



www.ciaie.com

2020第十届 中国上海国际汽车内饰与外饰展览会

The 10th China Shanghai International Automotive Interiors And Exteriors Exhibition

 2020.8.7-9

 上海新国际博览中心 (浦东·龙阳路2345号)
Shanghai New International Expo Center



60,000

展出面积
Exhibiting Space



80,000

专业观众
Visitors

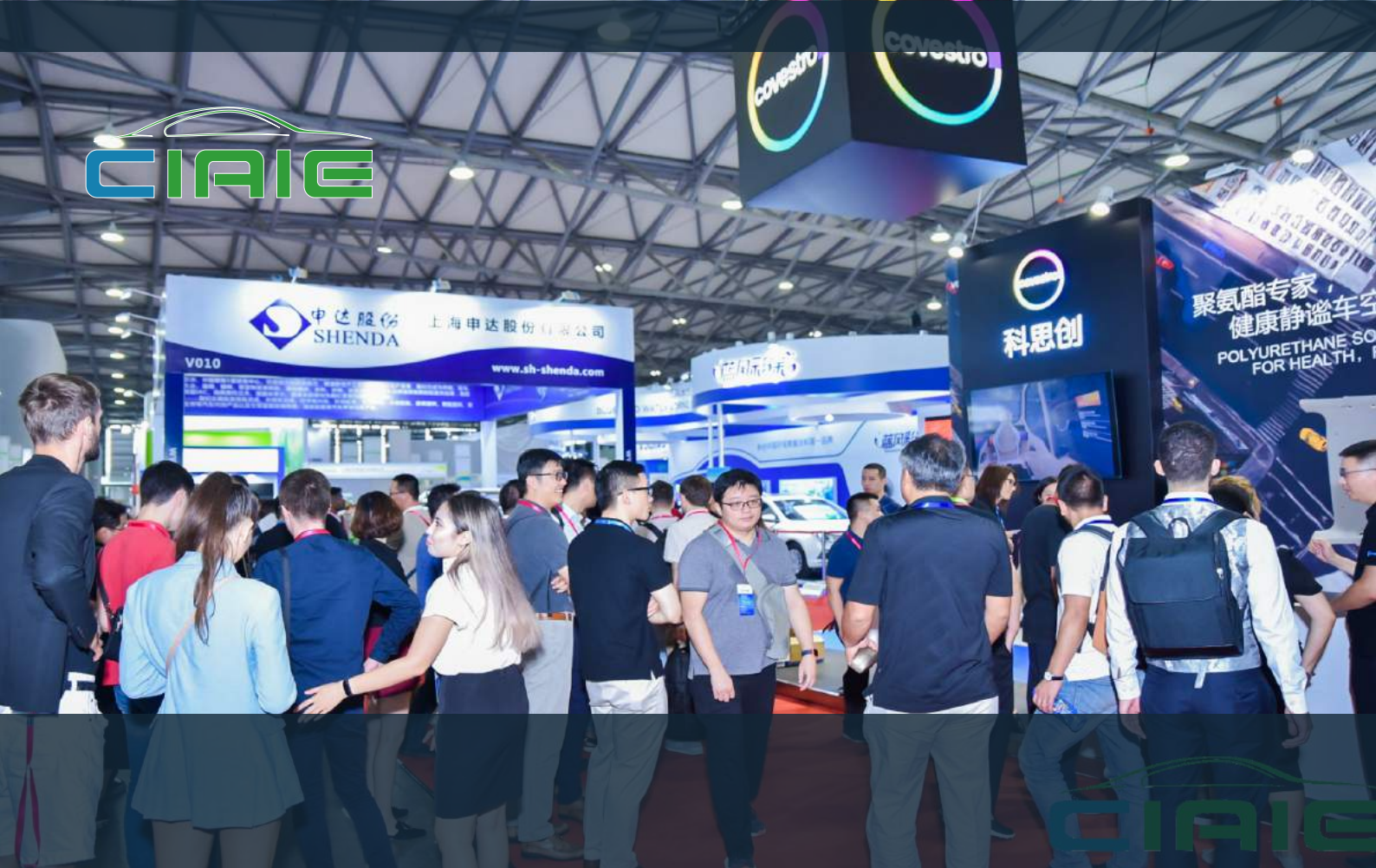


1,000

参展商
Exhibitors

主办 | Organized by





推动全球汽车工业发展, 助力汽车内外饰产业链互联

Promote the development of the global automotive industry and help connect the automotive interiors and exteriors industry chains

