied the Exhibitors are:



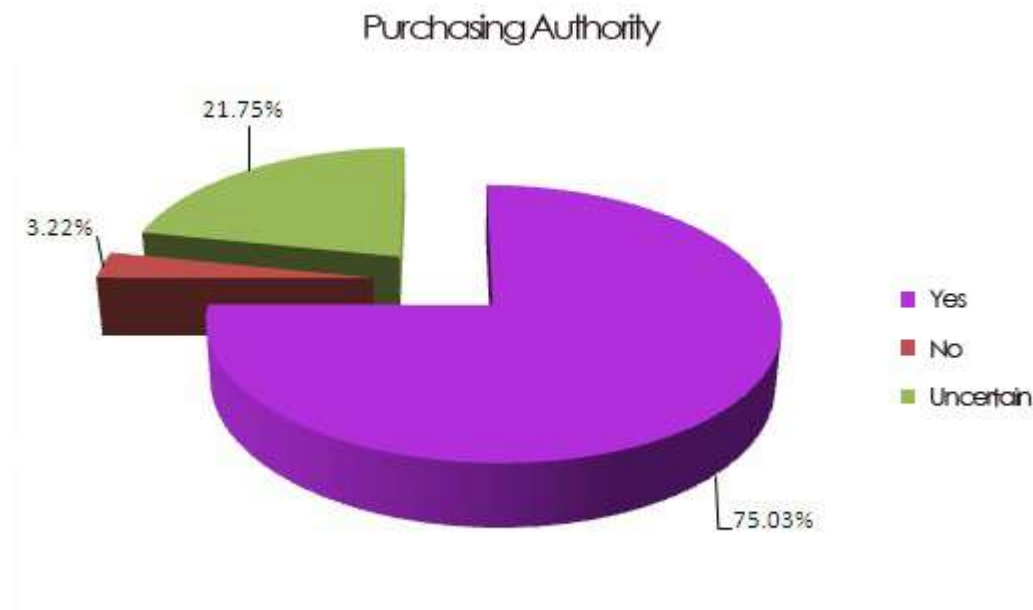
## 9. Visitors' Evaluation of the Quality of Participants



## 10. Visiting Frequency



## 11. Will you visit CIAPE 2010?



## Part V Quotes

### **Mr. Peter Pang, CEO of Bosch (China) Investment Ltd**

CIAPE 2009 is an international grand show. It sets up an excellent platform for technical communication and business exploration and plays a very positive role in gearing up the development of Chinese auto parts industry. We benefit a lot from it and feel very honored to be a part of it. We are convinced that our participation in CIAPE will push forward our business in China.

### **Mr. Noboru Yamada, President of Denso (China) Investment Co., Ltd.**

Denso attaches great importance to this platform set up by the Chinese Ministry of Commerce. We also regard it as one of our global important activities. We really appreciate it that CIAPE offers three days' free accommodation for international buyers. It will effectively strengthen the professionalism of CIAPE and attract more purchasers and R& D specialists as well as more business opportunities.

### **Mr. Feng Shiming, Manager of China Market of BorgWarner Inc.**

Against the backdrop of the ongoing global financial crisis, CIAPE 2009 brings valuable power to the world auto parts industry. Meanwhile the participation of Israeli countries also reflects the importance of the Chinese market.

**Mr. Chris Kersting, CEO & President, Specialty Equipment Market Association (SEMA)**

CIAPE 2009 shows a high quality in terms of exhibitors, organization and design. It also shows good momentum of development. The current level is beyond our expectation only in such a short time of two or three years' development. It reflects that the Chinese government is gradually promoting the opening of the auto tuning market. SEMA is deeply confident with the cooperation of CIAPE-SEMA show and believe that CIAPE-SEMA 2010 will be larger and more influential!

**Mr. Bernard Swiecki, Director of Market Analysis of Center for Automotive Research**

With the organization and promotion of the US Embassy in China, the delegation of the Center of Automotive Research leads 12 enterprises to participate in CIAPE 2009 and finally reaches 3 big trade intention. Our mission this time, both for the show and the match-making seminar, is successful. The Chinese market is an emerging market and we can not afford to miss. We hope in the near future we could strengthen our cooperation with CIAPE and set up a wider partnership. Our members also convey that they wish that CIAPE could enable more Chinese enterprises to know better of the US and attract more US companies to come to China.

