

SNIEC TRADESHOW EXPRESS 展讯

Supervised by the Convention & Exhibition Office of Shanghai Pudong New Area Commerce Commission
 指导单位：上海市浦东新区商务委员会（会展办公室）

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2018 上海浦东国际汽车展览会
 2018 Shanghai Pudong International Automotive Exhibition
 2018年9月27日-10月3日
 上海新国际博览中心 SNIEC

2018上海浦东国际汽车展览会
 2018 Shanghai Pudong International Automotive Exhibition
WWW.AUTOPUDONG.COM

A welcome message from SNIEC

First of all, I would like to welcome and thank you for visiting SNIEC today. If you are a regular visitor of our state-of-the-art exhibition venue, then you may have noticed the changes SNIEC has been through in the last few years. We have invested heavily in order to create a better experience for all of our guests. Free WiFi, improved services and new F&B outlets are just a few examples. If you are

here for the first time, please rest assured that the whole SNIEC team will make your stay as efficient and enjoyable as possible. Besides the excellent service on-site, we would also like to draw your attention to the environment around SNIEC's neighborhood. There are two five-star hotels, shopping centres, two metro lines (2 and 7) within a short three-minute walk, while the high-speed Maglev train can take you

to Pudong International Airport in about 8 minutes. Finally, and this is surely the main reason for your visit today, you will find more than 100 top global trade shows every year in SNIEC. On behalf of the SNIEC team, I wish you a pleasant stay.

Michael Kruppe,
 General Manager of Shanghai New International Expo Centre (SNIEC)



SNIEC TRADESHOW EXPRESS 展讯

ABOUT US

In a move to further increase the service level and better deliver value to customers, Shanghai New International Expo Centre (SNIEC) launched the bilingual SNIEC Tradeshow Express in partnership with China Daily in 2015.

As one of the most attractive venues in the world, SNIEC has been working to provide a global platform for exhibitions and event activities in the fast-growing Asia-Pacific market.

The SNIEC Tradeshow Express allows people to keep up with the latest news and information at the SNIEC. In addition to previews of upcoming significant exhibitions and highlights, it also provides readers with a deep insight into the industry, including important trends and hot issues.

TALK TO US

Editorial

Tel: 86-21-6387-6060,
ext: 145

Fax: 86-21-5383-3090

Subscription

Tel: 86-21-6387-6060,
ext: 108

FIND US

Address: 20F, 200 Huaihai Road M., Shanghai
上海市淮海中路200号20楼
Post Code: 200021

FOLLOW US

WeChat:
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Shanghai Pudong New International Exhibition Centre in Shanghai Pudong New Area has vowed to further enhance services to maintain long-term growth. PHOTOS PROVIDED TO CHINA DAILY

CUTTING-EDGE EXPO CENTER AIMS FOR LONG-TERM GROWTH

By YUAN SHENGGAO

Shanghai New International Exhibition Centre has vowed to further enhance its services to maintain long-term growth.

Top management of the center says the trend in the exhibition industry is a higher demand for so-called B2B2C shows and events.

"This means that traditional trade shows will add more consumer related elements to their existing portfolio," said Michael Kruppe, the center's general manager.

"For SNIEC, that means that the requests from customers about services will be even higher," he said.

"So the only way for SNIEC to deliver quality service is to stay in close contact with these customers and listen carefully to their ideas."

SNIEC launched a series of service upgrade plans in recent years, aimed at appealing to all the expo visitors. For instance, all the pavilions have Wi-Fi access services and the center expanded its exhibition areas to serve the varying demands of expo organizers.

"We are operating in a service industry, which means that a customer has to stand out against his competitors," Kruppe said.

He said that, as a result, if a venue where a customer was organizing his show did not offer the same levels of quality as the products or services he was showing to his existing and potential customers, that would present a problem.

"SNIEC makes sure there will be no gap," Kruppe added.

Kruppe said SNIEC has had deep discussions with its customers over the past few years, and "it is very obvious that the top



Michael Kruppe, general manager of Shanghai New International Exhibition Centre

requirement from them is service."

Located in Shanghai's Pudong New Area, SNIEC was the first Sino-foreign joint-venture exhibition center in China. It was established in 2001 by the German Exposition Corporation International GmbH and the Shanghai Lujiazui Exhibition Development Co Ltd. SNIEC offers 17 column-free, ground-level exhibition halls, covering 200,000 square meters of indoor space and 100,000 sq m of outdoor space.

