

automotive aftermarket forum

SHANGHAI

Upgrade, transformation and sustainability of
automotive repair and maintenance services industry

27 July 2017

InterContinental Hotel Shanghai, Pudong

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Prestigious speakers at the summit

来自行业领导品牌的多名专家组成, 强大演讲嘉宾阵容



Weijie Cao
曹卫杰

Shanghai Automobile Maintenance and Repair Trade Association
Expert 专家委员会委员



Bill Russo
罗威

Gao Feng Advisory Co Ltd
Managing Director
董事总经理



Xiufeng Li
李秀峰

Bosch
Vice President
副总裁



Yong Song
宋勇

CHEQISHI
Board Director
董事



Hanson Xie
谢君山

Valeo Auto Parts Trading (Shanghai) Co Ltd
General Manager 总经理



Patrick Xu
徐波

Continental Group
General Manager of China Automotive Aftermarket 中国区汽车售后市场总经理



John Kang
康炳华

Shanghai Sunflower Investment Management Co Ltd
Founder 创始合伙人



Hongwei Yu
于宏伟

PD Group
CEO of PD Automobile Maintenance 庞大养车首席执行官



Jan Wang
王健勇

Suzhou Automan Auto Repair Management Co Ltd
Sales Director 品牌运营总监

Conference background

"Right now, China has already entered into 'aftermarket era' and will continue to narrow the gap with the U.S. market." said Bill Hanvey in 2017 April, president and CEO of Auto Care Association, "To support this growth, the aftermarket structure and key players will also continue to change and explore new business models to stay competitive."

In the next five years, China's automotive aftermarket will continue to grow, and is expected to reach one trillion in scale*. Because of the growing aftermarket and the constantly changing industry policy in China, the automobile industry has put much attention in capturing the exponential opportunities so as to create a diverse and dynamic business environment in the industry.

The Automotive Aftermarket Forum 2017 will discuss the common pain points policy interpretation, data management, 4S stores, Internet+, repair chain stores and more. Join us to learn all the latest challenges and solutions!

会议背景

“如今，中国已进入自己的‘汽车后市场新纪元’，并将继续缩小与美国市场的差距”，2017年4月汽车养护协会会长Bill Hanvey说道，“为了保持这一增长态势，售后市场结构和关键性品牌也将继续改变并探索新的商业模式，以更有利地竞争。”

未来五年内，后市场还将继续增长，有望达到万亿的规模*。随着每年车辆的新增，市场规模会越来越大，政策变幻莫测，行业形势蒸蒸日上，如何在巨大的汽车后市场抓住机会，使汽车产业多元、多业融合发展，已成为众多汽车人的关注点。

汽车后市场上海论坛将讨论汽车维修养护市场目前存在的普遍“痛点”，政策解读、数据管理、4S店、互联网+、连锁与联盟等热点问题，这将是行业交流的一流平台！

*Source from: Sohu website on March. 28, 2017, automotive aftermarket +Internet, inspiration of new ideas