**U.S. Commercial Service, Embassy of the United States of America**

The past two years witnessed the growth and development of CIAPE. We draw this conclusion by two year's close inspection and finally give CIAPE 2009 the certification of US department of Commerce. Moreover, we also co-organized with US Center for Automotive Research (CAR) an auto parts delegation to CIAPE to visit the show and host a matchmaking seminar. Under the strong support of the organizing committee, CAR delegation and the Chinese auto parts enterprises had an effective communication which laid a good foundation for the future cooperation. The American companies are very satisfied with their trip to CIAPE. We, U.S. Commercial Service of US Embassy would like to extend our sincere thanks to CIAPE for the platform of Sino-US auto enterprises and are looking forward to a further cooperation with CIAPE.

**Mr. Stuart Charity, President of Australia Automotive Aftermarket Association (AAAA)**

After visiting all the auto parts shows in China, personally I think CIAPE is the best. I am confident, without any hesitation, to recommend CIAPE to our member enterprises, because the exhibitors of CIAPE are well selected by the Chinese government and they are quite reliable.

**Mr. Bernard DESCAMPS, International Market Development Director of French Vehicle Equipment Industries**

CIAPE is just the show that the French automotive and auto parts enterprises want to attend. This time I visit each booth of the show very carefully, and contact the

commercial department of the French Embassy to confirm our participation plan in 2010. We will make our efforts to organize French enterprises to attend CIAPE and set up the French pavilion.

**Mr. Hariri, Vice President of Iran-China Chamber of Commercial Industry (ICCCI)**

CIAPE is a great partner. Before CIAPE, we participate in Automechanica Shanghai every year. However, we think CIAPE benefits me more. Ever since the year 2007, we witness the development of CIAPE not only in the level, quantity and scale, but also in the professionalism and the quantity of visitors. It is one of the best auto parts shows and will be cultivated to be the largest auto parts show in China.

**Mr. Lee Hae Ick, Deputy Manager of Automotive Industry Globalization Foundation, Korea**

It is our third continuous time to organize the Korean delegation which is also the largest pavilion among the international pavilions. Our enterprises are very satisfied with CIAPE 2009. They make the brand promotion and also find cooperative partners. Next year, we will make a larger Korean delegation.

**Mr. Xuhuanzhi, Vice manager of International Marketing Planning Dept, Great Wall Motor Company Limited**

This is the third time for Great Wall Motor to participate in CIAPE and this year's CIAPE is more professional with more visitors. Even on the third day, there are so many visitors in our booth as well as many overseas visitors. We benefit a lot from the meeting both in business and technology. Mr. Zhang Dejiang, our Vice Premiere and Mr. Chen Jian, Vice Minister of Commerce also paid a special visit to our booth. This inspired us a lot that the government shows great support to Great Wall Motor as well as the national brands.

**Mr. Gao Zhaohua, Sales Director of Nanjing Huade Spark Plug Co.,Ltd.**

To attend CIAPE 2009 is an important activity to HuaDe company and is also an important measure to build a representative show. HuaDe greatly stresses this show and participates into CIAPE every year. CIAPE 2009 makes a bigger breakthrough than the last two years with more foreign buyers and more importance attached by the government. I believe such show will surely facilitate further communication between the manufacturers and customers, and enhance the cooperation between manufacturers and suppliers.

**QiBing, Vice General Manager, Beijing Giraffe Spinning Tech.Co.,Ltd.**

We participate in CIAPE every year and it has already been one of our approved program. Compared to the first two sessions, the third CIAPE benefits us more. Our purpose of participation is both to know more leading customers in OE market and set

good connection with the equipment participants and to have a good acquaintance and position with the market. For example, we have a new kind of technology seldom noticed by the visitors before. But this time, more and more people come to our booth and make inquiry of it. We regard it as a good vane that it's time to release it to the market. Our exhibits at CIAPE 2009 attract more concerns from visitors both at home and abroad. We also reach several intent agreement and it will be fruitful after our follow up.

**Sue, Marketing manager, Sawakyu Automotive Trading (Suzhou) Co., Ltd**

We are a Japanese company newly entering into the Chinese market. This is our first time to attend CIAPE. We are very glad to make acquaintance with many industrial partners and purchasers as well as the market information. Our harvest is beyond our expectation and we will come next year.

**Mr. Li Qingwen, Press President of China Automotive News**

CIAPE relies on the most brilliant strategic resource, gives full play to the most powerful management and sets up the industrial exchange platform. With the rapid development of China automotive industry, and the rebirth of the world automotive industry, CIAPE will grow to be a world class grand show with its own characteristics so as to bring benefit to both domestic and the world auto industry.

**Mr. Kevin Chen, President, Gasgoo International**

Three distinct features can be concluded from CIAPE2009, they are: big increase of professional visitors, improvement of visitor quality, high approval from the media and visitors. CIAPE 2009 is held against the backdrop of the financial crisis and the big strikes afterwards to the auto industry. It is marvelous to gain such achievement and we are expecting a more excellent show next year.