

Report on China International Auto Products Expo 2014

National Exhibition and Conference Centre (Shanghai)

October 19th to 21st

Part I. Expo Profile



China International Auto Products Expo(CIAPE) was held successfully at National Exhibition and Conference Centre (Shanghai) from October 19th to 21st, 2014. The expo attracted 1500 exhibiting companies from 11 countries and regions including Japan, Korea, Mexico etc. Covering an area of over 120,000 square meters, the show welcomed 130,000 visitors from 55

countries and regions such as China, America, Canada, Germany, Russia, France, Britain, Japan, Korea, Spanish, Italy, Australia, Mexico, India, Pakistan, China Taiwan, China Hong Kong etc. Among them, 37,000 professional trade visitors visited the expo. The crowd of visitors was unprecedented among similar professional expos. The vast number of visitors met and exceeded the expectation of the Shanghai government and the organizer.

Based on the China International Auto Parts Expo, CIAPE expanded its portfolio from auto parts to the entire auto industry. Meeting the growing demand of the domestic and international OE market and aftermarket, the international platform aimed to boost the development of the entire auto industry. It also facilitated one-stop visit, negotiation and purchasing.



This year, the expo was moved from Beijing to National Exhibition and Conference Centre (Shanghai) , Hongqiao Central Business District. Shanghai is located in the center of the Yangtze River Delta, China's most active and developed economic zone as well as the center of China's auto and related industries. Furthermore, the National Exhibition and Conference Centre (Shanghai) is currently the world's largest exhibition complex. Located in the Shanghai Hongqiao Central Business District, the center enjoys a favorable location and convenient transportation. It serves as an excellent platform for auto enterprises to use Shanghai as a hub and expand presence in China as well as in the world.



CIAPE is engaged in establishing an efficient and high-end platform for trade and display that covers the entire auto industry. It aims to enable China to achieve its auto power dream. The target fits perfectly with that of the Hongqiao Central Business District, which is to serve economic development, to build a pool that embodies domestic and overseas

headquarters and trade bodies as well as a pool for modern service sectors. CIAPE and the Hongqiao Central Business District will surely depend on and improve each other so together they can boost the development of China's auto, exhibition and service industry.



Covering whole vehicle, auto parts, electronics and information technology, clean fuels, technical equipment, auto accessories, maintenance and diagnosis equipment, tire, auto tuning, motorcycle, CIAPE displayed products and technology of the entire auto industry, the first among its peers. That is why the expo was so well received by exhibitors and professional trade visitors.

Whole vehicle section attracted both Chinese and overseas companies



The section displayed passenger car, commercial vehicle, microcar, special vehicle, new energy vehicle from both China and overseas companies. China's independent brand like Chery, JAC, Huachen Auto, Zotye, Higer,

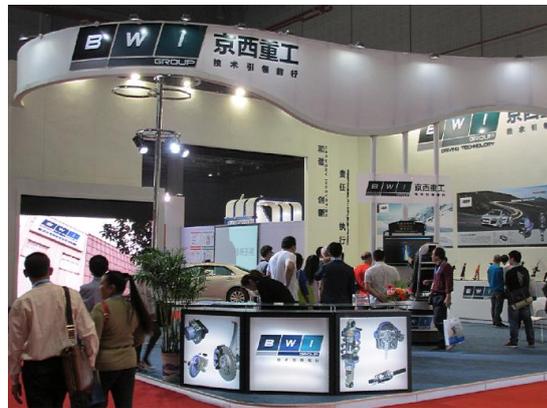
Kinglong attracted the eyeballs of many visitors. Two models from Tesla became the center of attention.



Auto parts section welcomed Chinese and overseas companies



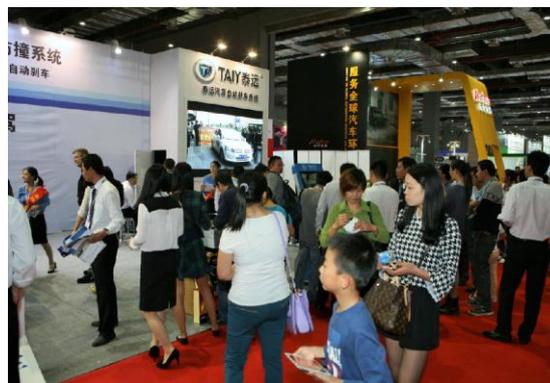
Chinese and overseas auto parts companies including Bosch, Aisin, Asia-Pacific Mechanical & Electronical, TOYOTA BOSHOKU, BWI Group, Luoshi etc displayed state-of-the-art products and technology in the 28,000-sqm auto parts section. Covering large and media and small companies, SOEs and private companies, exhibitors organized by government departments and private organizers, the section reflected the status quo of China's auto industry and market.