Conference agenda

27 July 2017

| | |
|---------------|--|
| 9:00 – 9:30 | Registration and morning coffee |
| 9:30 – 9:35 | Conference opening and remarks |
| 9:35 – 10:10 | Latest policy interpretation on China's automotive aftermarket <ul style="list-style-type: none">• Current situation of repair industry in Shanghai• The key methods of latest vehicle's sales management• An overview of the implementation of automotive repair technology Weijie Cao: Expert of Shanghai Automobile Maintenance and Repair Trade Association |
| 10:10 – 10:45 | Rising opportunities in China's automotive independent aftermarket <ul style="list-style-type: none">• Mergers and disruptors in the independent aftermarket and emerging new channels (including the emergence of O2O and on-demand mobility services)• Implications for key players along the value chain, including OEMs and 4S dealers, parts suppliers, distributors, and service shops Bill Russo: Managing Director of Gao Feng Advisory Co Ltd |
| 10:45 – 11:05 | Coffee break and networking |
| 11:05 – 11:40 | The management secret of the fast repair chain store <ul style="list-style-type: none">• Improve the core skills, support and employee satisfaction• Enhance division of tasks and customer service Yong Song: Board Director of Cheqishi |
| 11:40 – 12:15 | Automan introducing the Direct Repair Programme that compliant to environmentally-friendly standards <ul style="list-style-type: none">• The compliance of environmental storm• DRP (Direct repair programme)• The sharing of intensive collision repair model Jan Wang: Sales Director of Suzhou Automan Auto Repair Management Co Ltd |
| 12:15 – 13:15 | Lunch break |
| 13:15 – 13:50 | China automotive market chain management research report <ul style="list-style-type: none">• Research report on vehicle owners and aftermarket enterprises• A summary and analysis of the China's automotive aftermarket pattern John Kang: Founder of Shanghai Sunflower Investment Management Co Ltd |
| 13:50 – 14:25 | The transformation of Pangda aftermarket service Hongwei Yu: CEO of PD Group |
| 14:25 – 15:00 | How to support the auto repair enterprise Xiufeng Li: Vice President of Bosch |
| 15:00 – 15:20 | Coffee break and networking |
| 15:20 – 15:55 | How Auto Care is managing the demands of commercial vehicle aftermarket and its chain store brand Jun Wang: Vice General Manager of Shanghai Auto Care |
| 15:55 – 16:30 | Booster for automotive market development Philippe Thegner: General Manager of Hella |
| 16:30 – 17:10 | Panel discussion: What are the new opportunities for China's automotive aftermarket and how can auto parts enterprises benefit from it? Xiufeng Li: Vice President of Bosch Hanson Xie: General Manager of Valeo Auto Parts Trading (Shanghai) Co Ltd Patrick Xu: General Manager of China Automotive Aftermarket, Power Transmission business unit, ContiTech Division, Continental Group |
| 17:10 | Networking and end of event |

会议议程

2017年7月27日

| | |
|---------------|---|
| 9:00 – 9:30 | 签到、早茶 |
| 9:30 – 9:35 | 开幕式 |
| 9:35 – 10:10 | 中国汽车后市场新政策解读 <ul style="list-style-type: none">• 上海汽车维修行业现状• 《汽车销售管理办法》的要点• 《汽车维修技术信息公开实施管理办法》的要点 曹卫杰：上海市汽车维修行业协会专家委员会委员 |
| 10:10 – 10:45 | 中国汽车独立售后市场的发展机遇 <ul style="list-style-type: none">• 独立后市场中的整合者和颠覆者以及新渠道的出现（包括O2O和共享出行的兴起）• 对后市场价值链主要参与者的启示，包括汽车制造商与4S经销商、汽车零配件供应商、分销商和维修店 罗威：高风咨询公司董事总经理 |
| 10:45 – 11:05 | 茶歇及交流环节 |
| 11:05 – 11:40 | 快修连锁店管理的加减之道 <ul style="list-style-type: none">• 总部如何强化门店核心技能和强化后台支持以及提升员工满意度• 总部如何强化门店专业分工和提升客户体验 宋勇：车奇士董事 |
| 11:40 – 12:15 | 环保风暴、维修认证加入大师钣喷，成为保险公司车主服务中心 <ul style="list-style-type: none">• 环保风暴下合规• 保险公司认证维修• 集约化钣喷的模式分享 王健勇：苏州汽车人汽修管理有限公司品牌运营总监 |
| 12:15 – 13:15 | 午餐与交流 |
| 13:15 – 13:50 | 中国汽车后市场连锁经营研究报告 <ul style="list-style-type: none">• 车主及后市场企业调研报告• 中国汽车后市场格局总览及分析 康炳华：上海菁葵投资管理有限公司创始合伙人 |
| 13:50 – 14:25 | 庞大集团后市场业务变革 于宏伟：庞大养车CEO |
| 14:25 – 15:00 | 品牌商如何支持汽修企业 李秀峰：博世副总裁 |
| 15:00 – 15:20 | 茶歇及交流环节 |
| 15:20 – 15:55 | 浅谈车畅行如何适应商用车后市场服务需求，坚持做好商用车后市场联盟连锁服务品牌 王俊：上海车畅行商用车后市场服务联盟连锁管理公司副总经理 |
| 15:55 – 16:30 | 汽车市场开发的助推器 Philippe Thegner：海拉总经理 |
| 16:30 – 17:10 | 小组讨论：汽车零部件企业如何把握机遇 李秀峰：博世副总裁 谢君山：法雷奥汽车零部件贸易（上海）有限公司总经理 徐波：德国大陆康迪泰克传动系统集团中国区汽车售后市场总经理 |
| 17:10 | 会议结束 |