深耕汽车内外饰行业 10 余年, 中国上海国际汽车内饰与外饰展览会 (CIAIE) 多年来伴随着中国汽车工业健康稳定的发展, 现已成为全球极具规模及影响力的汽车内外饰行业专业性展会, 展品涉及内外饰总成、座椅、智能驾驶舱、塑料件、装饰件、方向盘、门板、顶棚、车身覆盖件、车身结构件、外观件、座舱电子、被动安全、保险杠、后视镜、车灯与车辆照明以及应用领域新材料、新技术、新设备、新工艺集中亮相, 展会全面链接汽车内外饰上下游产业链。是企业市场拓展、品牌推广的首选平台, 更是为业内人士提供了寻找新技术、新产品、新材料、新设备, 了解市场先机的一站式商贸、技术及学术交流的专业平台。

With more than 10 years of efforts in automotive interiors and exteriors industry, **China International Automotive Interiors and Exteriors Exhibition (CIAIE)** has now become the most professional automotive interiors and exteriors exhibition of global scale and influence, the healthy and stable development of China's automobile industry for many years. The exhibits cover interior and exterior trimming assembly, seats, smart cockpit, plastic parts, decorative parts, steering wheel, door panel, ceiling, body cover, body structure parts, exterior parts, cockpit electronics, passive safety, bumper, rearview mirrors, headlights and vehicle lighting, new materials, new technologies, new equipment and new processes in the field of application. The exhibition comprehensively links the upstream and downstream industry chains of automotive interiors and exteriors. It is the preferred platform for enterprise market expansion and brand promotion. It is also a professional platform to find new technologies, new products, new materials and new equipment and to understand the market opportunities for one-stop trade, technology and academic exchanges.

第十届中国上海国际汽车内饰与外饰展览会 (CIAIE) 将于 2020 年 8 月 7-9 日继续在上海新国际博览中心举办。展会将继续保持一贯的专业视角与卓越品质, 与境内外汽车内外饰企业、业内人士携手合作再攀高峰。

The 10th China International Automotive Interiors and Exteriors Exhibition (CIAIE) will continue to be held at the Shanghai New International Expo Center from August 7th to 9th, 2020. The exhibition will maintain a consistent professional perspective and excellent quality and cooperate with domestic and foreign automotive interiors and exteriors enterprises to scale new heights.

全球最大的汽车内饰与外饰专业盛会

Excellent and professional automotive interiors and exteriors technology industry exhibition in China

展会亮点

Exhibition highlights

- ★ 买家对汽车内外饰产品、相关应用材料和加工设备的需求来自的行业有：主机厂、OEMs、Tier1、Tier2、新能源汽车、商用车、专用车、定制改装及后市场行业等。

The buyers' demands to automotive interiors and exteriors technology products are mainly from the following industries: automotive main engine plant, interior and exterior automobile decoration, new energy automobile, OEMs, Tier One, Tier Two, automotive maintenance and detection, distributors, commission agents, etc.

- ★ 该展会在2011上海首次举办，已连续在上海举办了9次，参展商包括国内和海外的企业。2019年有近**56,492**人次买家参观展会、其中12%的观众来自海外国家和地区。

The exhibition was held in 2011 for the first time, and has been held for 9 sessions in Shanghai continuously, with exhibitors including enterprises at home and abroad. In 2019, 56,492 professional buyers visited the exhibition, with 12% from overseas countries.

