

# 中国国际商用车展览会

China Commercial Vehicles Show (CCVS)



中国国际贸易促进委员会汽车行业分会  
China Council for the Promotion  
Of International Trade, Automotive Sub-Council  
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2019年11月1-4日  
武汉国际博览中心

1-4 November, 2019

Wuhan International Expo Center, China

有关商用车、零部件及维修检测设备的国际盛会  
International Exhibition for Commercial Vehicles, Parts & Accessories, Inspection & Maintenance

创新引领未来  
INNOVATION FOR FUTURE 

[www.ccvs.asia](http://www.ccvs.asia)

支持单位	中华人民共和国工业和信息化部
主办单位	中国国际贸易促进委员会汽车行业分会
承办单位	汉阳专用汽车研究所 汉诺威米兰展览(上海)有限公司 湖北省汽车行业协会 武汉新城国际博览中心经营管理有限公司 中国国际贸易促进委员会武汉市分会 武汉经济技术开发区管委会 北京三达经济技术合作开发中心
协办单位	中国汽车工业协会专用车分会 中国汽车工程学会专用车分会 《专用汽车》杂志社
行业支持单位	中国汽车工业协会 中国汽车工程学会 中国汽车技术研究中心 中国国际贸易促进委员会湖北省分会
Special Supporter	Ministry of Industry and Information Technology of the People's Republic of China
Sponsors	China Council for the Promotion of International Trade, Automotive Sub-Council
Organizers	Hanyang Special Purpose Vehicle Institute Hannover Milano Fairs Shanghai Limited Hubei Automotive Industry Association Wuhan New City International Expo Center Management Company Limited China Council for The Promotion of International Trade, Wuhan Sub-Council Management Committee of Wuhan Economic & Technological Development Zone Beijing Sanda Economic and Technology Center of MIIT
Co-organizers	Special Purpose Vehicle Branch of China Association of Automobile Manufacturers Special Purpose Vehicle Branch of Society of Automotive Engineers of China Special Purpose Vehicle Magazine Agency
Industry Supporters	China Association of Automobile Manufacturers Society of Automotive Engineers of China China Automotive Technology & Research Center China Council for The Promotion of International Trade, Hubei Sub-Council



## 创新引领未来

2017 中国国际商用车展 (CCVS) 于 11 月 4 日-7 日在武汉国际博览中心成功举办。该展会自 2012 年创办以来已成功举办了四届, 是我国唯一的国家级商用车展, 也是目前亚洲最大的商用车展。本届车展的展出面积为 8 万平方米, 实际展出面积比上届增加了 16.7%, 专业观众超过 3 万人次。本届展会以“创新引领未来”为主题, 集中展示了近五年来, 我国商用车行业通过结构调整、转型升级和供给侧结构性改革所取得的成绩, 站在新时代的起点描绘了商用车行业的未来。展会得到了广大国内外主流商用车企业的鼎力支持, 得到了汽车、物流等行业的广泛关注和认可, 成为中国商用车行业和市场最重要、最具影响力的国际化展示、交流和交易平台。

### 三大突破、四大特点, 展会核心竞争力进一步加强

- 新产品展车数量超过前三届总和。共 253 辆各类商用车, 在此次展会上集中亮相, 与零部件及相关材料一起, 全产业链展示了中国商用车发展的新风貌。
- 展会现场成交订单超千辆。展会作为交易平台的功能开始凸显。据不完全统计, 仅主机厂, 展期内成交车辆超过 1200 辆 (不包括意向购车数量), 是上一届的近 3 倍。
- 本届展会的同期活动, 以参展商为主体举行的新闻发布会、媒体见面会、技术和产品推介会数量创新高。
- 本届展会是承上启下的展会, 不仅对过去五年行业的发展进行了总结, 而且站在新时代发展的起点上, 描绘了我国商用车行业的未来。
- 大的企业集团及细分行业的龙头企业开始大量邀请自己的核心客户到展会参观; 很多企业在展会期间推出优惠购车活动, 效果良好。
- 零部件参展商数量增幅达到 30%, 而且特装展位多, 零部件展区的人气也很旺。
- 零部件展商的数量、技术水平、覆盖面等, 对于商用车展来说非常重要。在上一届展会的基础上, 本届展会零部件展区表现抢眼, 人气旺盛, 零部件参展商数量、总展出面积都较上届有明显增加; 展品技术含量、展台搭建水平明显提升。
- 展会媒体传播推广覆盖面更广, 更加精准覆盖专业人群。100 余家媒体对展会进行了全方位报道, 主要包括报纸、杂志、电视台、门户网站、商用车专业网站、新媒体、自媒体等。