Electronics and information technology section was set up for the first time

Electronics and information technology section aimed to adapt to technological and industrial revolutions characterized by the new internet and new energy technologies.

Organized by China Electronics Chamber of Commerce (CECC) along with professional associations such as China Federation of Automobile Information and



Beidou Automotive Application Industry Alliance, the section showcased information technology of public transportation and commercial vehicles, auto navigation and positioning products, auto electronics, demonstration of innovations of smart

transportation, wearable equipment etc. Chinese companies have made great process in terms of both design and operation experience.

Clean fuels section was favored by professional trade visitors



As one of China's largest liquid bio-fuel suppliers and leading exhibitors of the clean fuels section, COFCO Corporation Bio-energy Department is committed to environmental protection. Striving to act responsibly by contributing to energy saving in transportation industry, COFCO displays Ethanol fuels it developed at the expo and they were well received by the visitors.

I/M equipment section was established for the first time



Following the trend and policy orientation of the auto industry, the section included networking of the auto industry, paint room, I/M system, teaching aid in auto institutions, chains auto repair shops, wheel alignment, lifting machine etc. Exhibitors at the section included Maschinenbau Haldenwang (MAHA), Snap-on, Launch, EAE Automotive Equipment , Spanesi etc.

Chinese Vehicles Diagnoser Contest was held during the expo. The technical lecture and wonderful contest attracted much audience to take part.



Auto accessories section created business opportunities

As the pioneer for promoting auto products and brands, the expo served as an excellent



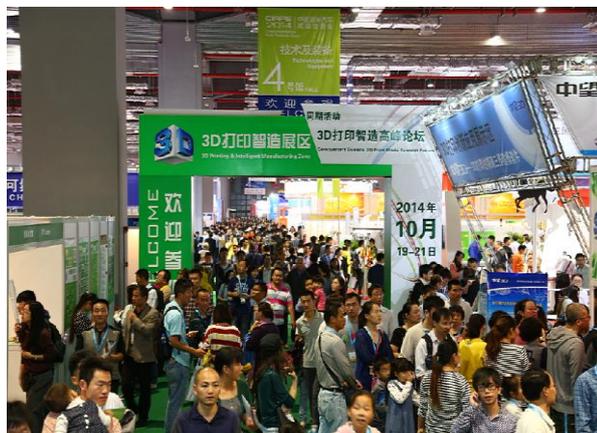
platform for auto accessories companies to communicate with auto parts suppliers and Chinese and overseas distributors. Covering an area of 28,000 square meters, auto accessories with unique shapes and multi functions attracted visitors from across the world. The section created multiple business opportunities for exhibitors to develop overseas market.

Technical equipment section boosted the upgrade of manufacturing equipment



The section was set up for the first time at CIAPE to display equipment that manufactures auto and auto parts, mould and wearing parts. Over 200 companies from 10 countries and regions such as America, Germany, Canada, Swiss, Korea, Japan, Thailand, Malaysia, China Taiwan, China Hong Kong etc. exhibited at the show. Most well received products included CNC

precision automatic lathe and numerically controlled metal procession machine from Citizen, Precision Tsugami and Miyano, alloy die casting equipment, injection molding equipment and machining solutions for the auto industry etc. 3D printing section displayed printed auto parts and exquisite artwork by 3D printing technology which attracted the attention of professional trade visitors and art lovers.



Auto tuning section and tire section features distinctive characteristics



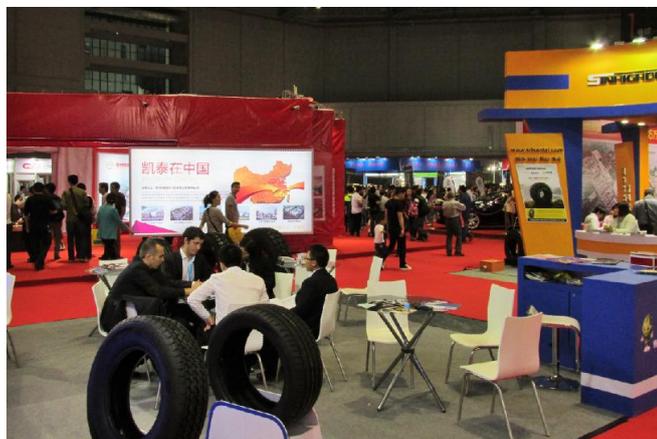
Both professional and amateur modified vehicles were displayed at the expo, among which auto tuning companies from China Taiwan exhibited in China mainland for the first time. Engaged in strengthening engines, Taiwan BLUE WAVE attracted experts to communicate and exchange ideas. The great number

of visitors showed the huge market potential of modified cars.