Kruppe said SNIEC continues to expect a stable growth rate in 2018 despite some uncertainties in the global economy and the trade show sector.

"SNIEC's growth is very healthy. If things stay the same until the end of the year, we forecast a growth of 7 to 8 per-

cent in sold exhibition space, to six to seven million sq m," he said.

To date, several large expos in terms of sales have been held this year, in SNIEC, including the CNC Machine Tool Fair, Bakery China and China Beauty Expo. A forthcoming furniture expo and the biennial Bauma China will also be highlights of SNIEC's 2018 performance.

Kruppe said that uncertainties about the development of the world economy would not be a significant problem for SNIEC.

"In the past almost 20 years, we have gone through a lot of economically unstable times but always succeeded — so that if things get tougher this time, our experience and high flexibility will certainly help our customers and us handle it successfully," he said.

Looking ahead, SNIEC is still looking for new business partners and is keen to introduce more of the world-leading expos to China.

"Shanghai, especially Pudong with its free trade zone, is a designated area for many new and exciting industries," Kruppe said.

He added that many companies chose to locate in Pudong, especially in the high-tech, services and communications sectors, as well as in selected manufacturing industries, such as the medical sector.

"SNIEC is the perfect solution and we are also already in contact with some overseas customers who are active in related industries," Kruppe said.

In 2019, Kruppe believes SNIEC will maintain its sales growth, with 3 to 5 percent revenue growth.

"Of course, that's depending on a stable global and local economy and trusting and hoping that trade wars will not linger on," he added.

Chinese automakers charge to develop smart, connected cars

Chinese carmakers are stepping up their efforts to develop smart and connected cars, with the conviction that vehicles of the future should be more than just the tools of transport that they were in the past.

Chongqing Changan Automobile Co announced in August that all its vehicles produced starting from 2020 will have access to the internet — one of the most ambitious plans made by any Chinese carmaker in terms of connectivity.

Among other things, the vehicles will have their software updated online and problems diagnosed remotely, and by 2025, all of Changan's vehicles will feature voice control, according to the Chongqing-headquartered carmaker.

The strategy was unveiled months after Changan partnered with Chinese tech giants, including Tencent Holdings Co and Huawei Technologies Co, to develop its vehicle operating systems.

"Clearly, vehicles are evolving from transport tools to smart mobile platforms that facilitate people's life and work," said Changan President Zhu Huarong.

Changan was also one of the first Chinese carmakers to test autonomous driving, with its fleet of Level 3, or hands-off cars, finishing a 2,000-kilometer test in China back in 2016. It has also obtained a license to test its vehicles in the United States.

According to Changan, by 2025, it will offer Level 4, or eyes-off-road, autonomous cars that are capable of real dialogues with drivers.

Xiao Yong, deputy general manager of GAC New Energy Automobile Co, a subsidiary of Guangzhou-based GAC Group, shares the same belief that future vehicles must be smart.

"Connected only cars have no future at all. The future belongs to artificial intelligence-based cars," said Xiao when speaking of one of the major selling points of the company's latest GE3 530 model.

The electric vehicle, scheduled to hit the market later this week, features an operating system co-developed by GAC and Tencent, which is able to have almost natural conversations with drivers and passengers.

If the operating system is told it is hot inside the car, the system will automatically lower the temperature two degrees at a time. Give the name of a singer or a song, it will search the music in Tencent's database and play it. Tell it you want to go home, and it will navigate the best route back to your address.

The carmaker said it will mass produce models with L3 autonomous functions in 2019, and it is already testing L4 cars.

SAIC Motor Corp, China's largest carmaker by unit sales, established an AI lab in late June, further consolidating its efforts in the technology.

The lab has a team of some 70 people who are working on smart mobility, smart manufacturing and autonomous driving, according to Chinese internet company Sohu.

AI is seen as one of the three pillars of SAIC's ABC strategy, with the other two letters standing for big data and cloud computing.

"It is an inevitable trend that vehicles will become smart, and we are considering to apply such new technologies into areas that can be commercialized," said SAIC Chairman Chen Hong at a shareholders'



An exhibitor demonstrates its smart vehicle in Shanghai New International Exhibition Centre. PHOTOS PROVIDED TO CHINA DAILY



Roewe was the first Chinese brand to offer an internet car when it launched the RX5 SUV back in 2016.

meeting in late June.