立足于 2017 的成功, 2019 年展会将于 2019 年 11 月 1-4 日在武汉国际博览中心举行, 诚邀各类业内人士莅临。





## Innovation for Future

2017 China Commercial Vehicles Show (CCVS) was successfully held on November 4-7 at the Wuhan International Expo Center. The show has been successfully held for four times since its inception in 2012. It is the only national-level commercial vehicle exhibition in China and the largest commercial vehicle exhibition in Asia. The actual exhibition area of 2017 auto show is 80,000 square meters, an increase of 16.7% on a yearly basis, and the trade visitor exceeded 30,000 person-times. With the theme of "Innovation Leads the Future", this exhibition focuses on the achievements made by China's commercial vehicle industry through structural adjustment, transformation and upgrading, as well as supply-side structural reforms in the past five years. It has depicted the future of commercial vehicle industry at the starting point of a new era. The exhibition has won the support of domestic and foreign mainstream commercial vehicle companies, and received extensive attention and recognition from the automotive, logistics and other industries. It has become the most important and influential international platform for display, exchange and trading in the Chinese commercial vehicle industry and market.

### Highlights and breakthroughs strengthened the show competitiveness

- The number of new vehicle products for display exceeds the total of the previous three exhibitions. Together with the parts and related materials, a total of 253 various type of commercial vehicles are displayed at the show, and they showcase the new look of China's commercial vehicle development covering the entire industry chain.
- The number of orders made at the exhibition site exceeded 1,000. The function of the exhibition as a trading platform began to emerge. According to incomplete statistics, only the OEMs sold more than 1,200 vehicles during the exhibition period (excluding the number of vehicle-purchase intentions), which was nearly 3 times of the previous session.
- In the same period of the exhibition, the number of press conferences, press briefings, technology and product promotion conferences held by exhibitors as the principal part creates new high.
- This exhibition is an exhibition that continues from the preceding passage. It not only summarizes the development of the industry in the past five years, but also stands at the starting point of the development at a new era and depicts the future of China's commercial vehicle industry.
- Large enterprise groups and leading enterprises in the sub-sectors have begun to invite their core customers to visit the exhibition. Many companies launched their preferential car purchases during the exhibition, which brought sound results.
- The number of parts exhibitors increased 30%, there were many special booths, and the popularity of parts pavilion area is also high.
- The number, technical level, and coverage of parts exhibitors are very important for commercial auto shows. On the basis of the previous exhibition, the performance of parts pavilion area at this exhibition was eye-catching with high popularity. The number of parts exhibitors and the total exhibition area increased significantly compared with the previous session; the technical content of exhibits and the level of booth construction were significantly improved.
- The exhibition attracted a wider media coverage and more accurate coverage of the professional group of people. Over 100 media have conducted comprehensive coverage of the exhibition, including newspapers, magazines, TV stations, web portals, professional websites of commercial vehicles, new media, and we-media.

Based on the success of 2017 show, the 2019 exhibition will be held on November 1-4, 2019 at Wuhan International Expo Center, and all kinds of professional visitors are invited to the show.

**整车类** 各类客车、商务车、公交车、房车/休闲车、改装车、越野车、沙滩车、教练车；重卡、中卡、轻微卡、各类货车、皮卡车、牵引车、各种形式的自卸车、厢式车、罐式车、起重举升类车、特种结构车、专用自卸车、仓栅车、半挂车等专用汽车产品、新能源公交车、校车、军用及特种车辆、救护车等其他各类改装车辆。

**零部件类** 发动机、底盘、变速箱、轮胎及轮毂、车桥、车厢、驱动和制动系统、传动装置、ABS及安全装置、控制系统、车载GPS系统、液压件、齿轮轴承、空调、内饰等附件、润滑剂、新材料、新能源等其他相关产品，以及专用汽车上装零部件及系统；汽车导航、汽车音响、车载摄像头、车载电话、汽车DVD、TSP服务商、方案运营商、地图运营商；汽车防盗器、智能感应器、汽车报警器、汽车GPS定位、汽车行车记录器等；HID氙气灯、车载电压稳定器、LED灯、汽车大灯总成、卤素灯等；车载冰箱、车载充电器等。

**维修检测及其他类** 维护检测系统、工具及修理器材、改装技术和设备、行业媒体等。

**Vehicle** Various types of commercial vehicles, passenger cars, buses, modified cars, off-road vehicles, beach cars, coach cars; Heavy trucks, light trucks, mini trucks, all types of vans, pickup trucks, tractors, all types of tippers, vans, tankers, lift truck, special construction vehicle, stake truck, semi-trailer, other automobile products, new-energy bus, school bus, military vehicle and special transportation, ambulance and other types of modified vehicles.

