

Press release

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The CAPAS Arbour Day held successfully to support the green initiative of Southwest China

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CAPAS Arbour Day was jointly organised by the China Council for the Promotion of International Trade, the Automotive Sub-Council (CCPIT-Auto), Messe Frankfurt (Shanghai) Co Ltd and the China Council for the Promotion of International Trade, Sichuan Council (CCPIT-Sichuan) and was supported by the Sichuan province. Held in Meishan, Sichuan on 12 March 2019, the event welcomed a number of exhibiting companies and automotive industry organisations to participate in the tree planting ceremony.



China has a long history of afforestation and today, this glorious tradition continues across the country. In the last few decades, discussions on green development together with the nation's robust economic growth have become ever more pertinent. Companies are only now realising the importance of developing sustainable practice that focus on meeting current business goals without compromising the ability of future generations to meet their needs. As such, being environmentally conscious as well as balancing the varying needs of development and preservation is now a significant part of day-to-day life.

Messe Frankfurt, therefore, strives to implement sustainable practices through many of its corporate social responsibility (CSR) initiatives. The group actively participates in charity work such as fundraising and

Messe Frankfurt (HK) Ltd
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household collection points during states of emergency.

The company also are industry leaders when it comes to environmental innovation. In June 2010, Messe Frankfurt became the first German trade fair organiser to join the United Nations Global Compact. Since 2014, the company also formed an energy management team dedicated to implementing environmentally friendly workplace solutions. As a result, the group has recently announced that it will change all of its electrical consumption to renewable energy as of the event year 2020. This includes the power supply to stands, halls and exhibition grounds at the company's headquarter in Germany. It is expected to eliminate some 19,000 tonnes of carbon dioxide each year. For these reasons, Messe Frankfurt are therefore pioneers for the sustainable practice in the trade fair industry.

Many of Messe Frankfurt's trade fairs around the world have also started to integrate environmentally friendly practices. For example, the Chengdu International Trade Fair for Automotive Parts and Aftermarket Services (CAPAS Chengdu) announced its green efforts at the Arbour Day. Ms Fiona Chiew, Deputy General Manager of Messe Frankfurt (HK) Ltd said: "CAPAS is Messe Frankfurt's first trade fair servicing Southwest China's automotive industry. In every edition of the show, we see more and more green products and solutions driving innovation throughout the industry. With more emphasis placed on environmental awareness, the show introduced a dedicated zone for new energy vehicles and infrastructure back in 2016. Since then, both Chinese and international carmakers and auto parts suppliers have had a platform to showcase their latest advancements in new energy. I would also like to highlight the concurrent China New Energy Vehicle International Cooperation Conference, which has generated great synergy with CAPAS in driving the development of new energy automotive in the region."

The sixth edition of CAPAS will take place from 23 to 25 May 2019 in Chengdu Century City New International Exhibition & Convention Center, China. As a result of the region's rising position for the manufacture, distribution and sale of cars, the fair expects to welcome over 600 exhibitors across the 45,000 sqm of exhibition space. Visitors will see upgrades to its seven dedicated zones, including the new tyre sector. Attendees will also be able to explore many green elements reflected in car painting, tyres, replacement parts and commercial vehicles throughout the fair.

CAPAS is jointly organised by CCPIT-Auto, Messe Frankfurt (Shanghai) Co Ltd and CCPIT-Sichuan. For more information about the show, please visit www.capas-chengdu.com or email auto@hongkong.messefrankfurt.com.

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CAPAS
Chengdu, China, 23 – 25 May 2019

Background information on the China Council for the Promotion of International Trade, Automotive Sub-Council (CCPIT-Auto)

The China Council for the Promotion of International Trade, Automotive Sub-Council (CCPIT-Auto) promotes foreign trade and economic cooperation, technical exchange and introduction

Page 2

of advanced technologies for China's auto industry by following the China Council for the Promotion of International Trade and China Chamber of International Commerce charter. It acts as a bridge for Chinese auto industry enterprises to build cooperation and exchange opportunities across the world. In addition, the committee organises three world leading and highly regarded international automotive exhibitions in Beijing, Shanghai and Guangzhou.

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500* employees at 30 locations, the company generates annual sales of around €715* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com

*preliminary figures 2018

Background information on the China Council for the Promotion of International Trade, Sichuan Council (CCPIT-Sichuan)

The China Council for the Promotion of International Trade, Sichuan Council (CCPIT-Sichuan) aims to promote foreign trade cooperation and communication, under the guidance of the Sichuan Provincial Party Committee and the Provincial People's Government, and in accordance with the guidelines of national economic policy and principles. Its main duties are to encourage foreign trade and investment, enhance economic and technological exchange and cooperation, and to foster local enterprises to participate in the economic globalisation. CCPIT-Sichuan also organises a number of international exhibitions including the Western China International Fair.