The Marvel X under SAIC's Roewe brand, which is able to locate free parking spaces and park itself automatically, is expected to hit the market in September at the forthcoming Chengdu Motor Show.

Roewe was the first Chinese brand to offer an internet car when it launched the RX5 SUV back in 2016, which featured an operating system developed by Banma Technologies, a joint venture between SAIC

and internet and technology giant Alibaba.

Besides navigation and in-car entertainment, the system offers value-added services such as car maintenance and allows users to book and pay for parking spaces, filling up at gas stations and shopping from inside the car.

The Banma system, now in its 3.0 version, has caught the eye of the US carmaker Ford, with its latest Kuga SUV produced in China set to be the first

model to use the system.

Banma expects its operating system to be used in about six million vehicles produced in China within five years, its CEO Hao Fei said in an interview with the South China Morning Post.

Currently, cars featuring the system number at around half a million, according to Sohu.



The 2018 Shanghai Pudong International Automotive Exhibition is one of the top biennial automotive exhibitions in eastern China, with significant reach and influence. PHOTOS PROVIDED TO CHINA DAILY

THRILLING AUTO SHOW SET TO DAZZLE GLOBAL EXHIBITORS, VISITORS

Major SNIEC event promises to be another triumph for host city, showcasing future of China's motor sector

By YUAN SHENGGAO

The 2018 Shanghai Pudong International Automotive Exhibition, taking place from Thursday in the Shanghai International New Exhibition Centre, or SNIEC, is expected to attract keen attention from exhibitors and visitors from all around the world.

Almost all the big international auto brands will have a presence at the event, which runs from Sept 27 to Oct 3, according to the organizers.

Developed with the efforts of all related parties, this year's event, covering 120,000 square meters in SNIEC, has become one of the top biennial automotive exhibitions in eastern China, with significant reach and influence.

The expo, which made its debut in 2012, experienced rapid ensuing growth in scale, success and the satisfaction of exhibitors and audiences. Experts believe that the Chinese automotive industry is now standing at the crossroads of massive change and is faced with huge new opportunities.

The development of the internet has pushed the auto industry into a new era increasingly exploring products that are electric, smart, connected and lightweight — areas that have become the development focuses of the entire auto industry.

To merge the new technologies completely with the auto industry and reshape its entire structure is what the whole sector is doing.

The 2018 Shanghai Pudong International will offer buyers and exhibitors opportunities to

strengthen communications and exchange ideas on hot topics.

We talked with Zhang Jie, deputy general manager of Shanghai Pudong International Exhibition Corp, about the significance and impact of the 2018 event.

Q: The 2018 Shanghai Pudong International Automotive Exhibition is taking place from Thursday to next Thursday. Compared with previous exhibitions, what are the highlights this year?

A: Many auto brands will bring their products to the event for the first time: for instance, Alfa Romeo, Wey and Lynk. This year, the expo period has been extended from five days to seven days so the audience has a longer time to appreciate the new releases. Meanwhile, support-

ing events are designed to provide more useful information, so participants have a better understanding of the auto industry.

Q: The show has been held four times since 2012. How has it developed since its debut?

A: An increasing number of automotive brands are keen to take part in this biennale event. We also designed more supporting events such as forums and summits for visitors and exhibitors, to exchange ideas on the latest development trends.

The expo has also attracted greater media attention over the past few years. As one of the largest professional automotive expos in eastern China, the event organizers will strive to enhance its global awareness and build

up the brand value.

Q: What auto brands are at the 2018 fair?

A: Almost all multinational companies and main Chinese automakers are showing up. Chinese brands present include Geely, Trumpchi, Roewe and Landwind. Foreign brands such as Benz, BMW and Lexus will feature and luxury brands such as Porsche, Maserati and Aston Martin will be demonstrated during the expo.

In addition, for the first time, we have Alfa Romeo staging a demonstration at the show. Some new energy vehicles such as Tesla and Nio will bring their latest products to the expo.

Q: The theme of the 2018 expo is "driving smart into the



future.” What are the reasons to focus on this area?

A: Technological development has pushed different industries to collaborate with each other to achieve higher growth. In the process of applying internet technologies to improve vehicle performances, many new technologies and concepts have been introduced. The concepts behind electronic products — which are smart, internet-connected and light-weight — will support the sustainable development of the economy. These will be the major trend in the automotive sector.

Both the innovations of traditional automakers and technology upgrades of new energy vehicles will help shape the future auto industry. That’s why we decided to focus on this theme.