On 10,000-sqm north Hall of the exhibition center, recreational vehicles were displayed which impressed visitors with its tough off-road charm and comfort inside the vehicles. Equally appealing were the prototype of Optimus Prime and two 20-meter-tall Kingkong.

Tire section showcased auto tire, hub, rim and related products. Professional trade visitors from Europe, America, Southeast Asia and Mideast are brought together to communicate with the exhibitors and exchange their cutting-edge products and technologies. Through the expo, the exhibitors promoted their brands and develop their business opportunities.



Motorcycle section promoted cooperation

Traditional fuel motorcycle and tricycles as well as state-of-the-art scooter with lithium ion batteries were displayed at the section. Famous enterprises such as Zongshen Motorcycle, Lifan, Qianjiang Motorcycle and AIMA showcased their images and strength of China's independent brand. Overseas purchasers were invited to the expo which boosted cooperation between key parts and motorcycle accessories.



CIAPE helped overseas companies develop Chinese market



Exhibiting delegations from Japan, Korea, Mexico participated in the expo. Among them 32 Korean companies attended the expo, including Halla Incorporation, SANE Corporation, JEONGDO Industry, KIRIU-SAMICK, Daeji Metal. State-of-the-art technology and products in auto parts, electric appliance, auto tuning, manufacturing equipment, technical equipment were showcased.

As CIAPE's long-term partner, the Korean delegation wish to strengthen cooperation with more Chinese companies.

It is the second time that Japanese exhibiting delegation have participated in CIAPE. Famous exhibitors included aftermarket companies such as Car Conveni Club, Seiko Solutions, Broadleaf etc. They aimed to cooperate with aftermarket companies in China.

Composed of 14 aftermarket companies and distributors, the Mexico exhibiting delegation participated in CIAPE for the



first time. The exhibitors aimed to get a better understanding of the Chinese auto market and to develop a cooperative relationship with Chinese partners.

Concurrent activities are another highlight of the expo

The Summit Forum on Technological and Industrial Revolution of the Global Auto Industry 2014 was held in Marriot Hotel during the expo. Focusing on “Auto Industry’s next ten years—Compete on intelligence and interconnection ; Trend 、 Pattern 、 Technology” , the forum brought together over 300 high-level figures in the auto industry. The panel discussion was spirited and was well received by the audience.



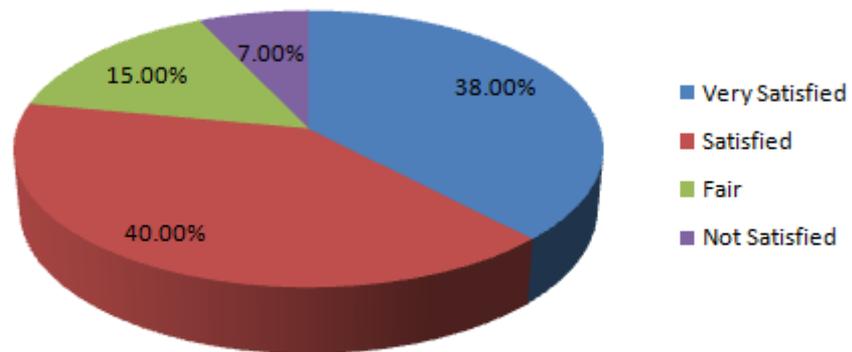
Co-organized by the China Automotive Technology & Research Center, the Road Traffic Safety Research Center of the Ministry of Public Security and the China Auto Modification Accessories Association, China Auto Modification Development Seminar attracted the attention of Chinese and overseas auto tuning industry. The seminar discussed market, development trend, policies, status quo of China’s auto tuning industry and received the attention of Chinese and overseas auto industry.