- ★ 唯一获得海外汽车相关协会和国家展团支持的盛会，他们来自美国、德国、日本、韩国、俄罗斯、法国、英国、西班牙、加拿大、泰国、意大利、印度、越南、台湾地区等50多个国家的采购商。

It is the only exhibition supported by national pavilion and relevant overseas automobile associations in America, Germany, Japan, Korea, Russia, France, UK, Spain, Canada, Thailand, Italy, India, Vietnam and Taiwan



参展目的

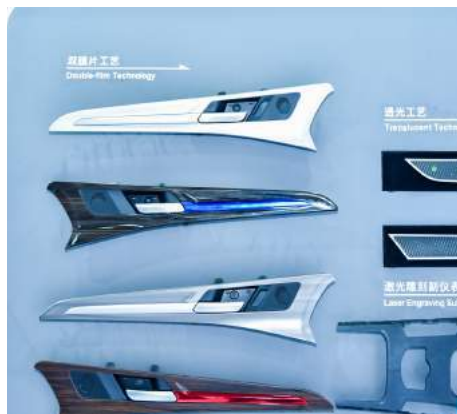
Purposes of participation

- 寻找新合作伙伴/客户
Find new partners/clients
- 提升企业品牌/产品/知名度
Enhance corporate brand/products/popularity
- 维护/巩固现有客户
Maintain/consolidate existing customers
- 发布新产品/服务
Release new products/services
- 扩展销售渠道/收集市场信息
Expand sales channels/collect market information
- 与政府部门取得联系
Get in touch with government departments

展品内容丰富, 覆盖内外饰全产业链

Rich exhibits, covering the entire industrial chain of automotive interiors and exteriors.

- 汽车内外饰系统
- 应用材料及原料
- 加工设备及智能装备
- 智能座舱与未来出行
- 汽车轻量化技术
- 配件及配套产品



- Interiors & Exteriors System
- Materials
- Intelligent & Processing Equipment
- Automotive Lightweight Technology
- Intelligent Cockpit & Future Mobility
- Supporting products



25,000

展会面积（平方米）
Exhibition Area (Sq.m)

503

参展商数目
No. of Exhibitors

56,492

人次观众
Number of Visits

6658

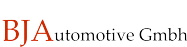
海外观众数目
No. of Overseas Visitors



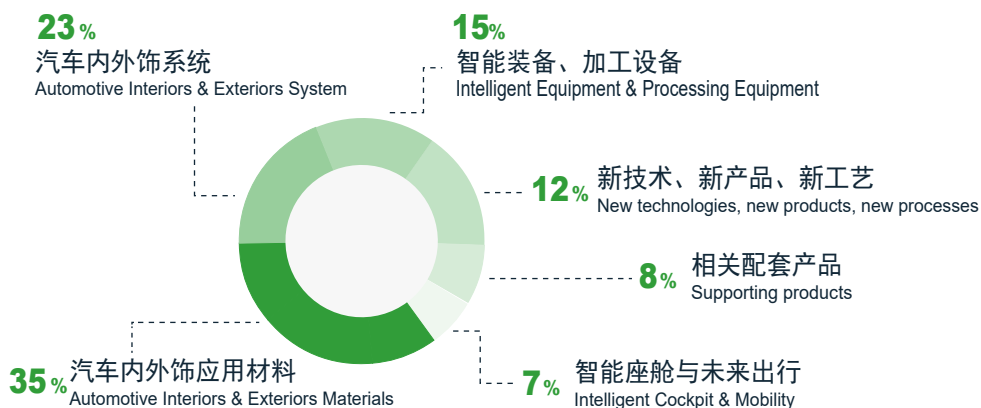
展后回顾 Show review

部分知名参展商

Partial famous exhibitors

* 排名不分先后



参展商反馈 Exhibitors' Feedback

- 93%** 认为这次参展成绩满意至非常好
Concluded the exhibition feedback from satisfactory to very fruitful
- 90%** 认为这次展会的观众质量为满意至非常好
Graded the visitor quality from satisfactory to excellent
- 88%** 计划参加2020上海国际汽车内外饰展
Intended to exhibit in CIAIE 2020
- 86%** 乐意邀请行业朋友参加下届展会
Willing to invite industry friends to participate in the future



展商评语 Exhibitor Testimonials

郑晓娣/汽车行业全球负责人/科思创聚氨酯业务部

“此次参展,我们科思创也是基于全球的技术优势,结合我们对中国市场的一些理解,上海国际汽车内外饰展这个平台帮助我们推进在汽车内外饰行业的创新领域,结识新的客户,起到了很大作用。”