Q: Can you talk about some of the parallel events? What are some you want to recommend to visitors?

A: Many summits and forums will be held during the expo period for participants to discuss the most popular topics.

The 3rd China Auto Brand Development Forum will focus on discussing ways to support the development of Chinese auto brands.

A marketing salon hosted by Tencent’s online auto service platform, auto.qq.com, will attract marketing experts in the

auto industry to exchange ideas. A summit focusing on smart vehicle development will also be held.

The auto branch of the China Council For the Promotion of International Trade is joining forces with Chinese auto news portal Autohome to launch a promotional event, which will involve an online and a physical exhibition. The latest virtual reality and augmented reality technologies will be used to connect audiences, both online and offline

The expo organizers will partner with Nissan China to bring more auto knowledge to Chinese children during the expo.

There are also many other events for visitors to explore during the expo period.

Q: What is the significance in participating in the expo for exhibitors and visitors?

A: Shanghai Pudong International Automotive Exhibition is one of the largest automotive expos in eastern China, offering the opportunity to demonstrate the latest products and services on a professional and international platform. The seven-day event, which includes three days during the National Day vacation, not only offers an additional travel option for people, but also helps exhibitors attract more visitors and public attention.

In recent years, vehicles have become more like a mobile terminal which can serve people’s

demands for sharing, entertainment and social needs. Vehicles are now not only transportation tools.

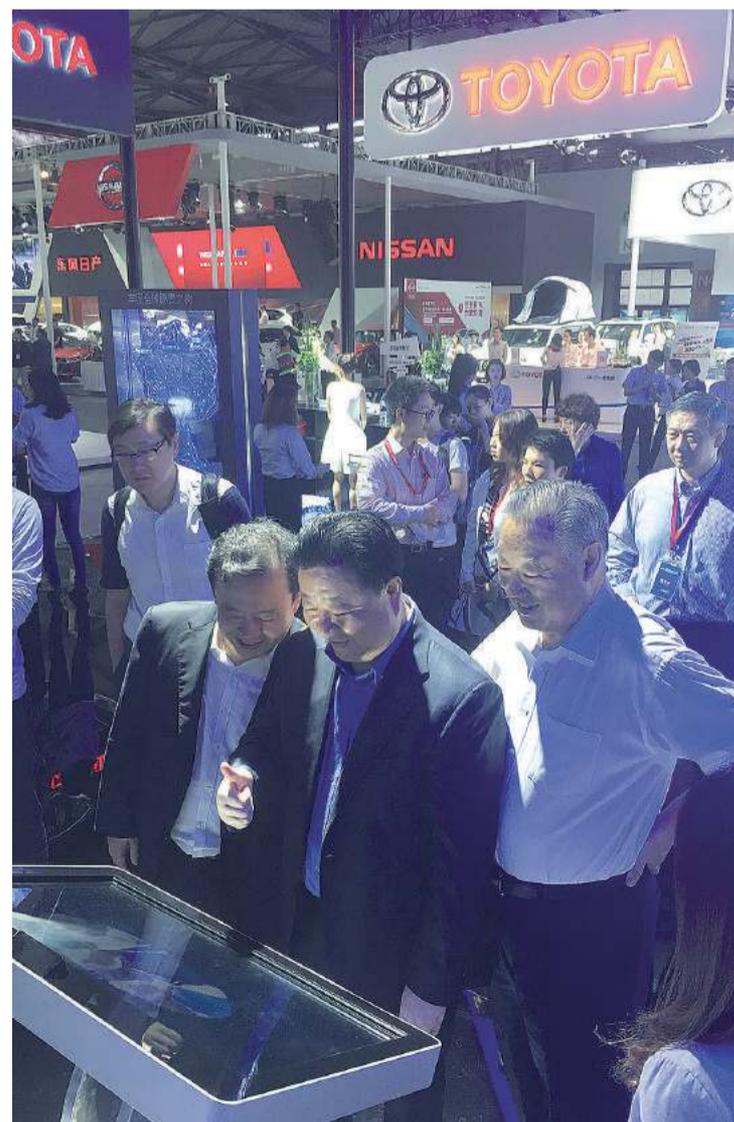
We have found that technologies and improved functions also help to change people’s travel modes. During the expo period, audiences can experience those changes and get a chance to learn more about the latest developments of the automobile industry.