About the summit

Automotive Aftermarket Forum Shanghai invites the top automotive aftermarket professionals and experts from automotive aftermarket associations to join the heated discussion of repair and maintenance. The event, themed **“Upgrade, transformation and sustainability of automotive repair and maintenance services industry”** will give you up-to-the-minute insight to evolve your repair and maintenance business strategies in our dynamic industry. Leading keynote speeches, panel discussions and brainstorm sessions will be shared by industry leading influencers including: **Automan, Bosch, Continental Group, Pangda, Valeo, the Shanghai Auto Care and the Shanghai Sunflower Investment Management** etc.

关于峰会

汽车后市场上海论坛邀请了顶级汽车售后专业人士、相关协会专家共同就修理和养护行业进行深入探讨。本次峰会的主题为“加快汽车维修服务市场转型升级，促进可持续发展”，为您提供最新的行业动态，以便规划您的企业策略。多场专注于汽车后市场领域的主题演讲，小组讨论和头脑风暴环节将给您带来全新思路。来自大师钣喷、博世、大陆集团、庞大养车、法雷奥、车畅行汽车服务连锁和菁葵投资等行业领头人物带来一系列精彩演讲与思维碰撞。

Key topics:

This conference is designed to initiate exciting innovative ideas in the automotive aftermarket industry of China. Key players from leading companies will engage to discuss the following hot topics:

- How to upgrade the current situation of aftermarket repair shops?
- How to improve service quality?
- How to deal with the latest regulations?
- How to achieve business target?
- How to create better synergies with OEMs?
- How to develop the right business in China?
- How to deal with the fierce local competition?
- How to launch more cross-brand products?
- Is the auto industry listening to the consumers?
- How are you running your repair store?
- How to face challenges from the transformation of information stage?
- What is your next five, ten or twenty year plan?
- Are you willing to engage and go after more customers?
- Are you ready to invest in your service business?
- Are you willing to think like a customer, listen and act on what you hear?

峰会要点:

本次会议旨在启发关于中国汽车售后行业的创新思考。行业内的领先企业将参与讨论这些关键问题:

- 如何升级售后修理店的现状?
- 如何提高服务质量?
- 如何面对最新的法规?
- 如何达成业绩目标?
- 如何与OEM厂商有更好的合作?
- 如何在中国发展适合当地的业务?
- 如何应对激烈的本土竞争?
- 如何推出更多的跨品牌产品?
- 汽车行业是否倾听消费者的意见?
- 如何运行修理店?
- 如何面对进入信息阶段的挑战?
- 如何制定你未来五、十或二十年的发展战略?
- 您愿意吸引并跟随更多客户吗?
- 准备好投资于您的业务了吗?
- 是否愿意像客户一样思考，倾听您所听到的并付诸以行动?

Delegate profile

- Dealers
- Service suppliers (repair, 4S shop, tuning, maintenance)
- Spare parts suppliers
- OEM manufacturers
- After sales spare parts suppliers
- Associations & academy
- Consultants
- Insurance groups
- E-commerce platforms

目标群体

- 经销商
- 服务供应商（修理商、4S店、改装商、养护企业）
- 汽车零部件生产商
- OEM厂商
- 零部件售后供应商
- 协会与学术机构
- 咨询公司
- 保险公司
- 电商平台

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 2,300 employees at some 30 locations, the company generates annual sales of around €647 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
www.congressfrankfurt.de
www.kapeuropa.de
www.festhalle.de

**Preliminary figures for 2016*

关于主办方

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www.messefrankfurt.com.hk

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**初步数字 (2016)*



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Ignite – the conference division of Messe Frankfurt, produces events where great minds, strong purposes and impacts converge. The role of Ignite in the business environment is to inspire growth and innovation by bringing together top-level professionals, leading businesses and industries.

奕格是法兰克福展览有限公司的会议部门，在其举办的会议活动中，汇聚了顶级专家、领先企业和行业翘楚，以商业环境中的确切目标，不断成长、推动创新、共同发展。

Strategic partners:

战略支持



Knowledge partner:

学术支持



Venue 会议地点

**InterContinental Hotel
Shanghai Pudong**
777, Zhangyang Road,
Pudong New Area,
Shanghai, China

上海锦江汤臣洲际大酒店
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