**Parts & Accessories** Engine, chassis, gearbox, tire and wheel, axle, carriage, driving and braking system, transmission device, ABS and safety device, control systems, automotive GPS system, hydraulic parts, gear bearing, air conditioning, interior accessories, lubricants, new materials, new energy and other related products, parts and system for special purpose vehicles, Automotive navigation & AV system, automotive stereo, on-board camera, automotive phone, automotive DVD, TSP service provider, program operator, map operator; automotive anti-theft device, smart sensor, automotive alarm, GPS vehicle positioning, car driving recorder; HID xenon lamp, automotive voltage stabilizer, LED light, automobile head light assembly, halogen lamp; vehicle refrigerator, automotive charger, etc.

**Inspection and Maintenance** Maintenance and detection systems, tools and repair equipments, modification technology and equipments, industry Medias.

## 观众组织

### Visitor Promotion



**专业观众** 依托大会组织方的优势资源，展会将倾力邀请和组织国内外用户代表和专业人士莅临参观。专业观众将来自基础设施建设、建筑工程、物流运输、机场港口、石油化工、装备制造、水泥砂浆搅拌、公安、消防、邮电、医疗、客运、旅游、个体经营等用户领域以及业界内的经销商、零部件、维修检测服务等流通领域。

**官方邀请** 由各主承办单位印发展会请柬，邀请各有关部门（发改委、交通、建设、环保、公安、消防、邮电、医疗等领域）的用户单位、行业协会及科研单位、业内专家学者，以及各地商会代表。

**宣传策划** 本届展会将联合主流媒体，在业界及相关用户领域进行广泛连续的报道和宣传；利用国内外各同类展会的平台发布大会信息及邀请专业人士参加；通过直邮、电子快讯、传真、电话、互联网等形式，向大会数据库内优质客户发送讯息和邀请；深入流通和用户领域，组织对口经销商及用户组成参观团前来参观。

**Trade Visitor** With its competitive edge, the organizer is focusing on organizing high-qualified domestic and foreign end-users and professionals, covering the fields of construction, transportation, port, petrochemical, equipment, manufacturing, cement mortar mixing, public security, fire fighting, telecommunications, medical, public transport, tourism, self-employed, parts & accessories, and inspection and maintenance services etc.

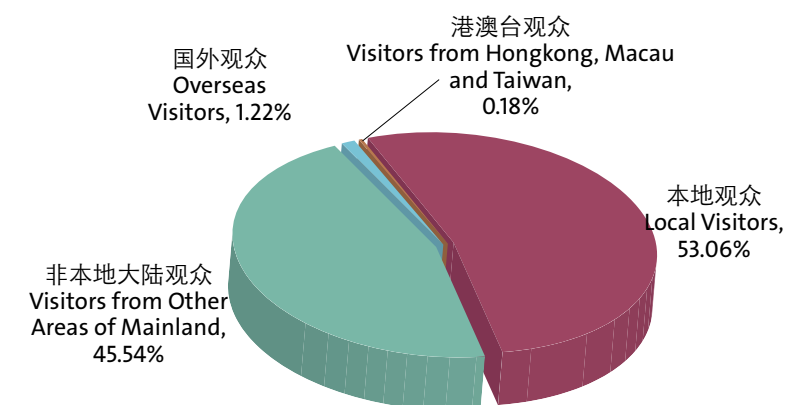
**Official Invitation** Formal official invitation will be sent out to the related governmental authorities including the National Development and Reform Commission, the Ministry of Communications, Construction, environmental protection, Public Security, Fire Department, Posts and Telecommunications, and Medical, the industry experts, the specialists or scholars from industrial associations and research institutions, and the representatives from local chambers of Commerce.

**Promotion Campaign** MEGA exposure of CCVS 2013 on mainstream media will be conducted by media partners through advertisement and editorials extensively and continuously; Promotion approaches will also be implemented at the various competitive shows at home and abroad; DM, E-news, call-center are deployed as soon as CCVS 2013 is announced disseminating the show's updates; Delegation representing either the end-users or the distributors will be organized via industry partners.