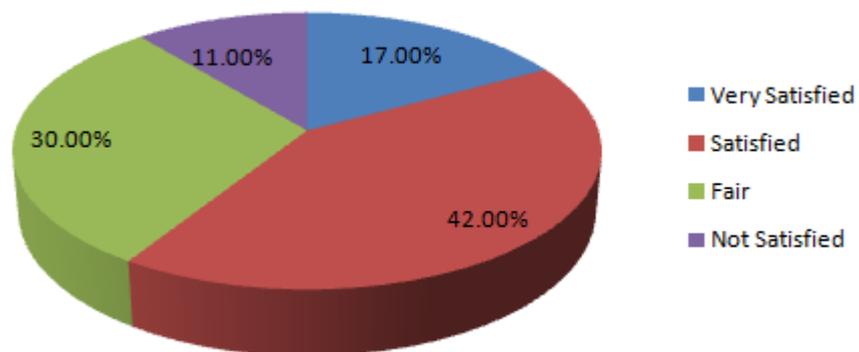
Scientists and experts discussed and elaborated on the development trend of the auto industry at Advanced Forum on China Automobile Check and Maintenance Industry Development, Summit Forum on China Accident Car Industry Chain and Advanced Forum on the Training of International Automobile Talents and the Innovation of Educational Informatization.

