



FACT-SHEET (1)

Auto Components Shanghai 2006

Special Showcase: Auto Tuning Shanghai



The 6th Edition - Auto Components & Parts Exhibition

October 2005

Key Data:

Dates: 8 – 10 June 2006
Frequency: biannually in Shanghai
Premier event: 1996
Type: specialised trade fair
Venue: SAEC – Shanghai
Automobile Exhibition
Center, Anting/ China

Application

Deadline: 17 February 2006

Scope of exhibits:

- Automotive Parts, incl. Engines & mechanical systems, electric & electronic systems, gearboxes, exhaust systems, axle, steering and brake systems
- Automotive Accessories, incl. Interior trimmings, air conditioning systems, navigation and telecom systems
- Auto Tuning (special showcase), incl. modified/ tuned cars, tires & wheels, car audio and video systems, car body parts, car painting
- Repair, maintenance and inspection equipment, car maintenance and car care products
- Auto manufacturing equipment and auto-related technologies
- New energy and mixed-power technologies for automotives

Welcome to Auto Components Shanghai 2006:

Under its new distinctive name, Auto Components Shanghai (formerly Auto Parts & Equipment Shanghai) aims to be the most recognized specialised trade fair for auto parts in China.

It was set up to complement Auto Shanghai - with which it alternately takes place every other year - as an ideal platform for automotive parts suppliers, accessories manufacturers and subcontractors, offering them an essential gateway to the huge Chinese auto parts market.

Since the industry has expressed their interest in a specialty equipment showcase, Auto Tuning Shanghai will be held within Auto Components Shanghai for the first time in 2006. Adding to Auto Components uniqueness and attractiveness, a projected 15,000 professional visitors are expected to attend the 2006 show.

Trade visitors seeking information on current themes in the automotive industry are also attracted by the high-level automotive seminars held by SAE-China that accompany the event.



FACT-SHEET (2)

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Venue / Location:

Auto Components Shanghai will be held at Shanghai Automobile Exhibition Center, the new first-class and state-of-the-art international trade fair centre. It is located in the core of Shanghai International Automobile City (SIAC) Industrial Park in Anting, in which the Shanghai Municipal Government has invested more than \$6 billion to further develop the automotive industry in and around Shanghai.

SIAC has already attracted a huge VW plant and prominent suppliers close-by, such as Brose, Georg Fischer, SKF, EDAG, Delphi and many more. In addition, the neighbouring Formula One circuit in Jiading draws over 500.000 Chinese motor sports enthusiasts to the region year by year.

Organizers:

China Association of Automobile Manufacturers (CAAM)

China Council for the Promotion of International Trade, Shanghai Sub-Council (CCPIT Shanghai)

The Society of Automotive Engineers of China (SAE-China)

Shanghai World Expo (Group) Co., Ltd.

Co-Organizers:

SIEC – Shanghai International Exhibition Co., Ltd.

IMAG – Internationaler Messe- und Ausstellungsdiens GmbH

Approved by:

Shanghai Municipal People's Government

Supporter:

Shanghai International Automobile City Development Co. Ltd.

SIEC – Shanghai International Exhibition Corporation Ltd.

Shanghai International Exhibition Co., Ltd. (SIEC) is jointly invested by Shanghai World Expo (Group) Co., Ltd. and the Council for the Promotion of International Trade, Shanghai. The SIEC was founded on July 1st, 1984. The SIEC is a full member of Union des Foires Internationales (UFI). SIEC has held 500 international exhibitions of various themes and sizes.

IMAG – Internationaler Messe- und Ausstellungsdiens GmbH

IMAG as a subsidiary company of Munich International Trade Fairs is a Germany - based international trade fair organiser with a long history of events in China. IMAG organises 60 exhibitions and group- participations annually world-wide.



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Market Survey / Auto Components:

The automotive sector is one of the core industries in the Chinese economy. According to the Chinese Department of Commerce, China has evolved to the third largest automobile market worldwide with over 5 million vehicles sold in 2004 – a rise by 15%, which is expected to continue over the next few years as stated by the European Automobile Manufacturers Association (ACEA).

By 2006, every major automaker in the world will be producing cars in China. Volkswagen, Nissan and GM have already invested more than \$2 billion in China, and Daimler Chrysler has invested another \$1 billion. Within this decade, these vehicle manufacturers, along with Japanese and Korean carmakers, are expected to have more than six million units in passenger-car production capacity. Hence imports of auto parts need to rise, too, if not JIT production of the OEMs requires even more locally present tier one suppliers.

WTO accession and hence the cancellation of import quotas as well as the reduction of import tariffs will stimulate auto imports. Imported auto parts and accessories face a 25-percent tariff at present, but it will fall to 10 percent by December 2006. Vehicle imports amounted to 125,129 units in 2003, valued at \$5.25 billion, up 63%; key parts valued at \$2.99 billion, up 132%; and components, \$6.2 billion, up 86%.

The sales volume of China's entire auto parts market totaled at \$49 billion in 2004, that is an increase of over 40% compared to 2003. Moreover, the sales volume of China's auto parts industry

nearly amounted to the sales of China's auto industry.

Market Survey / Auto Tuning:

Aftermarket products in China enhancing and upgrading vehicle performance and appearance, start to sell well since more and more motorists care about exterior and interior modifications to individualize their cars.

According to a Chinese specialty equipment market expert from the magazine "Car and Driver China", already 10 percent of all private cars are customized in Beijing and 1 percent in Shanghai, with Beijing being the market most willing to spend and Shanghai being by far the fastest-growing market, the most commercialized, and a very cosmopolitan city for fashionable trends.

Jun Li, journalist of China Motor magazine, adds that the specialty equipment market is booming in China as "...more and more car owners are youth who always want to show character and fashion, hence they attach importance to the automobile modification." She noted that "...there are about 200 tuning stores in Beijing and 400 to 500 or so in southern cities.

Further it is estimated that the size of the modified market in China is currently more than \$20 million and that the average amount spent per modification is \$1,200. Conservative estimations see the tuning market grow by 10 percent in each of the next five years.



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Show Review: Auto Parts & Equipment Shanghai 2004

Exhibitors

- 146 exhibitors from 11 countries
- 54 international exhibitors, among them key clients: Siemens VDO, Michelin, Giti Tire, Denso, Aisin, Visteon, Bosch, ZF, Goodyear, Valeo and many more
- 3,500 sq.m exhibition space

Visitors

- 6,500 trade visitors from 29 countries
- 15% international visitors

Media

- SIEC had attracted over 5.000 int'l and local media representatives for Auto Shanghai 2005

International Pavillion

IMAG offers you a special participation package for your participation at Auto Components Shanghai 2006. Being officially appointed organiser of German and international pavilions at Auto Shanghai and Auto China, our experienced project team offers you similar services at Auto Components Shanghai 2006.

A presentation under the roof of IMAG includes a special design made by IMAG architects, which provides you more attention by customers and visitors.

Your advantages in detail:

- We plan, design and construct the stands
- We provide you more attention by employing a special CI
- We provide you additional promotion possibilities within our network and our services
- We reduce your preparation work to the minimum
- We take the exchange rate risk, you may apply with EURO
- We offer an exhibitors lounge incl. meeting and communication facilities for all participants free of charge
- Our experienced team provides comprehensive support during preparation period and onsite

IMAG Project Management:

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