陈博宇/市场总监/索喜科技(上海)有限公司

“我们是一家日本的芯片公司,我们提供了现在整个汽车座舱内部、汽车智能座舱相关的所有芯片。本次展会也是跟我们主题是相契合的,所以我们特别有兴趣来参加这样的展会。在三天的展会期间,我们接触到非常多潜在客户,收获颇丰,下一届展会我们还会持续关注并积极参与。”

Oliver Mueck/亚太地区客户经理/瑞克赛尔

“今年第一次参展 CIAIE, CIAIE 展会客户群体非常专业,在展会期间我们接待到很多原来从未有过接触和了解的重要潜在客户,展会的效果超出我们预期我们非常满意, CIAIE 2020 我司会携新产品新技术隆重参加敬请关注!”

杨伟奇/业务副总裁/诺博汽车系统有限公司

“今年是诺博汽车首次参加上海国际汽车内外饰展览会,受到了观众的广泛好评,诺博汽车展台首日接待量达900余人次,来访人群涵盖上汽大众、一汽红旗、现代、福特、长安、奇瑞、观致、博郡等整车主机厂及同行企业、供应商等,就产品工艺、研发创新、技术趋势等开展深入探讨。非常感谢上海国际汽车内外饰展会给我们提供这次的展示机会,把我们企业推广给全球客户,为我们打造一个很好的推广平台。”

张哲/总经理/天守(福建)超纤科技股份有限公司

“上海国际汽车内外饰展我们每年都来参加, CIAIE 展这几年办的越来越好,从规模上、档次上以及参展商都是组织的越来越好,所以我们也愿意关注这样的展会和平台也愿意参与这样的展会和平台。上海国际汽车内外饰展这么好的平台,我们一定会跟随走下去,也祝上海国际汽车内外饰展越办越好。”



59

国家和地区
Countries & Regions



6,658

海外观众人数
Overseas Visitors

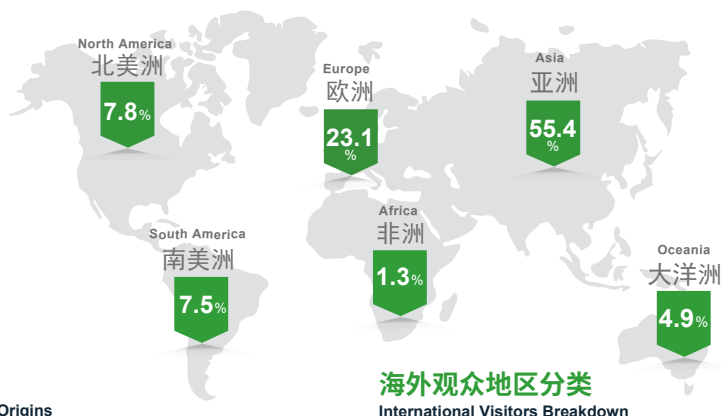
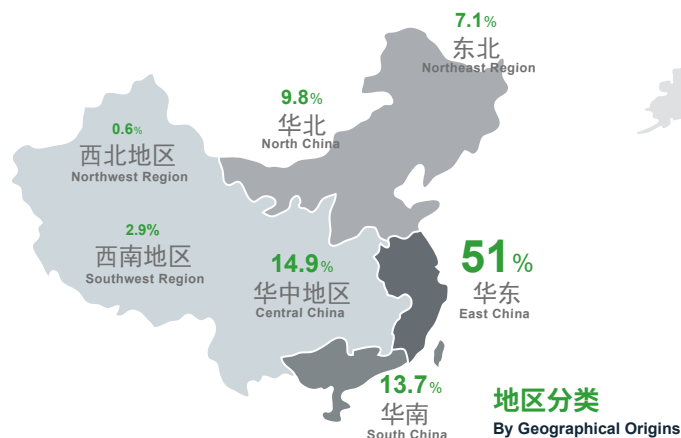