Q: The automotive industry has been experiencing dramatic changes over the past few years. As organizers of Shanghai Pudong International Automotive Exhibition, how can you ensure you will provide the latest industry information to audiences and exhibitors?

A: Almost all the automotive brands are showing at the expo. Exhibitors will bring their latest and best products to audiences. We, as organizers, will also arrange a series of supportive events such as forums and summits to promote information exchange.

Q: Can you share the expo’s development focus for the upcoming years?

A: We will continue to promote innovation, bring the latest industry information, forecast future development trends and help businesses to overcome challenges. We will devote ourselves to developing a professional and international platform to promote cross-border communications.



The giant auto show always attracts great interests from visitors.



上海浦东国际汽车展览会将于2018年9月27日至10月3日在上海浦东新国际博览中心盛大举办。上海浦东国际展览公司供图



上海浦东车展已经成为双年华东地区展会规模最大、展商参展规格最高的国际化专业汽车展览会。

智驾未来 —— 2018上海浦东国际车展盛大开幕

中国机械工业联合会和上海市浦东新区人民政府特别支持，中国国际贸易促进委员会汽车行业分会和中国国际贸易促进委员会上海浦东分会共同主办的2018（第四届）上海浦东国际汽车展览会（以下简称“上海浦东车展”）将于2018年9月27日至10月3日在上海浦东新国际博览中心盛大举办。

本届上海浦东车展将使用上海新国际博览中心N1-N5、E5-E7八个室内展馆和室外展场共12万平方米，是双年华东地区展会规模最大、展商参展规格最高的国际化专业汽车展览会。

2012年首次举办以来，上海浦东车展的规模逐年扩大。2016年车展使用了上海新国际博览中心N1-N5、E5-E7全馆8个室内展馆和室外展场，总规模达到12万平方米。实际共展出整车763辆，迎来30万人次参观，5天展期共计销售车辆5000余辆。同时，有超过30家媒体入驻展会设立专门区域对展会进行全方位的跟踪报道。共有来自包括电视、电台、网络和平面媒体在内的1037名记者亲临现场报道。

互联网赋予了汽车新的生命和时代感，意味着一个新的格局和新的时代已经到来。如何引领汽车“四化”即电动化、智能化、网联化、轻量化的可持续发展，是所有汽车企业和整个行业需要关注的重中之重。近年来新能源车技术不断突破，从混动到纯电动、到燃料电池，甚至是装配太阳能板的概念车，都在为人们更加智能便捷的出行方式提供了更广阔的想象空间。自动驾驶等核心技术的持续创新，同样引起了汽车行业的高度重视。本届上海浦东车展以“智驾未来”为主题，将集中展示在科技革命的浪潮席卷全球的背景下，汽车行业的最新创新成果，和对未来出行的畅想及战略布局。

上海浦东国际展览公司副总经理张杰为大家介绍更多内容：

2018上海浦东国际汽车展览会将在9月27日开展，和往届相比，本届展览有哪些亮点？

较往届相比，本届上海浦东车展有不少企业均是首次亮相，如阿尔法·罗密欧、领克、WEY、一汽红旗等品牌，展期也由原来五天延长至七天，为观众提供了

更加充裕的观展时间。同时，展会期间的相关活动在高度、广度、深度等方面都较往届有所提升，更加深化展会主题，丰富展会内涵。

上海浦东国际车展到今年已经举办了四届。目前展会的发展情况如何？

经过三届的积淀与发展，上海浦东国际车展参展品牌逐步增多，更多贴近主题、关注时下行业热点的论坛、峰会等活动也将在展会同期分别展开，媒体关注度进一步提升，参与报道人数增加，报道热度持续升温。上海浦东车展作为双年华东地区展会规模最大、展商参展规格最高的国际化专业汽车展览会，车展组委会将在保持其活力的同时，致力于不断提升其品牌价值与国际影响力，践行国际车展的责任与担当。

本届上海浦东车展将以“智驾未来”为主题，能否介绍一下为什么今年选择这一主题？哪些展区将集中体现这一主题？

随着科技的高速发展，多行业多领域同时联动，汽车行业在与互联网融合的过程中，技术、性能等方面不断推陈出新。电动化、智能化、网联化、轻量化的可持续发展模式成为汽车行业的发展方向，无论是传统车企的创新变革，还是新能源汽车技术的持续提升，都在重塑着产业的未来。本届展会所有展区均将体现“智驾未来”这一主题。

