

# Show Brochure



**华南国际网联汽车及智能交通博览会**  
Southern China Connected Auto and Smart Transport Expo

2020 June 22-24 Poly World Trade Center Expo | Guangzhou | China

## People + Vehicles + City Integration Smart Travel Oriented City-Vehicle Interconnection

Open New Market Opportunities in Automotive, Smart Transport, Data Industry and Urban Resources Integration via China's Only International Exhibition Focusing on the Dual Growth Engines of Connected Auto and Smart Transport

### Exhibition Core Elements:



5 Main Exhibit Categories



5 Key Concurrent Events

## Organizing Parties

- Advisory Organization:** Department of Industry & Information Technology of Guangdong Province, Electronic Government Association of Guangdong Province
- Organizer:** Baobab Tree Event Management Co., Ltd., Guangdong Connected Auto and Smart Transport Committee
- Supporting Organization:** New Smart City Construction Service Center of Guangdong Province, Collaborative Transportation Laboratory of the Institute of Software Application Technology, Guangzhou Chinese Academy of Sciences (ISCAS Guangzhou), Connected Vehicle Trade Association (CVTA), Intelligent Transportation Systems Hong Kong
- Event Manager:** Guangzhou Baobab Tree Exhibition Service Ltd.

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## Show Introduction

Propelled by the transformation to smart manufacturing and diversification of internet paradigms, smart connected auto - the core momentum to modern smart cities - is driving the integration of auto industry with ICT, 5G, AI, blockchain and other technologies. The development of connected auto has accelerated new potential from the full integration of the auto industry, intelligent transportation, data industry and urban resources, creating enormous business opportunities under the overall framework of urban smart transportation.

The 2020 South China Connected Auto and Smart Transport Expo (CASTex), which caters to the two industries' development trends, will be held in June 2020 in Guangzhou, China. This extraordinary event of technical applications and innovations will bring together the most forward-looking enterprises and professionals and showcase a wide array of products resources, solutions, and industry chains for the new era of smart travel!



## Opportunities in Fast Growing Connected Auto Market

- The rapid advancement of 5G, AI, big data, blockchain and other technologies is reshaping the future of global automotive industry. New industry and application chains are rising up around the smart connected auto industry, creating unlimited market opportunities.
- China will become the largest single market for connected vehicles and electric vehicles. Tapping this vast market is an important business strategy for many domestic and foreign companies.
- Internet giants such as Apple, Google, Baidu, Alibaba, and Tencent all rushed to this exciting market. Connected Auto will be the ultimate product of the integration of automobile and data & information industries.





### New Energy Vehicles and Smart Urban Transport — Focus of Connected Auto Development

- The Chinese government is promoting the development of electric vehicles to alleviate air pollution, reduce imported fuel dependence, and to encourage its high-tech manufacturing. **By 2025, annual sales of new energy vehicles are expected to reach 7 million units, which includes battery, plug-in hybrid, and fuel cell electric vehicles, equivalent to 20% of China's entire auto market.**



In 2017, China accounted for **40%** of the global market.



Source: International Energy Agency (IEA)

China will continue to be the world's largest market of electric vehicles in the future

- Short-term: China has the most aggressive government policy support in the world
- Long term: Demand for cars by China's large consumer population

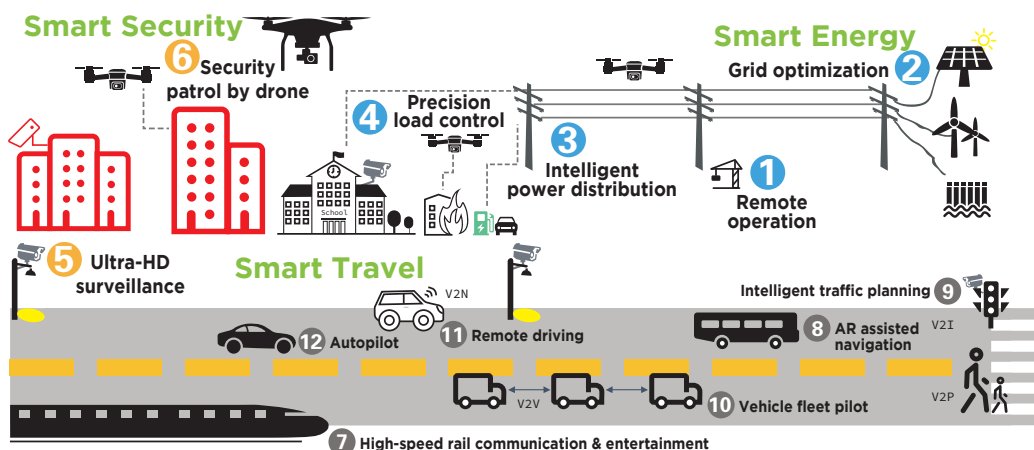
- Backed by the "Foreign Investment Law" and active promotion of new energy vehicles, the blooming China market is irresistible to global automotive companies.