56,492

人次专业观众
Number of Visits

观众统计 Visitors Statistics

观众按地区分类 Visitors by Geographical Origins



观众行业分布 Visitors by Business Sectors

一级、二级供应商	58%	Tier1、Tier2
主机厂/整车制造商	25.4%	OEMS/Automaker
材料供应商	19.7%	Materials Supplier
智能装备、加工设备	15.9%	Intelligent & Processing Equipment
相关配套产品	9.3%	Supporting products
政府机关、协会、媒体	3.8%	Governments, Associations and Media
其他	1.3%	Others

部分知名采购商 Partial famous purchasers



* 排名不分先后

观众最感兴趣的产品 Visitors' Most Interested Exhibits

25.2%	汽车内外饰系统 Interiors & Exteriors System	21.3%	汽车内外饰材料 Interiors & Exteriors Materials	18.4%	智能装备、加工设备 Intelligent & Processing Equipment
13.3%	智能座舱 Intelligent Cockpit	10.9%	汽车轻量化 Automotive Lightweight	4.2%	汽车新技术 Automotive New Technology
4.2%	未来出行 Future Mobility	1.8%	配套产品 Supporting products	0.7%	其它 Others

同期活动

Concurrent Activities

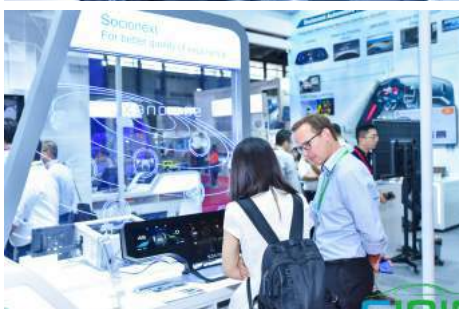
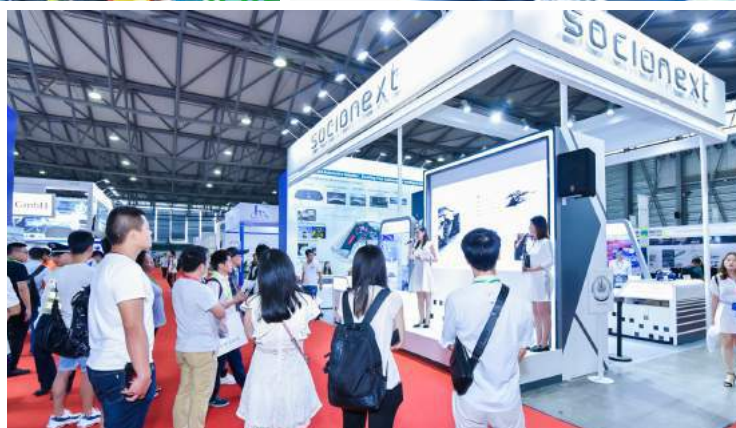
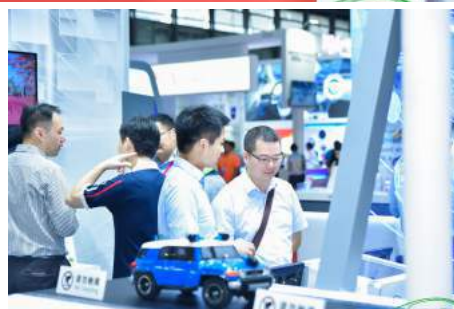


专业买家团

Delegation Groups

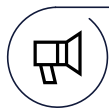






市场宣传

MARKETING PROMOTION



多维定向推广提升参展体验

Multi-channel marketing promotion



媒体网络线上线下全展期立体曝光 Media network online and offline full-period promotion

50+ 国内外专业媒体深度合作
Worldwide trade media

30+ 主流综合媒体平台新闻发布
Mass media

100+ 行业网站发布信息
Website

100,000+ SEM 搜索引擎点击
Official website SEM

30+ 年度行业活动地推
Annual offline activities



社交媒体开创内容营销新篇章 Social media content marketing

30,000 社交媒体活跃粉丝，
精准推送最新政策、创新技术、
企业动态及展会资讯

30,000 Social media followers



数字营销点对点邀约专业观众 Database marketing

甄选 **100,000+** 优质数据，通过
EDM、SMS、Callcenter 等渠道
进行全球专业观众的定向邀约
EDM, SMS and Callcenter
marketing to **100,000+** database
covering target visitors
worldwide