能否介绍一下本届展会的参展情况？哪些知名企业将亮相本次展会？

本届上海浦东车展的参展企业几乎涵盖了所有跨国车企和主流厂家的汽车品牌：

自主品牌包括上汽荣威、上汽名爵、上汽大通、上汽五菱、广汽传祺、广汽新能源、长安、长安欧尚、吉利、长城、比亚迪、江淮、奇瑞、观致、众泰、华晨、东南、力帆、陆风、猎豹均将各自携旗下主力车型与观众见面。

国际品牌例如宝马&MINI，奔驰&Smart，大众进口，上汽大众，上汽斯柯达，东风标致，东风雪铁龙，福特，林肯，DS，广汽菲克，通用（别克、雪佛兰、凯迪拉克），沃尔沃，捷豹路虎，丰田及一汽丰田、广汽丰田，雷克萨斯，本田及东风本田、广汽本田，讴歌，东风日

产，英菲尼迪，斯巴鲁，广汽三菱，北京现代，东风悦达起亚，宝沃均将倾力参展。

此外，保时捷、玛莎拉蒂、劳斯莱斯、宾利、兰博基尼、阿斯顿·马丁、迈凯伦等著名品牌和其他豪华改装品牌如罗伦士、飞驰、上喆、星驰、中欧、车质尚、房车风景等也将悉数登场。

阿尔法·罗密欧也将首次登上上海浦东车展的展台。

值得关注的是，新时代高端品牌——领克、豪华SUV——WEY、豪华高端国产商务汽车——一汽红旗也将首次在上海浦东车展亮相，与观众进行零距离的互动。

新能源汽车特斯拉、腾势、蔚来、前途、拜腾、电咖等品牌的也将为上海浦东车展带来更多炫酷的产品。

对参展商和观众来说，参加上海浦东车展有哪些意义？

上海浦东车展是双年华东地区展会规模最大、展商参展规格最高的国际化专业汽车展览会，能够为参展商提供一个专业化、国际化的展示平台。展期涵盖了“十一”假期的前三天，不仅为大众提供了一个假期出行的新选择，更是为参展商带来了更多的关注度和人流量。汽车对于观众已从基本的出行工具逐渐转变为一个集共享、娱乐、社交等多功能一身的综合移动终端，相关科技的发展及汽车性能的升级，也重新定义了大众的出行方式，在上海浦东车展中，观众们可以亲身感受到这些变化，更是由机会集中了解、体验各汽车品牌最新的汽车科技。

汽车制造行业正在经历着翻天覆地的变革，作为上海浦东车展的主办方能够向展商和观众提供最前沿的动态和信息？

浦东车展通过不断创新发展越来越得到大家的重视，展出的产品几乎涵盖了所有的汽车品牌，各参展商也把各自最亮丽的产品带给广大观众。展会的主办方也通过组织展示、论坛、活动等把最新的行业信息展现出来。

介绍本次展会的配套活动有哪些？您最想向观众推荐的是哪些？

本届上海浦东车展同期还将举办多场围绕着汽车产业的高峰论坛、峰会等活

动，聚焦产业相关问题，展望汽车产业发展。第三届中国汽车品牌发展论坛由凤凰网和中国国际贸易促进委员会汽车行业分会联合主办，论坛将围绕中国汽车品牌向上和自主3.0主题，与业界大咖深入探讨，为产业聚力，为汽车新四化建言。在腾讯汽车主办的2018“腾轩汇”营销沙龙上，将邀请汽车行业营销领域的各位精英以及跨行业专家、汽车企业营销高管等共同参与，畅叙雅集，共同见微知著，深度解读汽车行业的IP营销。由一点资讯主办的中国汽车智能互联创新峰会将会关注汽车行业的智能化发展。

中国国际贸易促进委员会汽车行业分会还将和汽车之家强强联手，打造线下实体车展与线上智能车展联动营销的新模式。通过AR/VR领先技术的应用，打破时间和空间的限制，打通线上用户和线下观众之间的交流渠道。

展会期间上海浦东车展组委会将再次与日产（中国）合作，在十一期间开展支持中国青少年教育事业的筑梦课堂活动。帮助青少年在增强动手能力的同时，了解内涵丰富的汽车文化，培养兴趣、开拓视野、构筑梦想。