Part II. Data Analysis

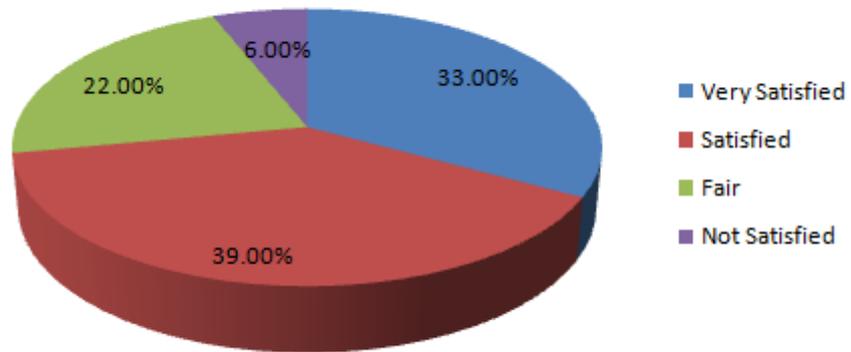
1. Visitor satisfaction



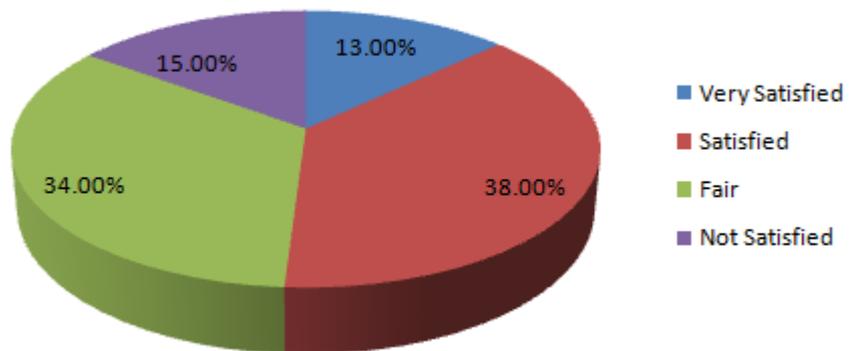
2. Exhibitor satisfaction



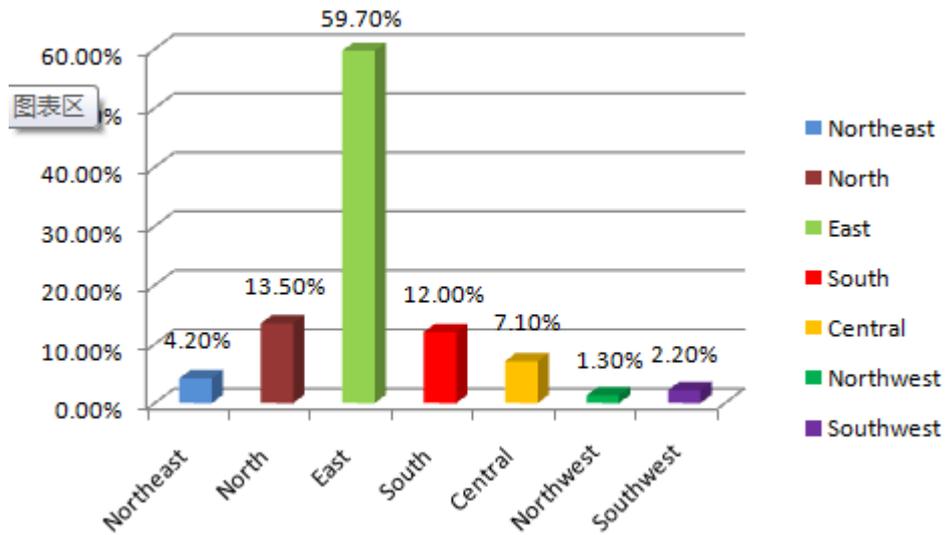
3. Visitor satisfaction about the trade



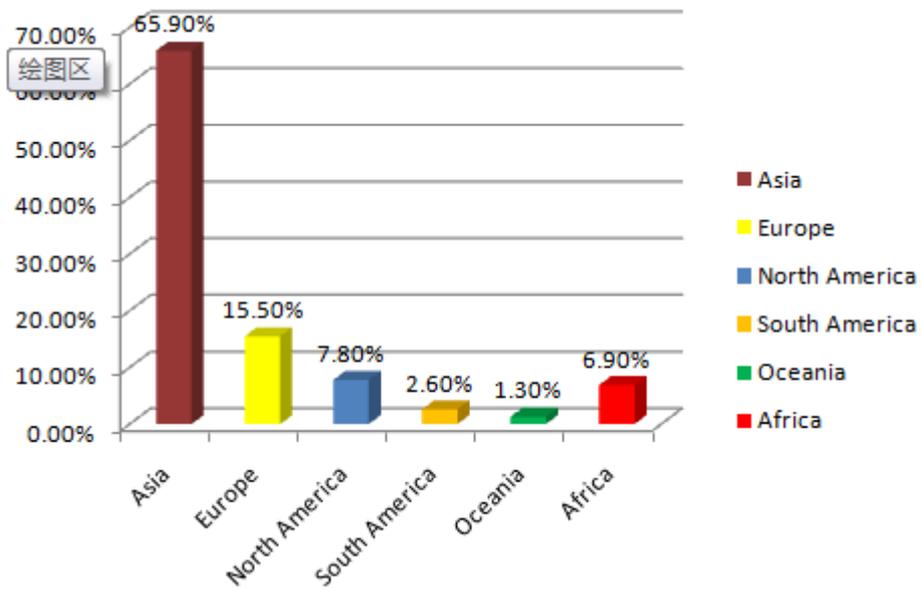
4. Exhibitor satisfaction about the trade



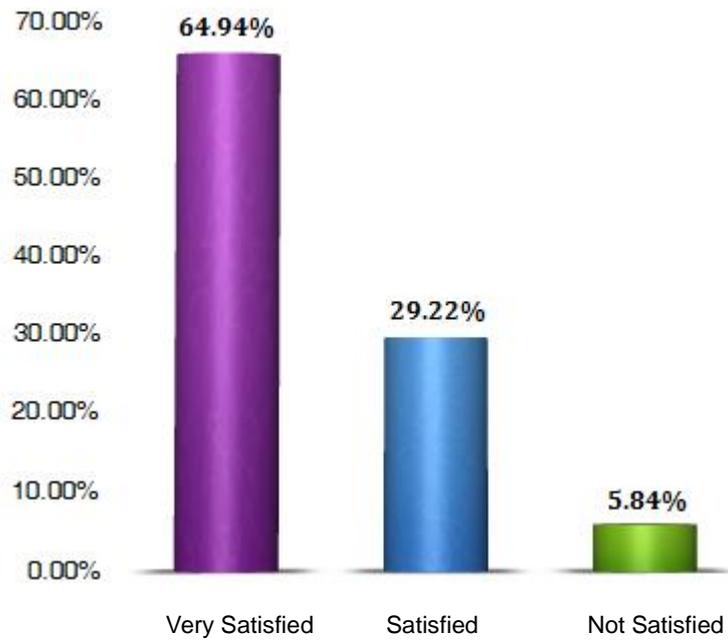
5. Geographical distribution of Chinese visitors