定制推广一对一定制宣传服务 Customized promotion

为展商量身定制专属邀请函进行
展前宣传推广及观众邀约
Customized invitations for
exhibitors to promote before
the show



同期多场活动, 聚焦行业未来发展

- 中日德汽车内饰件与座椅行业发展研讨会
- 中欧汽车环保座舱国际论坛
- 国际车辆用胶粘剂/密封胶技术高峰论坛
- 中国车用塑料技术论坛
- 中国汽车工业聚氨酯应用高峰论坛
- 新能源汽车与复合材料创新应用国际研讨会
- 车用纺织品/无纺布材料科技创新与产业发展论坛
- 中国汽车皮革与环保技术论坛
- 汽车保险杠系统技术论坛
- 汽车方向盘技术创新论坛
- 汽车顶棚内饰设计及工艺技术创新论坛
- 汽车智能车灯系统创新技术论坛
- 汽车车门系统创新技术论坛
- 中国国际汽车热管理峰会
- 中国新能源汽车NVH国际峰会

展会时间 | Exhibition time:

2020年8月7日 (周五)	09:00-17:00	August 7, 2020 (Fri.)	09:00-17:00
2020年8月8日 (周六)	09:00-17:00	August 8, 2020 (Sat.)	09:00-17:00
2020年8月9日 (周日)	09:00-15:00	August 9, 2020 (Sun.)	09:00-15:00

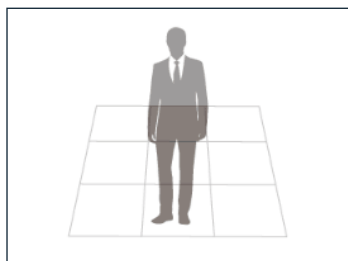
展会地点 | Venue:

上海新国际博览中心 · 浦东新区龙阳路2345号

Shanghai New International Expo Center | No.2345 Longyang Road, Pudong New Area

选择 **A 区** 您获得的不仅仅是**优越的展位位置**，**豪华的展台搭建**，还有**更多的专业市场推广**，使您参展事半功倍！

If you choose **Zone A**, you will not only get a superior booth location, luxury booth construction, you will also enjoy more professional marketing, so that you can get twofold results with half the effort!



■ 室内光地 (36平米起租) :

价格: **A区**: 1,800元/平米 | **B区**: 1,700元/平米 | **C区**: 1,500元/平米

注: 仅提供参展空间

■ Indoor Raw Space (Minimum 36 sqm) :

Fee: **Zone A** RMB1,800/m² | **Zone B** RMB1,700/m² | **Zone C** RMB1,500/m²

Note: Space Only



* 仅A区和B区标准展位

■ 标准展位 (9平米起租) :

价格: **A区**: 18,800元/9平米 | **B区**: 16,800元/9平米 | **C区**: 13,800元/9平米

包含: 地毯、2盏射灯、1张咨询桌、2把折椅、1个垃圾桶、1个插座

■ Shell Scheme (Minimum 9 sqm) :

Fee: **Zone A** RMB18,800/9m² | **Zone B** RMB16,800/9m² | **Zone C** RMB13,800/9m²

Contain: Carpet, 2 Spotlights, 1 Consultation desk, 2 Folding chairs, 1 Trash can, 1 Socket



* 仅A区和B区标准展位

■ 转角展位 (双开口9平米起租) :

价格: **A区**: 20,800元/9平米 | **B区**: 18,800元/9平米 | **C区**: 15,800元/9平米

包含: 地毯、2盏射灯、1张咨询桌、2把折椅、1个垃圾桶、1个插座

■ Corner booth (Minimum 9 sqm) :

Fee: **Zone A** RMB20,800/9m² | **Zone B** RMB18,800/9m² | **Zone C** RMB15,800/9m²

Contain: Carpet, 2 Spotlights, 1 Consultation desk, 2 Folding chairs, 1 Trash can, 1 Socket



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