本届车展还将首次与覆盖全上海14条地铁线路的公共Wi-Fi App——花生wifi合作，组织有车族参与征集活动并向有购车、换车意向的地铁一族提供vip观展团。与上海广播电台共同打造“9.27主持人带你抢先看车”活动，让电台的听众们有机会与主持人一起走进车展。同期打造的亲子活动“猫爸萌娃逛车展”活动，则给家庭观众提供了感受科技，亲子互动，休闲娱乐的全新出行选择。

能否介绍一下未来展会的发展计划？

在往届的基础之上，上海浦东车展组委会将继续秉承开拓创新的精神，以最前沿的视角，聚焦行业热点，展望与构建汽车行业的未来发展方向，顺应趋势、把握时机、找准定位，以更纵深的观察、更专业的解读，把握产业走向，共同面对机遇与挑战。上海浦东车展组委会将继续遵循展品精、品牌全、服务好的办展理念，致力于为中国汽车行业铸就更加专业化、国际化的优质展览平台，搭建与国际交流的合作平台。



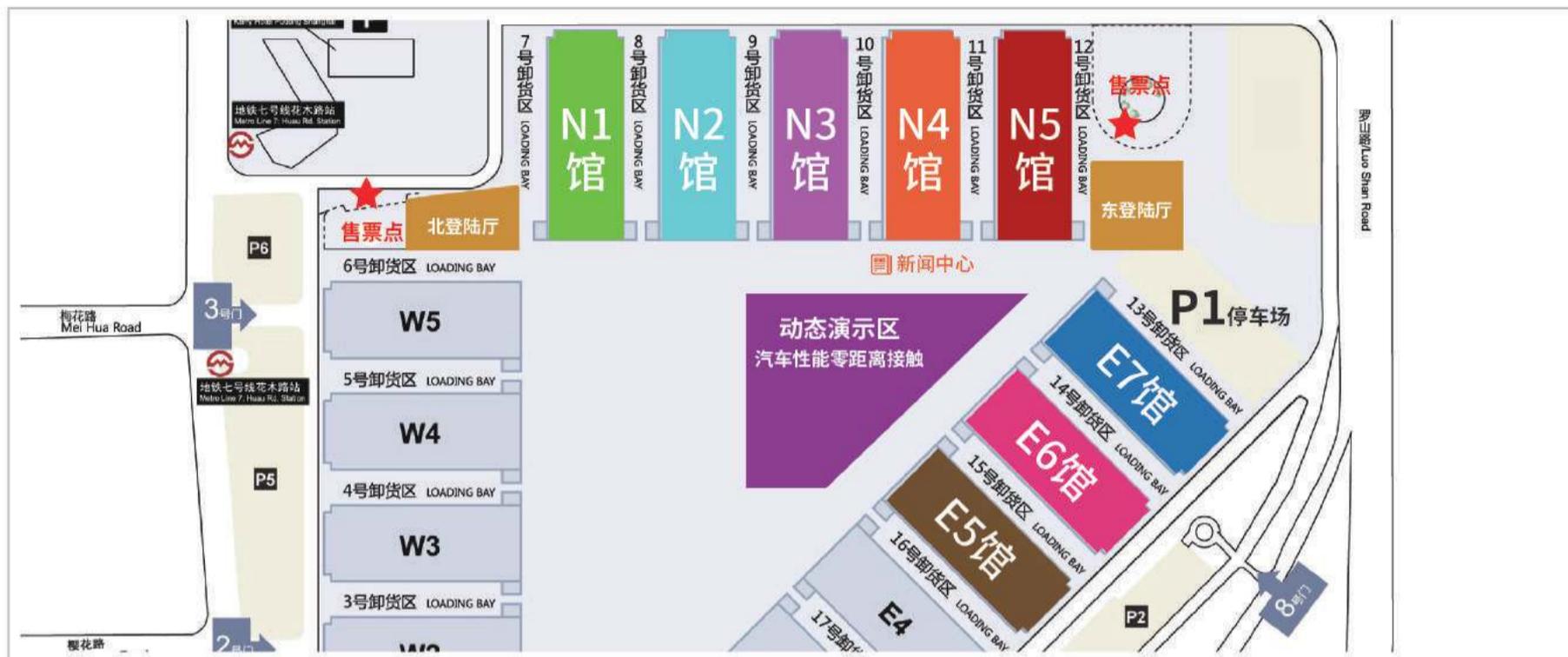
2018上海浦东国际汽车展览会将让所有展商和观众一站式地了解汽车行业新技术、新产品和新应用。





