

## AAIA Partners with China's Ministry of Commerce Mission



CIAPE president Li Rengui (left) and secretary-general Meng Fanxue met on March 16 with Kathleen Schmatz, AAIA president and CEO, and AAIA staff in Bethesda, Md.



**The Automotive** Aftermarket Industry Association (AAIA) and the China International Auto Parts Expo (CIAPE), a division of China's Ministry of Commerce (MOFCOM), have concluded an agreement to co-sponsor an aftermarket mission to Beijing, in conjunction with CIAPE, slated for Wednesday, Sept. 23 through Saturday, Sept. 26, 2009. The Automotive Aftermarket Suppliers Association (AASA) announced its support and participation in the mission.

"This bold new initiative will open the door for our members to quality contacts, knowledge and assistance, to help plan their market entry, or business expansion, in China's fast-growing aftermarket," said Kathleen Schmatz, AAIA president and CEO. "Holding the Mission in conjunction with the expo is a major step toward introducing our member companies' products and services to potential Chinese aftermarket business partners and customers."

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AASA also has agreed to join AAIA in sponsoring the Mission. AAIA and AASA member companies that participate will receive complimentary hotel accommodations and ground transportation and pay only \$500 for an all-inclusive registration for the three-day expo. The three-day program will feature pre-arranged high-level one-on-one business

meetings, tours of independent aftermarket distribution, retail and service facilities, and expert-led educational sessions on Chinese business practices and regulatory and tax issues.

“AASA is pleased to join AAIA in this exciting new initiative, one that will create a unique opportunity for our respective member companies to gather valuable Asian market intelligence and to network and establish new business relationships to promote their brands and sell their products in the China aftermarket,” said Steve Handschuh, AASA president and COO. “This Mission reinforces AASA’s on-going efforts to connect our members to the Asian marketplace.”

Noted China aftermarket expert Steve Ganster, CEO of Shanghai-based Technomic Asia, and author of *A Strategic Assessment of China’s Light Passenger Vehicle Aftermarket*, will keynote the Mission with a luncheon presentation on the Chinese aftermarket.

China’s new car sales growth has eclipsed for the first time the sales of new cars in the U.S. From a China car park of 3.5 million in 1995, it is estimated that the number of vehicles will reach 70 million by 2012.

“Of great interest to AAIA and its members is that China’s aftermarket, to support the huge increase in vehicles, has not kept pace,” Schmatz said. “While American, European and other foreign companies have for years increased their aftermarket presence in China, the fledgling Chinese aftermarket still offers significant opportunities for competitive foreign firms to help build and shape that industry. Chinese consumers increasingly will demand the best aftermarket products and services. And, having built the world’s greatest aftermarket, U.S. suppliers are well-suited to meet those needs.”

For more information, click on the CIAPE button at [www.aftermarket.org](http://www.aftermarket.org), or contact Lee Kadrich at 301-654-6664 or e-mail [lee.kadrich@aftermarket.org](mailto:lee.kadrich@aftermarket.org).

\* Mission participants will be responsible for their air travel to Beijing and incidental expenses.

## AAIA Mission Agenda Highlights

### Wednesday, September 23

- Welcome Reception for AAIA Mission Participants

### Thursday, September 24

- VIP Expo Opening Ceremony
- Educational seminars on Chinese Business Practices and Chinese Regulatory and Tax Issues
- Luncheon with Keynote Speaker, Steve Ganster (Technomic Asia), on the Chinese Aftermarket
- Pre-arranged one-on-one business meetings

### Friday, September 25

- Visit Expo
- Pre-arranged one-on-one business meetings
- Tour aftermarket retail, distribution and service facilities

### Saturday, September 26

- Attend Expo
- Pre-arranged one-on-one business meetings
- Sight-seeing tour of Beijing

### Sunday, September 27

- Departures

## ***A Strategic Assessment of China’s Light Passenger Vehicle Aftermarket includes:***

- Growth outlook for China’s light vehicle market.
- Total parts and service aftermarket market.
- China’s automotive parc.
- Maintenance and light repair service market.
- Collision repair market.
- Other major and minor repairs.
- Parts distribution and supply chain structure.
- Opportunities and challenges.

For more information or to order *A Strategic Assessment of China’s Light Passenger Vehicle Aftermarket*, contact AAIA at 301-654-6664 or visit [www.aftermarket.org](http://www.aftermarket.org), click “Market Research” and click on the logo button for a full listing of products.