

automotive aftermarket forum

SHANGHAI

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

27 July 2017

InterContinental Hotel Shanghai, Pudong

www.aamf-sh.com

POST CONFERENCE REPORT





Conference overview

会议概览

The Automotive Aftermarket Forum Shanghai 2017 invited 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” gave attendees up-to-the-minute insight to evolve their repair and maintenance business strategies in dynamic industry.

2017届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。本次峰会以“加快汽车维修服务市场转型升级，促进可持续发展”为主题，分享了最新的行业动态，以激发企业最佳的商业战略。



Program highlights

会议要点

Key players in leading companies engaged to discuss these key questions:

- How to upgrade the current situation of aftermarket repair shops?
- How to improve service quality?
- How to deal with the latest regulations?
- How to create better synergies for OEMs?
- How to develop the right business in China?
- How to launch more cross-brand products?
- How to face challenges from the transformation of information stage?
- What is your next five, ten or twenty year plan?
- Are you willing to think like a customer, listen and act on what you hear?

行业内的领先企业参与讨论了这些关键问题：

- 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？
- 如何推出更多的跨品牌产品？
- 如何面对进入信息阶段的挑战？
- 如何制定您未来五、十或二十年的发展战略？
- 您是否愿意像客户一样思考，倾听您所听到的并付诸以行动？



Total attendees 157

出席人数 157

Participating companies 114

参与企业 114

Speakers and attendees from leading companies

- Bosch
- Cheqishi
- Continental Group
- Chevron corporation
- Dayco
- Dekra
- Hella
- PD Group
- Fix Auto Automan
- SKF
- Sealed Air
- Valeo Auto Parts Trading (Shanghai) Co Ltd

演讲嘉宾及参会嘉宾企业

- 博世
- 车奇士（中国）连锁机构
- 德国大陆康迪泰克传动系统集团
- 雪佛龙公司
- 岱高公司
- 德凯达企业管理上海有限公司
- 海拉
- 庞大集团
- 大师钣喷
- 斯凯孚
- 希悦尔
- 法雷奥汽车零部件贸易（上海）有限公司

Media partners

合作媒体



AUTOCHINA360.COM
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汽车与配件
AUTOMOBILE & PARTS

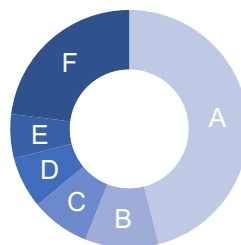


汽车维护与修理
Auto Maintenance & Repair



Industry distribution

行业分布



- A: 46% Auto Parts 汽车零部件企业
- B: 10% Auto repair 汽车修理企业
- C: 8% Investment 投资公司
- D: 7% OEMs 整车企业
- E: 6% Consultancy 咨询公司
- F: 23% Others 其他



Mr Weijie Cao interpreted *The Sales Management Measures* newly implemented in 2017. He emphasised the behaviors that shall not be performed by the suppliers against the dealers as specified in the chapter "Market Order of Sales Market", and highlighted the "double random" approach adopted by the functional department of government in daily supervision and inspection for automobile sales and relevant service activities as specified in the chapter of "Supervision and Management".

– Weijie Cao, Repair Trade Association Expert

曹卫杰先生对2017年最新实施的《汽车销售管理办法》作了解读。他强调了“销售市场秩序”章节中供应商不得对经销商实施的行为，以及重点介绍了“监督管理”中提到的政府职能部门对汽车销售及其相关服务活动实施日常监督检查所采取的“双随机”办法。

– 上海市汽车维修行业协会专家委员会委员曹卫杰

The online sales, shall not work well without the offline support. The "mobile 4S store" takes over the market resources by adopting the method of "integrating offline resources of 4S store + establishing online platform". By cooperating with other online platforms, the online consumption and offline service are well harmonised to win the reputation of low price, excellent service and high-quality accessories.

– Hongwei Yu, CEO of PD Group

再强大的线上，没有线下的支持谁也走不长。“移动的4S店”采取“整合4S店线下资源+建立线上平台”的方式抢占汽车后市场资源，通过和其他线上平台合作，实现线上消费、线下服务，以达到价格低、服务佳、配件质量好的口碑。

– 庞大养车CEO于宏伟



The development of automotive aftermarket results in diversified demands of vehicle owners and heightened requirements on the quality of service. maintenance station also faces new challenges: to attract and retain customers, to improve maintenance efficiency and supply. Mr Xiufeng Li shared the integrated solution of Bosch, "accessories + diagnosis + service", the thinking model that is driven by end users' demands provides vehicle owners with more flexible and effective services.

– Xiufeng Li , Vice President of Bosch

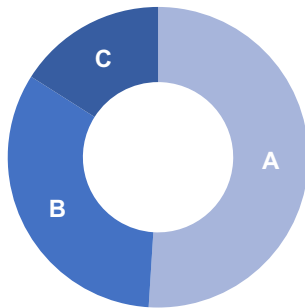
汽车后市场的发展使得车主们的需求变得多样化，对汽车服务的品质要求提高。维修站也面临着新的挑战：吸客及留客、提高维修效率以及供应。李秀峰先生分享了博世的“配件+诊断+服务”的全方位解决方案，即以终端用户需求为导向的思维模式为车主提供更灵活有效的服务。

– 博世副总裁李秀峰



Job title distribution

职称分布



- A: 51% Manager 经理
- B: 33% CEO/GM/VP 总裁/总经理/副总裁
- C: 16% Director 总监

Strategic partners

战略支持



Knowledge partner

学术支持



Contributing sponsor

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aftermarket forum



"It was a great event. As an auto parts manufacturing company, we were interested in the topics that were relevant to auto parts, moreover the development trends of the industry."

– Sales Director of SKF

“会议我很满意。因为斯凯孚是零部件企业，所以整场会议我更关注零部件相关的议题，以及整个行业的发展趋势。”

– 斯凯孚汽车后市场销售总监

"Seeking more cooperation opportunities was the main reason for my participation, as I am involved in an investment project regarding the automotive aftermarket industry. The speakers' speeches shaped up my mind and provided some inspiring directions for my future work."

– Manager of Somerley China

“最近我们正好接手了汽车后市场相关的投资项目，所以参加这个论坛来寻找更多的合作机会。今天几位演讲嘉宾开拓了我的思路，也为我未来的工作提供了方向。”

– 新百利（中国）经理

"It should be our daily practice to study the market, to benefit both our partners and ourselves. I was interested in profitability and would also like to share it with others."

– General Manager of Valeo Auto Parts Trading (Shanghai) Co Ltd

“吸收市场新知识是我们每天需要做的工作，以帮助我们及合作伙伴更好地实现收益。是我可以从这个会议上获得、同时也想与大家分享的重点。”

– 法雷奥汽车零部件贸易（上海）有限公司总经理

"The speaker lineup was great! I was attracted by topic 'Latest policy interpretation on China's automotive aftermarket'. It was about the comprehensive analysis on the current situation of automotive aftermarket industry with the 12th Five Year Plan. As a media company, we are willing to share the practical knowledge gained from this event."

– Business Director of Auto Maintenance and Repair

“现场嘉宾阵容令人满意，我认为会议中《中国汽车后市场新政策解读》的话题非常吸引人，谈及在‘十二五’规划下，有关目前上海以及二三线城市的汽车维修行业的现况解析得比较到位，我们作为媒体能通过会议给市场传递一些最实际的东西。”

– 汽车维护与修理杂志社市场总监



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