2018上海浦东国际汽车展览会

2018 Shanghai Pudong International Automotive Exhibition



N1

众泰
江淮
汉腾
别克BUICK
雪佛兰CHEVROLET
陆风
广汽三菱
斯威
雷诺
长安汽车
长安欧尚

N2

上汽荣威
上汽名爵
东风本田
本田
广汽本田
东风雪铁龙
东风标志
奇瑞
东风风行
现代

N3

猎豹
华晨
一汽丰田
丰田
广汽丰田
长安马自达
广汽传祺
东南

长城
东风小康
长安福特

N4

广菲克
上汽大众
斯科达
华晨雷诺
上汽大通
上汽通用五菱
吉利
日产
起亚

N5

比亚迪
广汽新能源
捷豹 路虎
沃尔沃VOLVO
宝沃
拜腾
中欧
金瓜子
九龙
红旗
奥迪

E5

WEY
凯迪拉克CADILLAC
雷克萨斯LEXUS
蔚来
腾势DENZA
科蒂
飞驰
英菲尼迪INFINITI
小鹏
梅赛德斯-奔驰
SMART

E6

威马
林肯
讴歌
观致
DS
领克
星驰
阿尔法罗密欧
宝马BMW
MINI

E7

保时捷
莱斯莱斯
车志尚
斯巴鲁
罗伦士
懂车帝

新浪
太平洋
奇点
前途
吉姆西
迈凯轮
玛莎拉蒂
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承办单位 上海浦东国际展览公司



Nio banks on IPO to accelerate electric car manufacturer into profit

Nio's initial public offering has brought the Chinese electric carmaker greater financial support.

However there still remain fierce challenges in the development process, according to industry analysts.

The company priced its shares at \$6.26, just above the lower end of its \$6.25 to \$8.25 target price range on Sept 12 on the New York Stock Exchange.

"The IPO is important for Nio because it is burning a lot of cash every year. The raised \$1 billion can support the company for half to one year," according to Yale Zhang, managing director of consultancy firm Automotive Foresight.

The startup incurred a net loss of 3.3 billion yuan (\$481.57 million) in the first six months of 2018, which was 1.3 billion yuan more than in the same period last year.

Its combined net losses since 2016 stand at 10.9 billion yuan. Zhang said that Nio should release affordable mainstream models as soon as possible, which will help the company expand sales and earn money.

"The IPO is important for Nio because it is burning a lot of cash every year. The raised \$1 billion can support the company for half to one year on the evolution of its manufacturing sector."

YALE ZHANG
Managing Director of consultancy firm Automotive Foresight.

Nio began deliveries of its ES8 SUVs in June and had sold 1,602 units by the end of August. William Li, CEO and founder of the company, said that they will deliver 10,000 ES8s by the end of this year in an interview with Sina Finance on Wednesday.

Li said that the IPO is a big challenge for a 4-year-old startup, especially in the mature and highly-competitive auto industry.

The IPO is just the first step for the company. What is more important is that Nio doesn't show leading advantages quality, driving range and delivering in mass quantity, according to John Zeng, managing director of forecasting and marketing consultancy LMC Automotive Shanghai.

More traditional carmakers have begun to target the electric vehicle market and have achieved good results in some areas, he said.

According to statistics from the China Association of Automobile Manufacturers, a total of 777,000 new-energy cars were sold in the country in 2017, up 53.3 percent year-on-year. Sales of 1 million are expected this year. The data from

carmakers' EV plans shows that their combined annual production capacity will surpass 20 million by 2020.

At that time, Nio will find it tough to survive in the market if it still has no outstanding advantages, as its competitors have the capacity to mass produce electric vehicles, Zeng added. Zhang at Automotive Foresight said that it may be a catastrophe for EV startups to try and compete with premium auto manufacturers, such as Mercedes-Benz, BMW and Audi, which have already announced plans to produce electric vehicles.

BMW's joint venture, BMW Brilliance Automotive is planning to produce the all-electric BMW iX3 by 2020.

Mercedes-Benz announced in late February an investment of over 11.9 billion yuan with its Chinese partner BAIC to build a second production facility in Beijing to produce gasoline and electric cars, and its first battery-powered EQ series model EQC will roll off the production line in China in 2019.

Zhang explained that when it comes to spending a lot of money, customers often look to brands with a long history and good reputation, rather than a startup.



Management of NIO, a Chinese electric car company, ring the opening bell at the New York Stock Exchange on September 12. PHOTO BY DREW ANGERER / GETTY IMAGES

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