

Ahead of the curve

Now China is the largest and fastest-growing market in the automotive industry, it demands a trade show to boot. **AUTOShanghai** is firing on all cylinders ahead of 2017

In 1985 AUTOShanghai opened its doors for the first time to 400 exhibitors and less than 20,000 visitors in a space no larger than 25,000sq metres.

Thirty-two years and 16 exhibitions later; it is gearing up for more than 2,000 exhibitors and one million visitors – including 10,000 journalists – in Asia's largest venue. This remarkable groundswell is in line with the exponential growth of China's ambitious and innovative automotive industry, which now claims to have surpassed Europe and the US in size.

It offers an excellent platform to car makers and automotive suppliers for the presentation of new technologies and products, as well as the exchange of information and the establishment of new business contacts.

With 1,343 vehicles on display including 109 world debuts, 47 concept cars and 103 new energy vehicles, it is the biggest show in

Below: The suspended parts of a Buick automobile at the 2015 AUTOShanghai show
Inset: The technology behind a Skyactiv Mazda



the world, having overtaken the IAA Frankfurt Car Show.

AUTOShanghai is a true reflection of the whole automotive canvas, showcasing the final product and every stage of its production journey. From special purpose vehicles, new product concepts, new energy technology, control devices and systems, maintenance workstation equipment, car care products and related computer software; myriad component manufacturers and suppliers have a presence. This provides a unique blend of car and technology.

Local, provincial and national government politicians will be present in 2017, and over the last decade huge administration investments have been made to develop innovation, knowledge and technology available to Chinese automotive companies.

The market outline for China has identified the automotive industry as one of its core industries and is striving to improve the competitiveness of its domestic production. China aims to reach its goals by relying on well-positioned market leaders as well as technologically-strong



suppliers, thus offering further growth opportunities – especially for European companies.

Mirroring the rude health of the automotive industry and China's economy, China is now the largest consumer of electric cars. Indeed, 500,000 pure electronic cars were produced and sold in 2015, with 330,000 of those bought in China. The country still faces serious environmental issues and there is socio-political demand to improve the situation. The Ministry for Transport works closely on these issues with AUTOShanghai and the show is huge for the area. The development of green alternatives is increasingly

Above: The Shanghai International Convention Centre will host the show again in 2017
Right: A Chevrolet concept car in 2015
Below: Audi's R18 E-Tron Quattro 24-hour Le Mans entry

prevalent, especially in urban expansion where dense population demands improved mobility and car-share schemes. "Today, the generation of car consumers and purchasers is quite different to ten years ago," explains Peter Bergleiter, Managing Director of AUTOShanghai's co-organiser IMAG GmbH.

"Car share models, electric cars, alternative fuel systems, autonomous drivers and other incredible in-cabin technology are all reflected at AUTOShanghai. There are huge opportunities in this rapidly growing market."

The show is now host to 18 countries with more than 1,000 companies represented, including joint ventures from large international and premium brands. "We are likely to see more consolidations concerning Chinese manufacturers and suppliers but also new partnerships and business models in the future," predicts Bergleiter.



It is also heavily supported by associations and CEOs of international automotive producers who are often in attendance to announce or unveil the latest news and technology for the future.

There are CEO conferences onsite throughout two days of the event where the press and the public can attend 'meet the manufacturer' opportunities, witness presentations and

ask questions. This back-to-back conference format is unprecedented in international trade shows.

In association with AUTOShanghai, the intimate Car Design Night promises to be another glamorous evening, with the opportunity to meet and network with key Original Equipment Manufacturers and Heads of Design. ■

Car Design Night

19 April
The Waterhouse, Shanghai
cardesignnews.com

AUTOShanghai Media days

19-20 April
National Exhibition and Convention Center, Shanghai
autoshanghai.auto-fairs.com

AUTOShanghai

21-28 April
National Exhibition and Convention Center, Shanghai
autoshanghai.auto-fairs.com

