

AAIA Partners With China Commerce Ministry to Expand Members' Business Opportunities



AAIA president and CEO Kathleen Schmatz shook hands with Li Rengui, CIAPE chairman, at the official signing ceremony at the Ministry of Commerce headquarters in Beijing. AAIA chairman Jerry O'Pry and Jiang Yaoping, vice minister of MOFCOM, were also in attendance (pictured immediately behind).

brands, products and delivery systems are second to none in the world, and we want to give our member companies who want to sell in Asia the contacts, knowledge and assistance they need.”

Members have expressed interest in assistance establishing joint ventures for U.S. and Chinese companies to sell aftermarket products and services in China. CIAPE will create a one-on-one business meetings program that matches prominent Chinese companies interested in meeting leading AAIA suppliers, business services, retailers, distributors and vehicle service providers to discuss joint venture and other investment opportunities in China to serve the Chinese aftermarket. This stand-alone program will be available free to AAIA exhibitors, and to non-exhibiting members for a separate registration fee. MOFCOM's role identifying the best Chinese joint venture candidates makes this program valuable for members in all segments. ■

What members can do right now to benefit:

Register to exhibit at CIAPE at www.iapechina.com.

Watch AAIA communications for registration information on the One-on-One Business Meetings Program at CIAPE.

Register for the Sunday, Nov. 2 "Selling to the Chinese Aftermarket: Getting It Right," seminar.

For seminar registration and for more information on the agreement, call Lee Kadrach at 301-654-6664.

Building on its Asian Initiative and to meet the growing needs of members to learn more about doing business in China, AAIA recently established a formal partnership with the China International Auto Parts Expo (CIAPE), a division of the China Ministry of Commerce (MOFCOM).

Central to the partnership is AAIA supplier involvement in the Nov. 12-15 China International Auto Parts Expo (CIAPE), to exhibit products and services for the Chinese aftermarket (see CIAPE invitation letter, p. 17). Offered to AAIA members at a 20 percent savings, CIAPE – the only MOFCOM-sanctioned parts expo – provides a unique, high-quality platform for promoting U.S. business opportunities with Chinese counterparts and is a great venue for meeting other Asian buyers. The first CIAPE in 2007 drew 1,049 exhibitors from 27

countries, and hosted 45,350 attendees, including more than 6,000 overseas visitors from 97 countries and regions.

The agreement also calls for CIAPE to present a pre-AAPEX seminar for AAIA members, on how to successfully sell in the Chinese aftermarket. Seminar content will include information on the Chinese market, regulations, business practices and other information to guide U.S. enterprises developing business in China. The Overseas Automotive Council (OAC) has joined AAIA in co-sponsoring the luncheon seminar at the Venetian Hotel, set for Sunday, Nov. 2, and open to members who register at no charge.

“Our new partnership with the Ministry of Commerce is one more step in responding to our members' interests in the Chinese aftermarket,” Schmatz said. “The U.S. aftermarket technology,



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Dear AAIA Members,

Congratulations on the strategic partnership established between the China International Auto Parts Expo (CIAPE) and AAIA. I sincerely wish that our cooperation will bring you new business opportunities.

The number of vehicles in China now exceeds 60 million units and the vehicle sales in China will be over 10 million units this year. The Chinese automotive aftermarket, with its great growth potential, is taking shape, and in its developmental stages invites extensive exploration.

CIAPE, the only aftermarket expo held by the Chinese government, is a national-level platform for improving international communication and cooperation in the automotive aftermarket industry. CIAPE 2008 – set for Nov. 12-15 in Beijing – will be the most influential auto parts and aftermarket expo in Asia, with some 2,000 exhibitors and 70,000 trade visitors.

The automobile industry is a global industry, and the Chinese Ministry of Commerce and CIAPE encourage AAIA member companies to enter into the emerging Chinese aftermarket. We welcome you to this most unique platform for international communication and cooperation, where you can be introduced to the Chinese market, and with leading Chinese companies may explore new business opportunities in China.

Both Chinese aftermarket manufacturers and distributors are looking forward to cooperating with you. They are very interested in U.S. aftermarket technology, brands, products and distribution systems.

CIAPE is the bridge for you to explore Chinese aftermarket opportunities!

Therefore, on behalf of CIAPE, I am very pleased to invite you to come to Beijing and participate in CIAPE 2008!

Mr. Li Rengui

Chairman, CIAPE
July 15, 2008
Beijing