Emerging auto makers generally refer to start-ups involved in automobile manufacturing business, and companies entered the automotive industry from other industries in recent years. **New Enterprises, New Brands, New Energy, New Modes** set them apart from traditional auto makers.

— Auto Business Review

- 5G provides communication security for new smart city infrastructure and smart travel, and the technical foundation for smart transportation to realize development breakthrough.



### New Model of Smart Travel Created by Connect Auto and Smart Transportation

- In 2018, the smart travel market exceeded 160 billion yuan, a nearly 40% year-on-year growth.** This year, the Ministry of Transport will employ big data technology, together with the combined effect of connected auto and smart transport upgrades, to deeply integrate traffic & transportation with technologies including Big Data, Internet of Things and Artificial Intelligence. Multiple cities are collaborating to build an integrated platform for comprehensive open data services. **It is expected that by 2020, a traffic operation monitoring, administrative law enforcement and emergency command system based on big data technology will basically be completed.**
- People+Vehicle+City are forming an unprecedented bond. Automobile is evolving from a consumer product into an interconnected element of urban integrated transportation industry system.

Bus & Metro



Connection shuttle



Passenger car



logistics vehicles



Municipal service



- Catering to the new demands of digital urban transport infrastructure which consists of non-sensory parking, charging facilities, 5G, big data, etc., China's connected auto market will grow above 100 billion yuan by 2020.



Intelligent connected vehicle

Non-sensory parking



Charging facilities



5G communication



Data exchange



Digital intelligent transportation

- Openness, cooperation, sharing and integration are becoming the development directions of future automobile. Interconnection between connected auto and transport infrastructure will create new opportunities in urban smart transportation.





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## Why Exhibit at CASTex?

- **Professional trade platform focusing on Connected Auto and Smart Transport Applications and Integration**

CASTex caters to the development of new energy vehicles and connected vehicles, and the integration of smart city industry chains to provide exhibitors a more **“Direct, Professional, Economical, Effective”** multifunctional cooperation & market platform for connected auto and urban transportation.

- **Support from government and industry authorities; sharing of business resources; and precise buyer invitation**

CASTex has strong support from relevant government departments, industry associations, and authoritative organizations. Focusing on the construction of interconnected transportation infrastructure in the Greater Bay area, the expo not only invites municipal governments in the area as co-organizers, but will also invite managers and leaders of related industries in Guangdong province and China to visit through channels of the Department of Industry & Information Technology of Guangdong Province, New Smart City Construction Service Center of Guangdong Province and Guangdong Connected Auto and Smart Transport Committee.

- **Market advantages of Guangzhou and the Greater Bay Area International City Cluster**

- The Greater Bay Area International City cluster is the central stage of the development and applications of smart connected auto and has huge market potential;

- Concentration of large auto companies, such as GAC and BYD, and other supporting industry chains for smart auto guarantees large attendance of related professionals, executives, developers and operators;

- The Chinese government has recently allowed foreign automakers to build wholly-owned factories in China. Global auto companies who want to follow Tesla's footsteps need a high-end international platform and channel to enter China's market and foster cooperation with domestic auto makers;

- Municipal governments of the Greater Bay area (Guangzhou, Shenzhen, Fushan, Dongguan, etc.) offer huge support to key technologies such as AI, Smart Network, Internet of Vehicles, 5G Communications, and are more open to the establishment and utilization of Public Data Platforms;

- In its 2019 work report, Guangzhou municipal government set out the strategy of “Guangzhou to lead, Greater Bay Area to coordinate, Nationwide to support” to build a national-level connected auto demonstration zone. Guangzhou will become China and the world's leader of smart auto electronics industries, a key production base of connected vehicles, and a showcase city of smart transportation. As stated in the overall demonstration zone plan, the smart auto industry will achieve a 20% local procurement rate for key connected auto components, increasing the output value of smart auto electronics industry by 50 billion yuan.