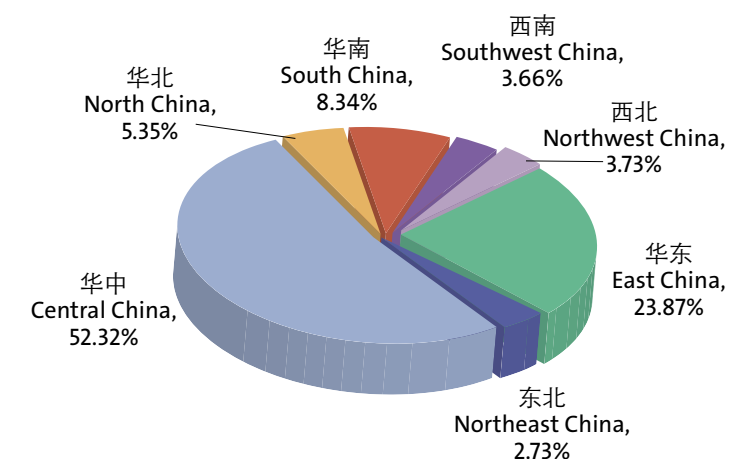
## 2017年展会观众

### Visitor Analysis of CCVS 2017

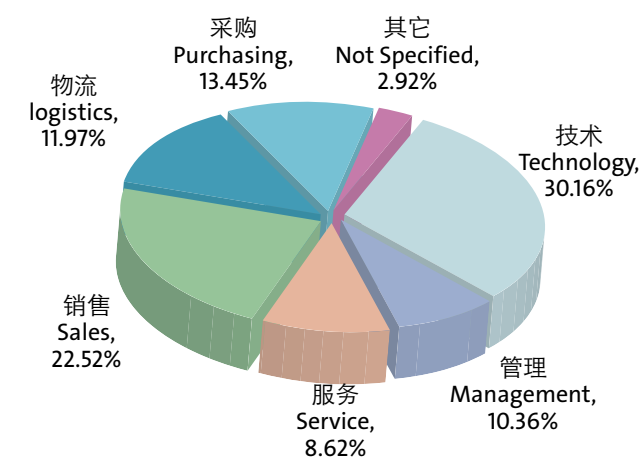
观众地区分析  
The source of the visitors' region



大陆地区观众区域分类统计  
(行政区域)  
The classified statistic of the visitors' area (administrative regions)



按照观众部门分类统计  
Classified statistic of the visitors' job function





## 收获

### Why CCVS?

参加中国国际商用车展览会，  
您将收获：

**提升品牌认知度**  
打造品牌形象，提高产品知名度，培养消费者的品牌忠诚度。

**覆盖整个中国市场**  
立足华中，覆盖整个中国地区的终端消费者和渠道商，增强市场占有率。

**低成本，高效率的市场推广**  
获得众多国内外强势媒体的密集型报道和社会的广泛关注，为您的推广开源节流，降低成本。

**推出新品的绝佳机会**  
一流的展示环境和氛围，高质量的媒体曝光，使您的新品发布获得最佳的效果和最及时的市场反馈。

**精良的展会组织**  
中国国际贸易促进委员会汽车行业分会做为展会的主办方，充分发挥了其在中国汽车展览方面的综合实力、在国内外汽车企业中的影响力和凝聚力，全面协调展会的策划、招展、同期活动举办、专业观众邀请，及展位规划、现场服务等工作，携手汉诺威米兰展览(上海)有限公司、汉阳专用汽车研究所及武汉新城国际博览中心经营管理有限公司，给您带来最优质、高效、个性化、国际化的展会策划、组织、管理和服务。

Benefits by participation  
in CCVS

**To enhance the brand awareness**  
To build brand image, enhance product recognition, and cultivate the consumer's brand loyalty.

**To Cover the market of China**  
Based in central China, to cover all the end-consumers and dealers to increase the market share.

**By low cost and high efficiency**  
Accessing to the extensive coverage of many domestic and international media, as well as the wide awareness of public, to reduce the cost for promoting your products.

