

April 21 - 28, 2021

National Exhibition and Convention Center (Shanghai)



**AUTO**  
**SHANGHAI** 拥抱变化  
**2021** EMBRACING CHANGE



第十九届上海国际汽车工业展览会  
The 19<sup>th</sup> Shanghai International Automobile Industry Exhibition

### Approved by

Shanghai Municipal Government

### Specially Supported by

China Machinery Industry Federation

### Date

April 21 - 28, 2021

Press Day: April 19 - 20, 2021

### Visitors

1,000,000 single entries (Estimated)

### Organizers

China Association of Automobile Manufacturers  
Council for the Promotion of International Trade Shanghai  
China Council for the Promotion of International Trade,  
Automotive Sub - Council

### Supported by

The Society of Automotive Engineers of China (SAE China)

### Venue

National Exhibition and Convention Center (Shanghai)  
(168 East Yinggang Road, Shanghai)

### Media Coverage

Reported by 10,000 journalists from more than 3,000 Media (Estimated)

### Co-organizer

Shanghai International Exhibition Co., Ltd.

### European Co-organizer

Messe München / IMAG

### Total Area

Over 360,000 square meters (Estimated)

### Official Website

<http://www.autoshanghai.org>

<http://www.autochinashow.org>

## EMBRACING CHANGE

As new round of scientific and technological revolution has brought constant change to the industrial transformation and consumer market, the connotation and extension of automobile manufacturing and consumption are undergoing great changes. New trends such as electrification, intelligence and connectivity are gradually reconstructing the industry pattern. The emergence of all kinds of innovative technology and concept has inspired the innovation and passion of both domestic and the international leading enterprises, meanwhile introducing many cross-border new forces into the automobile industry. We believe that it will make the century-old automobile industry more brilliant and spectacular.

Although the global automobile industry is under great pressure from industry adjustment, we expect that companies which respond to market changes and challenges with a proactive and enterprising attitude will be the future winners. With the theme of "Embracing Change", the 19<sup>th</sup> Shanghai International Automobile Industry Exhibition (Auto Shanghai 2021) will actively embrace the new industrial momentum under the new digital economy, seize the development opportunities of "New Infrastructure", and provide a bigger stage for the new energy automobile industry to enter the "Fast Lane" of development. We will fully explore the permeability and overflow effect of 5G, artificial intelligence and other new technologies and new business models that acts as a traction role for the development of the automobile industry, and turn the revolution of automobile industry into an epitome that will lead the transformation of smart city in future.

It's an era of science, technology and innovation. Only enabled by innovation and embracing change can we realize a win-win future. In April 2021, Auto Shanghai will once again step onto the stage of the times, catching the eye of the whole world. Let us keep forging ahead and never stop innovating.

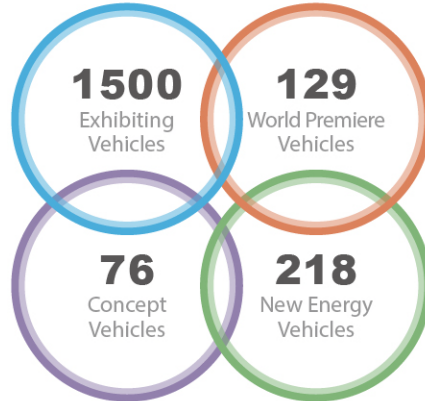


# Special Review of Auto Shanghai 2019 (2019.4.18-2019.4.25)

## Exhibitor Statistics:

**20**  
Countries and Regions

**1000+**  
Exhibitors from Home and Abroad

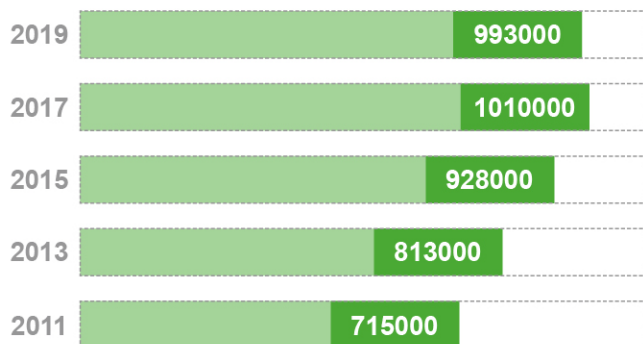


## Previous 5 Sessions Exhibition Area (by 10 thousand square meters)



■ Visitors Statistics:

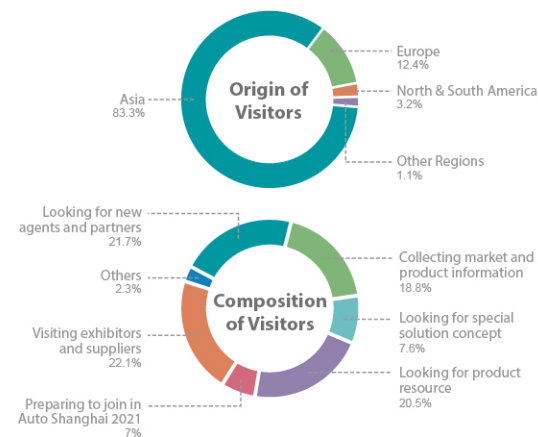
Previous 5 Sessions Number of Visitors



Number of Trade Visitors

117632

**74**  
Countries and Regions



■ Media Data:

**136**  
Press Conferences

**38**  
Countries and Regions

Previous 5 Sessions Number of Journalists



## Booth Price, Relevant Service and Scope of Exhibits

### ■ Booth Price:

**Indoor Raw Space:** RMB 1,800 / m<sup>2</sup> (min. of 36m<sup>2</sup>)

**Standard Booth:** RMB 2,000 / m<sup>2</sup> (min. of 9m<sup>2</sup>)

### ■ Notes:

**Indoor Raw Space** (min. of 36 m<sup>2</sup>)

Exhibitors shall install exhibition booths by themselves. In order to seek approval from fire prevention authorities and organizers, installation proposals including construction material, contractor's credentials and other materials shall be submitted before the deadline mentioned in Exhibitor Manual. Exhibitors shall pay for electricity, booth management fee and other relevant fees mentioned in Exhibitor Manual. Indoor Raw Space price is exclusive of above mentioned fees and other relevant charges.

**Standard Booth** (min. of 9 m<sup>2</sup>) will be equipped with the following furniture:

- Indoor Space
- Fascia Board in CH and EN
- 1 Reception Counter
- 1 Wastebasket
- Carpet
- 2 Spot Lights
- 2 Folding Chairs
- 1 Single Phase Socket (13A / 220V)

### ■ Relevant Service:

**Exhibitors will be entitled to the following services for free:**

- Publishing of company or product introduction in CN and EN on Show Directory (in 100 words);
- Ranking of company name on Show Guideline on-site;
- Exhibitor badges (limited offer);
- Show tickets (limited offer);
- Daily cleaning and security service on-site;
- Other free service as shown on the official website.

**Exhibitors will be entitled to the following paid services according to the actual demands (please refer to the Exhibitor Manual for details):**

- Advertising on Show Directory;
- Advertising on show tickets;
- Advertising on Show Guideline;
- Board advertisement on-site;
- Travel and translation service;
- Furniture rental service;
- Holding technical seminar;
- Freight forwarding service;
- Advertising on official website or other information service.

### ■ Scope of Exhibits:

- Passenger cars, commercial vehicles, new energy vehicles and special-purpose vehicles
- Auto design and new concept product
- Intelligent connectivity technology and product
- New energy technology and product
- Automotive parts and components, including: *Engine and mechanical system, Gearbox, exhaust, axle, steering, braking, suspension and body systems, standard part, interior trims, charging accessories.*
- Electronics and systems, including: *motors and electrics, lighting systems, electronic systems, comfort electronics.*
- Safety and vehicle security system Measuring, testing and control devices & systems, simulation system
- Maintenance and repair, garage, workshop and workstation equipment
- Paints, lubricants, additives and other auto supplies
- Related manufacturing technology, machinery, equipment and tools
- Automotive financial service
- Publications and other related service

The organizers reserve the right to reject applications by return of deposit.  
 Please fax or mail this form to Shanghai International Exhibition Co., Ltd. before Oct 30, 2020.  
 Address: No. 10 Building, HONGQIAO ZHENRO Center, 666 Shenhong Road, Shanghai China ( 201106 )  
 Tel: (86-21) 6279 2828 Fax: (86-21) 6545 5124  
 E-mail: autoshanghai@siec-ccpit.com



[www.autoshanghai.org](http://www.autoshanghai.org)  
[www.autochinashow.org](http://www.autochinashow.org)

## APPLICATION / RESERVATION FORM

Company Name:		
Name:	Title / Department:	
Address:	Postcode:	E-mail:
Tel:	Mobile:	
Fax:	Website:	
Main Products for Display:		
<b>Space Reservation</b>		
Option:	Cost:	Area m <sup>2</sup> (Frontage × Depth)
Indoor Package Stand (min. 9 m <sup>2</sup> , Multiple of 3 m <sup>2</sup> )	RMB 2,000.00 / m <sup>2</sup> (Every 3 m <sup>2</sup> , add RMB 6,000.00)	
Indoor Raw Space (min. 36 m <sup>2</sup> )	RMB 1,800.00 / m <sup>2</sup>	

*Application Deadline*  
**2020.10.30**

Responsible Person's Signature:

Company Stamp:

Date:



*[www.autoshanghai.org](http://www.autoshanghai.org)*  
*[www.autochinashow.org](http://www.autochinashow.org)*

**For more information, please contact:**

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