- **Seize market opportunities by learning from government leaders and industry experts**

The 3-day conference held concurrently with CASTex will host industry experts and government leaders to share latest government policies, industry trend, market information, etc. with attending exhibitors and visitors, providing industry followers an effective networking and information exchange platform!





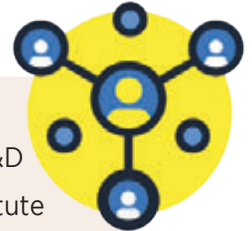
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### Visitors' Industries:

- Automotive Manufacturer
- Operations Service Provider
- End Users (government agency, industry & technology departments, police & traffic police, traffic & transportation, road planning, construction management, industry stakeholders, etc.)
- Demonstration District Management Committee
- Consultation & Research
- Academic Institution / R&D
- Investors / Financial Institute
- Distributor/Dealer/Agent
- System Integrator/Contractor



### We Welcome Exhibitors from the Following Fields!

Smart Connected Cars, New Energy Vehicles	Urban Intelligent Transportation Integrated Platform and Perceptual Integrated Intelligent Traffic Demonstration District	New Energy Vehicle EIC System	Connected Vehicle Smart Cabin Solutions	Vehicle-Infrastructure Cooperative Systems and V2X Application Solutions	Communication System (Electronic and Electrical Architecture, Cloud Platform)
Intelligent Driving, Autonomous Driving and Hardware/ Software Solutions	5G Communication Modules and Interconnection Mechanism	Perceptual System (Camera, Lidar, Millimeter Wave Radar, High Definition Map & Positioning, GPS/LBS, Map Service, etc.)	Network Security, Data Platform, Blockchain and Credit Platform, etc.	Computer Platform, Operating System, Chip, Algorithm, Command & Control Center	Testing/ Certification/ Training/ Regulations
Internet of Vehicles, Car Console System, Entertainment System and Operation Platform	Construction of Smart Connected Auto Demonstration Zone and Urban Traffic Management	New Energy, Power Facilities and Charging Stations	Hydrogen Vehicle and Related Infrastructure	Shared Travel and Travel Services	Auto Finance and Auto Leasing

**Act Fast to Get Ahead in China's Rapid Growing Connected Auto and Smart Transport Industry!**  
**Book Your Booth Now!**

### Exhibition Enquiry

**Baobab Tree Event Management Co., Ltd. (Organizer)**

**Hong Kong & Oversea**

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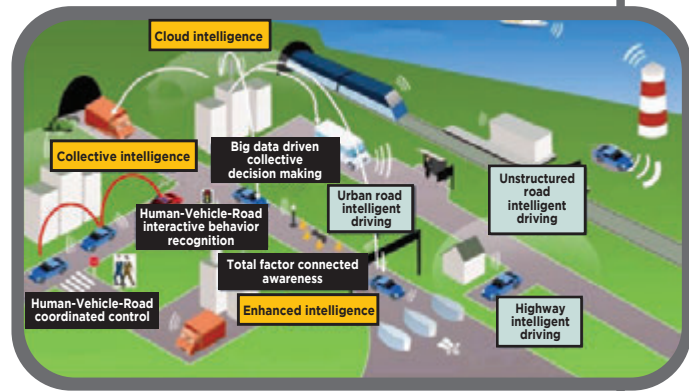
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## 2019 Guangdong (Greater Bay Area) Connected Auto & Smart Transport Application Summit

Under the guidance of Guangdong Provincial parties such as Department of Industry & Information Technology and New Modern Smart City Construction Service Center, the Guangdong Connected Auto and Smart Transport Committee joins forces with units of new energy, internet of things, 5g communication, smart connected vehicles, urban intelligent transportation, big data, AI, smart travel construction & operation, testing & certification, service evaluation, R&D, planning & design, and other related entities to carry out various tasks relevant to the overall development of Connected Auto, Intelligent Transport and Smart Travel.

The 2019 Guangdong (Greater Bay Area) Connected Auto & Smart Transport Application Summit is scheduled to be held in Guangzhou on November 22-23, 2019. Officials, leaders and experts participating in the summit will collectively develop strategies and initiatives for the successful development of new energy and smart connected auto industry in the Greater Bay area.