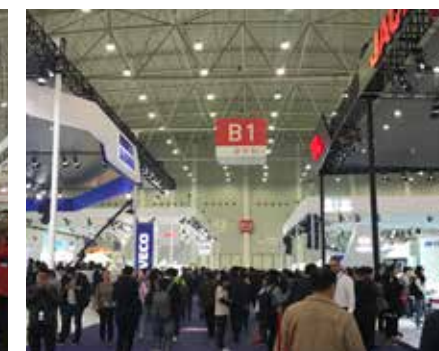
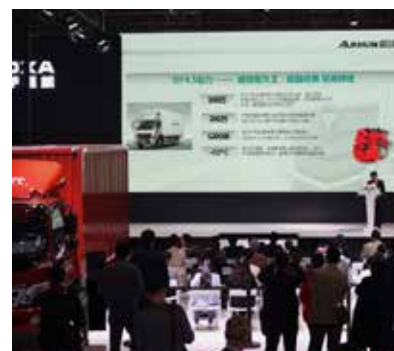
**A good opportunity to launch new products**  
Under excellent exhibition environment and atmosphere, as well as high quality media exposure, your new products launching will draw the widest attention, and obtain the most timely market feedback.

**Excellent exhibition organization**  
China Council for the Promotion of International Trade, Automotive Sub-Council, as a sponsor, would take advantage of its comprehensive strength in China's automobile exhibitions and its influence and cohesive force in domestic and overseas automobile industry, to achieve the overall coordination of exhibition planning, professional exhibitors' and visitors' invitation, holding concurrent events, booth planning and onsite service, etc. Together with Hannover Milano Fairs Shanghai Ltd, Hanyang Special Vehicle Research Institution as well as Wuhan New City International Expo Center Management Company Ltd. to bring the high-quality, efficient, personalized and internationalized exhibition planning, organization, and management.

## 展会同期活动

### Concurrent Events

中国国际商用车高峰论坛	China International Commercial Vehicles Summit
中国专用车产业发展国际论坛	China International Special Vehicles Industry Forum
物流与运输车辆高峰论坛	Logistics and Transport Vehicles Summit
冷链物流可持续发展论坛	Cold Chain Logistics Sustainable Development Forum
中国年度卡车颁奖典礼	China Truck of the Year Awards Ceremony
现场动态演示活动	Dynamic Demo Events



## 参展信息

### Exhibition Information

**日程安排** 搭建期: 2019年10月29-31日  
展览期: 2019年11月1-4日  
撤展期: 2019年11月4日

**报名截止日期** 2019年9月30日

**参展请联系** 中国国际贸易促进委员会汽车行业分会  
联系人: 佟彤小姐/杨婧瑶小姐/张晓萌小姐  
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邮编: 201204

**Schedule** Move-in Period: 29-31 October, 2019  
Exhibition Period: 1-4 November, 2019  
Move-out Period: 4 November, 2019

**Registration deadline** 30 September, 2019

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## 参展预登记

### Space Pre-Registration

中国国际商用车展览会  
China Commercial Vehicles Show  
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传真 Fax: +86-21-50459355 网站 Website: www.ccv.s.asia  
邮箱 E-mail: tongtong@auto-ccpit.org/ craig.luo@hmf-china.com



公司名 Company name: \_\_\_\_\_

地址 Address: \_\_\_\_\_ 邮编 Postal code: \_\_\_\_\_

联系人 Contact person: \_\_\_\_\_ 职位 Position: \_\_\_\_\_

电话 Tel: \_\_\_\_\_ 传真 Fax: \_\_\_\_\_

邮件 E-mail: \_\_\_\_\_ 网站 Website: \_\_\_\_\_

**展位类型 Stand Space Application:**  
标准展位(9平方米起租): 人民币 8000/9平方米  
Shell Scheme (Minimum 9 sqm) Rate: RMB 8000/9m<sup>2</sup>  
光地展位(36平米起租): 人民币900/平方米  
Space Only (Minimum 36 sqm)Rate: RMB 900/m<sup>2</sup>

我们想要申请 \_\_\_\_\_ 展位(标摊/光地), \_\_\_\_\_ 平方米。  
We would like to apply for \_\_\_\_\_ booth (shell/raw), \_\_\_\_\_ sqm.

签字盖章 Signature & Stamp \_\_\_\_\_ 日期 Date \_\_\_\_\_  
报名截止日期 Application Deadline 2019年9月30日 30 September 2019  
定金需在报名后5个工作日之内交纳(展位费的20%)  
Down payment should be paid within 5 working days after application (20% of booth price)

此申请被组织单位确认后与所附的参展条款及附件共同构成了有效合法的合同。  
请确定已经仔细阅读并接受此参展条款。

Note: This application, when approved by the organizer, shall constitute, together with the Terms & Conditions for Participation annexed hereto, and any additions which may be made pursuant to the said Terms & Conditions, a valid and legally binding contract.