

Innovation to Transformation

Auto China

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Auto China 2016

2016 BEIJING INTERNATIONAL AUTOMOTIVE EXHIBITION

CHINA INTERNATIONAL EXHIBITION CENTER NEW VENUE (TIANZHU)
APRIL 27 - MAY 4, 2016
CHINA INTERNATIONAL EXHIBITION CENTER (JINGANZHUANG)
APRIL 25 -29, 2016

SPONSORS:

China Machinery Industry Federation (CMIF)
China National Machinery Industry Corporation (SINOMACH)
China Council for the Promotion of International Trade (CCPIT)
China Association of Automobile Manufacturers (CAAM)

ORGANIZERS:

China Council for the Promotion of International Trade, Automotive Committee (CCPIT-Auto)
China National Automotive Industry International Corporation (CNAICO)
China International Exhibition Center Group Corporation (CIEC)
Society of Automotive Engineers of China (SAE-China)



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2016 Beijing International Automotive Exhibition

The 14th Beijing International Automotive Exhibition (Auto China 2016) will take place at China International Exhibition Center New Venue (Tianzhu) and China International Exhibition Center Old Venue (Jinganzhuang) simultaneously from April 25 to May 4, 2016, the total exhibition area is expected to be 230,000 square meters.

Initiated in 1990, Beijing International Automotive Exhibition, also known as Auto China, has been successfully held for thirteen consecutive editions. Held biennially on even years in Beijing, Auto China has been well recognized as one of the most important automotive exhibitions in the world with significant social attention and extensive international influence. Auto manufacturers all over the world put it on the list of world leading auto shows for displaying their products and technology in China.

Auto China 2016 is sponsored by China Machinery Industry Federation (CMIF), China National Machinery Industry Corporation (SINOMACH), China Council for the Promotion of International Trade (CCPIT) and China Association of Automobile Manufacturers (CAAM), jointly organized by China Council for the Promotion of International Trade, Automotive Committee (CCPIT-Auto), China National Automotive Industry International Corporation (CNAICO), China International Exhibition Center Group Corporation (CIEC) and Society of Automotive Engineers of China (SAE-China).

“Innovation to Transformation” is the theme of Auto China 2016. Nowadays, China's auto industry is entering the era featured by cyberized, intelligent and electric vehicles. In this process, the continuous integration between new technologies and traditional industries has spawned a series of innovative thinking, models and products. In the contest of the new normal of China's low economic growth, all industries have embarked on transforming and upgrading. Under this impact, the global automotive industry will witness historic transformation.

The exhibition schedule of Auto China 2016 is as follows: Press Day for domestic and foreign media: April 25-26, 2016; Trade Day: April 27-28, 2016; Public Day: April 29-May 4, 2016.

Each and every Beijing International Automotive Exhibition has attracted great attention and active participation from Chinese and foreign automotive industry, related industries, the press and all social sectors. Almost all multinational auto enterprises in the world regard Auto China (Beijing) as one of the world's most influential exhibitions. On behalf of all the sponsors and organizers of Auto China (Beijing), we would like to extend our heartfelt thanks to all our friends from auto industries, the press and all circles of society for their great support and active participation.

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2014 Beijing International Automotive Exhibition was a great success with the exhibition area amounting to record high of 230,000 square meters. Over 2,000 exhibitors from 14 countries and regions attended Auto China 2014, including US, Germany, Italy, Japan, UK, Sweden, Korea, France, Australia, Singapore, Malaysia, mainland China, Hong Kong Special Administrative Region and Taiwan. In total, 1,134 vehicles were displayed, including 118 premiers (31 world premiers and 45 Asian premiers from global auto manufacturers). Auto China 2014 had attracted record high of 852,000 visitors. 14,000 journalists (including 1,220 foreign journalists) from over 40 countries and regions covered the auto show on site. Auto China 2014 has outran the other leading international auto shows in various aspects, such as number of countries, number of exhibitors, number of auto brands and models, as well as number of world premiers. This has explicitly shown that Auto China has been acknowledged as an integrated significant communication platform by global auto enterprises.

As an important platform for brand promotion, release of new products and display of technological innovation achievements, Auto China 2016 will bring together and display the development trend of the global auto industry, innovative concepts of automobile manufacturing, new results and breakthroughs as a consequence of the combination of modern automotive industry, natural environment and Internet technology. It will present all the conveniences and well-beings brought by the automotive industry to mankind. Under the context of sustained development of China's auto market and the integration and parallel development of China's auto industry with the global auto industry, the Organizing Committee of Auto China 2016 will work together with auto industry players from both at home and abroad to promote the exchange and cooperation between Chinese and foreign auto industries. The sponsors and organizers of Auto China have persisted in the pursuit of "high quality exhibits, full range of brands and internationalization". We, as the organizers of Auto China 2016, will continuously learn from experience of exhibition management, devote ourselves to the enhancement of organization, management and service level, so as to improve the vitality of Auto China in return to the confidence and support of exhibition, media professionals and people from all walks of life.