### Agenda

#### 2019 November 22 (Friday)

#### Guangdong (Greater Bay Area) Connected Auto & Smart Transport Application Forum (in Chinese)

Time	Program
9:30-10:20	Keynote: Urban Infrastructure Support Service Capability and Environment Sustainability Requirements for The Construction of Connected Auto and Smart Transport Application Demonstration Zone
10:20-10:50	Development Status and Commercialization of Smart Connected Auto in USA
10:50-11:20	Development Status and Commercialization of Smart Connected Auto in Europe
11:20-11:50	Development Status and Commercialization of Smart Connected Auto in Asia
13:30-14:10	How Does 5G Infrastructure Serve Smart Connected Auto?
14:10-14:50	Interconnected Revolution and Innovative Application of Smart Connected Auto
15:00-15:40	Delivery of White Paper on Business Value of the Greater Bay Area Connected Auto and Smart Transport Application Demonstration Zone
15:40-16:10	Announcement Ceremony of the Guangdong Province Connected Auto Integrated Operations Open Data Public Service Platform and Introduction of Cooperation Mechanism for the Platform
16:10-16:40	Scenario Realization and Commercialization of Connected Auto Supported by Open Data Platform
16:40-17:10	Construction and Practice of Smart Transport Vehicle-Infrastructure Interoperation Environment Supported by Open Data Platform
17:10-17:50	Investment Opportunities of Connected Auto and Smart Transport Applications in Greater Bay Area

#### 2019 November 23 (Saturday)

#### Guangdong (Greater Bay Area) Connected Auto & Smart Transport Application Expert Panel Discussion

Time	Program
9:30-11:30	Closed-door Expert Panel: Key Points of the Construction of Connected Auto and Smart Transport Application Demonstration Zone in Greater Bay Area
14:00-16:00	Tour visit to Smart Connected Auto and Smart Transport Application Demonstration Zone





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## Advisory Organization

**Department of Industry & Information Technology of Guangdong Province** is a new department formed in 2018 by the government of Guangdong Province. Its main functions include pushing forward national economic and social informatization; fostering universal application of new generation information technology and the Internet; undertaking coordination and advancement of development planning and management of information network infrastructure; and promoting resources sharing and interconnection of information network oriented at social services. It is the principal government department that plans and promotes the cooperation and applications between connected auto and smart transport infrastructure.

## Organizer

**Baobab Tree Event Management Co., Ltd. (BTE)** is a full-service event management company based in Hong Kong with offices in Guangzhou, Shanghai and Beijing. Our service scope ranges from trade show management to sales agents of booth selling, conference management, production of special events, marketing & promotion, creative design and public relations. Founded by a group of industry veterans who have over 20 years of experience in event management and are obsessively passionate for events and business, BTE has a worldwide clientele coming from various industries. These include IT, medical, education, consumer goods (food and baby's products), attractions, electronics (PCB and electronics assembly), pro-AV, manufacturing (moulding), government and NGOs. BTE strives to act as a bridge to help overseas clients to hold their events in China. Meanwhile, it also helps China's enterprises expand their business to overseas through participation of global trade shows to be held at USA, Europe, Asia (Southeast Asia, South Asia), Russia, Middle East, Africa, Brazil, Columbia and Mexico. Learn more about BTE at [www.baobab-tree-event.com](http://www.baobab-tree-event.com).

## Supporting Organization

**Guangdong Connected Auto and Smart Transport Committee** is jointly founded by a group of automobile, smart city, intelligent transportation and energy entities in Guangdong Province, with strong support from departments like the Department of Industry & Information Technology of Guangdong Province. It is committed to fostering innovation and development of the connected auto, intelligent transportation and smart travel industries; exploring new integrated operation of the above sectors, promoting resources sharing and interconnection of information networks for social travel services, advancing the construction of the integrated smart travel service structure for the super cities in the Guangdong-Hong Kong-Macau Greater Bay area; and driving industrial transformation and upgrade. The committee is the core organization of the Guangdong Province Connected Auto and Smart Transport Application Cooperation Alliance in development.

**New Smart City Construction Service Center of Guangdong Province** is a social organization under the guidance of Department of Industry & Information Technology of Guangdong Province. It is committed to the optimization of government service and business environment, network and information security, integration of infrastructure and application of modern smart city, and the promotion of relevant standards and regulations. The center actively provides specific industry services to new energy vehicles, smart connected auto, upgrade of service-embedded manufacturing and development of new urban smart travel service industry.

## Show Enquiry



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