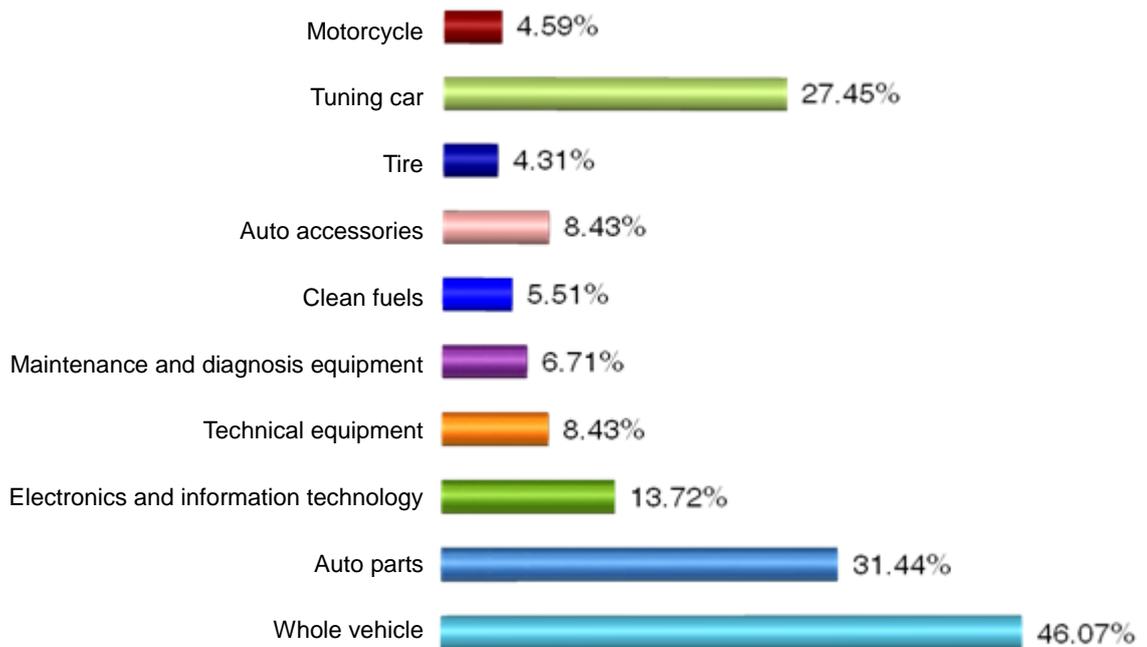
6. Geographical distribution of overseas visitors



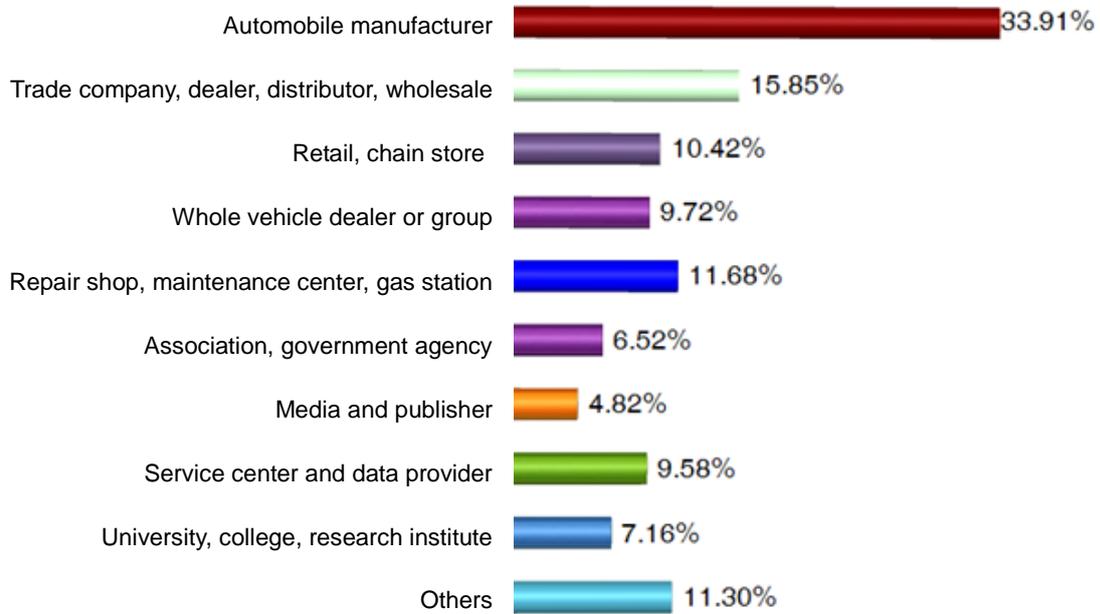
7. Evaluation of the quality of exhibitors



8. Main products of Interests (Visitor)



9. Visitor categories



10. Visitor job function