We look forward to welcoming friends from China's and overseas auto industry, related industries to the 2016 Beijing International Automotive Exhibition.

Secretariat of Beijing International Automotive Exhibition

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2016 BEIJING INTERNATIONAL AUTOMOTIVE EXHIBITION

Overview of Auto China 2014

Total exhibition area: 230,000 square meters

852,000 visitors from both at home and abroad

Over 2,000 exhibitors from 14 countries and regions

14,000 domestic and foreign journalists

1,134 vehicles on display including 118 premiers

» Core Value of Auto China

- To show global automotive industry and its related industries in a focused, comprehensive and high-standard way
- To exhibit new technologies, new products and new trends of the automotive industry at home and abroad
- To showcase to global media
- To organize forums and technical symposia as platform for communication
- To serve the market and auto consumers

» Exhibitors

- Auto manufacturers of passenger cars and commercial vehicles
- Auto components and parts manufacturers and related business
- Designing institutions of automobiles and related products
- Suppliers of auto decorative products and consumables
- Financial service institutions and insurance companies
- Trading companies of automotive and related products
- Media in auto and related industries
- Automobile Internet companies

» Scope of Exhibits

- Passenger cars, commercial vehicles and special purpose vehicles
- Concept cars
- Auto parts, assemblies, modules and systems
- Automobile manufacturing equipment and technological processes
- Automobile measuring, testing equipment
- CAD system and application
- New energy technologies and products in automotive industry
- New energy resource technologies and products in automotive industry
- Environmental-friendly technologies and products in automotive industry
- Automobile accessories and ornaments
- Maintenance facilities
- Automobile Internet technologies and products

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» Exhibition Schedule

At New China International Exhibition Center (Tianzhu)

- Press Day: April 25~26, 2016
- Trade Day: April 27~28, 2016
- Public Day: April 29~May 4, 2016

At Old China International Exhibition Center (Jinganzhuang)

- Auto Parts: April 25~29, 2016

» Services

- Advertisement on Exhibitor's Catalogue (See Form 4)
- On-site advertising service
- Transportation
- Additional rental of exhibition appliances
- Stand construction
- Translation service and working staff
- Organizing technical seminars or press conferences (see Form 3)
- Exhibition promotion
- Hotel reservation
- Exhibitor's Manual with detailed information
- Catalogue and Exhibition Guide
- Assistance in arranging press conferences
- Badges and tickets
- Daily cleaning and security in public areas
- Assistance in food ordering
- Market information
- Other related programs

» Application Procedure

Please fill in the application form (see Form 1) and exhibit list (see Form 2), and fax them back to the Secretariat before November 20, 2015. Please provide two samples or copies of instruction manuals together with the application.

Upon receiving the application form and exhibit list, Secretariat staff will conduct examination on the exhibit. The Secretariat will issue the confirmation letter, Exhibitor's Manual and other related materials to the qualified applicants.

After receiving the confirmation letter issued by the Secretariat, the exhibitor shall make payment of the related expense to designated bank account. The exhibitor is required to design its stand and prepare the show within assigned area.

» Catalogue

The Secretariat will print 20,000 copies of catalogues. All exhibitors' profile will be listed on the catalogue free of charge. The full-color special edition is also available. Please refer to the details in Form 4 for orders of full color editions.

» Seminar and Symposium

During the exhibition, The Organizing Committee will organize technical seminars and symposia for domestic and foreign auto experts. Exhibitors and groups can also apply for holding seminars for new products, new technologies and new manufacturing process (Please refer to Form 3).

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Rates

Indoor Standard Booth

RMB 2000 /m²
(min. of 9m², multiple of 3m²)

The indoor standard booth package includes the following: aluminum alloy structure, three sides display walls, bilingual fascia board, carpeted floor, two spotlights, an information desk, a trash bin, a 5AMP/220V single phase socket. The minimum area of Application of standard booth is 9m².

Indoor Raw Space

RMB 1800 /m²
(min. of 36m²)

Exhibitors can design and construct indoor and outdoor raw space (no equipment) by themselves or through authorized companies.

Outdoor Raw Space

RMB 1000 /m²
(min. of 100 m²)

Contact Us

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