

## **IAA Mobility: Messe München and CCPIT Shanghai Deepening Cooperation in the Automobile and Mobility Fields**

*Munich/Shanghai, January 18, 2021*

IAA Mobility, the leading global platform for the mobility industry organized by the German Association of the Automotive Industry (VDA) and Messe München GmbH, is scheduled to take place in Munich, Germany from September 7 to 12, 2021. The Council for the Promotion of International Trade Shanghai (CCPIT Shanghai) has been authorized as the Official Supporting Partner of IAA Mobility in China and Shanghai - International Exhibition Co., Ltd. (SIEC), a subsidiary of CCPIT Shanghai, has been authorized to be responsible for the recruitment of exhibitors in the People's Republic of China exclusively.

Mr. Stefan Rummel, Managing Director of Messe München extended a warm welcome to the strategic partner in China, "Over the years, we have maintained close cooperation with CCPIT Shanghai. As the organizer of AUTO SHANGHAI and its European co-organizer, both of us have advantaged resources and extensive experience in organizing large-scale professional exhibitions. Therefore, the in-depth cooperation on IAA Mobility between the two sides not only builds on the mutual trust established through the long-term cooperation, but also taps into each other's core competitiveness. We believe our partnership will offer international opportunities for all mobility stakeholders and energize the new concept of IAA Mobility. We are looking forward to seeing more Chinese enterprises succeed on the international stage of IAA Mobility.

Mr. Gu Chunting, Vice Chairman of CCPIT Shanghai and Chairman of SIEC noted, "We are delighted to cooperate with Messe München once again in addition to our cooperation on AUTO SHANGHAI. As the Official Supporting Partner of IAA Mobility in China, we will join hands with Messe München to further explore the mobility field, promoting the electrified, internet-based and intelligent development of the global automotive industry. As urbanization, climate change and digitization generate increasing impact on people's way of life, Chinese automotive enterprises are actively transforming themselves into the mobility field. We will also utilize the resources, helping them to strengthen the competitive and cooperative capabilities, develop prospective strategies so as to seize the opportunities of IAA Mobility."

Ms. Xu Jia, Member of the Board of Directors of MMI Asia Pte. Ltd. said, "As the representative of Messe München in China, we are honored to implement the headquarter's in-depth cooperation plan with CCPIT Shanghai on IAA Mobility. By adhering to the principle of reinforcing complementary advantages for win-win cooperation and industry advancement, we will help to facilitate the building of a stronger mobility resource network and accelerate the sustainable development of the industry through the strategic cooperation."

As the global automotive industry embarks on the faster track of transformation, IAA with

over 120 years history is ushering in new horizons amid the changing landscape. The upcoming edition of the trade fair, to be held under the new name “IAA Mobility” and in a new place that is Munich, Germany, will highlight revolutionary concepts and offer novel experiences to the whole world. While focusing on the conventional automotive industry, IAA Mobility will also integrate resources along the entire mobility industry chain and incorporate elements such as sustainable mobility, micro-mobility, intelligent transportation solutions and innovative technologies, thus presenting a diversified future of mobility. IAA Mobility 2021 will feature three characteristic formats spanning the entire city of Munich: Summit — where key products and technologies are released; Open Space — an interactive exhibition area with Munich’s most prominent landmarks in the background; Blue Lane — a 12-kilometer test and transfer track as a link between the Summit and the Open Space. The whole exhibition areas will attract a variety of visitors from the B2B and B2C fields as well as media reporters, providing mobility enterprises around the world with exceptional opportunities for brand display, technical innovation, business negotiation and networking.

#### **IAA Mobility**

Since its launch in 1897, the IAA has played a decisive role in the development of the automobile. Taking account of the latest trends about how people move from A to B, the new IAA Mobility is transforming from a car show to a 360° mobility platform. After taking place in Frankfurt for 70 years, the IAA Mobility will be launched in Munich for the very first time. From September 7 to 12, 2021, IAA Mobility 2021 will feature three formats, i.e. Summit (in the exhibition halls), Open Space (in the most famous places in Munich) and Blue Lane (connecting route between the trade fair center and the city center), aiming to bring together visitors from the entire mobility industry chain and showcase the mobility of the future. The trade fair takes places biennially. For more information, please visit [www.iaa.de/en/mobility](http://www.iaa.de/en/mobility).

#### **AUTO SHANGHAI**

Founded in 1985, AUTO SHANGHAI is a biennial event organized by China Association of Automobile Manufactures, Council for the Promotion of International Trade Shanghai, and China Council for the Promotion of International Trade, Automotive Sub-Council, co-organized by Shanghai International Exhibition Co., Ltd. and Messe München GmbH/IMAG in Europe, specially supported by the China Machinery Industry Federation, and supported by the Society of Automotive Engineers of China. Through more than 30 years of development, Auto Shanghai has become one of the world’s leading class-A auto shows by scale and influence. The upcoming edition of the event will take place at the National Exhibition and Convention Center (Shanghai) from April 21 to 28, 2021 under the theme of “Embracing Change”, with an estimated exhibition area of 360,000 m<sup>2</sup>. For more information, please visit <https://www.autoshanghai.org/>.

#### **CCPIT Shanghai**

China Council for the Promotion of International Trade, Shanghai Branch was established in November 1956. As approved by the Shanghai Municipal People’s Government in August 2002, it was named as Council for the Promotion of International Trade Shanghai (CCPIT Shanghai). With an aim to promote the trade, investment, economic and technical cooperation between Shanghai Municipality and other countries and regions in the world, meanwhile enhance mutual understanding and friendship, CCPIT Shanghai provides services to enterprises in the fields of international relations, trade shows and events, legal arbitration, certification, economic and trade consultation, information exchange, etc., and is entrusted by the government departments to undertake relevant services. It is a semi-official and authoritative international trade promotion agency of Shanghai, which guides and coordinates the work of regional trade promotion agencies.

For more information, please visit <http://www.cpitsh.org/>.

**Shanghai International Exhibition Co., Ltd.**

As a subsidiary of CCPIT Shanghai and a well-known exhibition company in China, Shanghai International Exhibition Co., Ltd. has organized exhibitions with a total area of around 15,000,000m<sup>2</sup> in the past 37 years. SIEC now owns Auto Shanghai, China Wedding Expo, Die & Mould China and China Interdye as its four core branded exhibitions, all ranking as the world's largest industry events in scale. Among them, Auto Shanghai is ranked 5th in the world's top 100 trade shows. At the same time, SIEC has been actively involved in the relevant preparation of China International Import Expo since first edition, including exhibitor recruitment, visitor attraction as well as the organization of automotive innovation and autonomous driving experience area.

For more information, please visit: [www.siec-ccpit.com](http://www.siec-ccpit.com)

### **Messe München**

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, technology, construction & real estate, as well as consumer goods & lifestyle. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries and regions, Messe München has a global presence. Further information: <https://messe-muenchen.de/en/>