

中国国际商用车展览会

China Commercial Vehicles Show (CCVS)



2021年11月1-4日
武汉国际博览中心

1-4 November, 2021

Wuhan International Expo Center, China

有关商用车、零部件及智能技术、物流装备的国际盛会

International Exhibition for Commercial Vehicles, Parts & Smart Technology, and Logistics Equipment

新理念、新格局、新需求

New Concept in a New Landscape for New Demands



www.ccvs.asia

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中国国际商用车展览会

China Commercial Vehicles Show (CCVS)

支持单位	中华人民共和国工业和信息化部
主办单位	中国国际贸易促进委员会汽车行业分会
承办单位	汉阳专用汽车研究所 汉诺威米兰展览(上海)有限公司 湖北省汽车行业协会 武汉新城国际博览中心经营管理有限公司 中国国际贸易促进委员会武汉市分会 武汉经济技术开发区管委会 北京三达经济技术合作开发中心
协办单位	中国汽车工业协会专用车分会 中国汽车工程学会专用车分会 《专用汽车》杂志社
行业支持单位	中国汽车工业协会 中国汽车工程学会 中国汽车技术研究中心有限公司 中国国际贸易促进委员会湖北省分会
Special Supporter	Ministry of Industry and Information Technology of the People's Republic of China
Sponsors	China Council for the Promotion of International Trade, Automotive Sub-Council
Organizers	Hanyang Special Purpose Vehicle Institute Hannover Milano Fairs Shanghai Limited Hubei Automotive Industry Association Wuhan New City International Expo Center Management Company Limited China Council for The Promotion of International Trade, Wuhan Sub-Council Management Committee of Wuhan Economic & Technological Development Zone Beijing Sanda Economic and Technology Center of MIIT
Co-organizers	Special Purpose Vehicle Branch of China Association of Automobile Manufacturers Special Purpose Vehicle Branch of Society of Automotive Engineers of China Special Purpose Vehicle Magazine Agency
Industry Supporters	China Association of Automobile Manufacturers Society of Automotive Engineers of China China Automotive Technology & Research Center Co.,Ltd. China Council for The Promotion of International Trade, Hubei Sub-Council

展会简介

Exhibition Profile



2021CCVS 展现中国商用车新未来

中国国际商用车展览会（CCVS）自2012年创办以来已成功举办了5届，是我国唯一的国家级商用车展，也是目前亚洲最大的商用车展。今年车展展出面积为8万平方米，专业观众预计超过5万人次。2021年是“十四五”规划的第一年，也是我国构建新发展格局、推动高质量发展、贯彻新发展理念的开局之年。经历了连续几年的高速增长，我国商用车行业所展现出的发展活力和中国商用车市场的巨大潜力令世界瞩目，以“智能化、网联化、新能源化”为主要内容的行业技术创新、产品升级换代空前活跃，行业竞争格局发生较大变化，国内市场竞争国际化的特征日益明显。本届展会将全面展现我国商用车行业的创新成果，为企业提供充分展示实力的平台，与用户及产业链上下游交流的平台，品牌、信息传播的平台，产品交易的平台。专业观众（特别是物流等行业用户）数量的持续增长以及全产业链充分互动成为中国国际商用车展（CCVS）的最大亮点。

2019CCVS回顾：

- 新车占比提高，底盘、专用车总体实现升级换代。
- 全球首发车21台，中国首发车27台，概念车2台，新能源车27台，智能化商用车8台，另有智能化载货平台1台。
- 国内外知名零部件品牌展商增加，技术含量更高，产业链更丰满。
- 零部件展区面积较上一届增加30%以上，商用车高级驾驶辅助系统、智能升降侧帘系统总成、自卸车内系统等首次在国内展出。
- 展期内意向订单超过1600辆。展会期间展商与专业用户进行了密切的交流，展会凸显了其交易平台的功能。
- 展会媒体传播量、业内人士转发量大幅度提升，更加精准覆盖专业人群。共计180家国内外媒体对展会进行了全方位报道，线上线下同步宣传、精彩纷呈。展会宣传总阅读量超2000万次，直播及视频观看量超1600万人次，展会现场直播活动270场，媒体报道合计1000余篇。

基于2019CCVS的成功举办，2021年中国国际商用车展览会将于2021年11月1-4日在武汉国际博览中心举办，诚邀国内外企业报名参展。



2021 CCVS Revealing The New Future of China Commercial Vehicles

China Commercial Vehicles Show (CCVS) has been successfully held for 5 sessions since its inception in 2012. This is the only national exhibition in China for commercial vehicles and the largest one in Asia. The exhibition area for this year is 80,000 square meters, and the professional audience is expected to exceed 50,000. 2021 is the first year of the "14th Five-Year Plan" and also the first year for China to create a new development pattern, promote high-quality development, and implement new development concepts. Thanks to several years of fast growth, the vigor and vitality in the development of commercial vehicles and the huge market potential in China have won the attention of the world. Innovation in industrial technology and upgrading of products at an unprecedented speed with a focus on intelligence, interconnection and new energy have transformed the landscape of industrial competition with the rival in the domestic market increasingly becoming internationalized. This exhibition will fully display innovative achievements of China's commercial vehicle industry and serves as a platform for companies to show their strength and to be connected with users and upstream and downstream players of the industrial chain with an aim of building brands, sharing information and concluding transactions. The biggest highlights for the China International Commercial Vehicle Show (CCVS) are the consistent increase in professional audience (especially users in industries such as logistics) and the full interaction of the entire industrial chain.

Review of CCVS 2019:

- Higher proportion of new vehicles, and overall upgrade of chassis and special vehicles.
- 21 vehicles for world premiere, 27 for Chinese premiere, 2 concept vehicles, 27 NEVs, 8 intelligent commercial vehicles and 1 intelligent cargo platform.
- More Chinese and foreign exhibitors of well-known parts brands, higher content of technology and a more complete and enriched industrial chain.
- The exhibition area of parts has increased by more than 30% over the previous one. Advanced driving assistance system of commercial vehicles, the assembly of intelligent side-lifting curtain and the internal system for dump truck are exhibited in China for the first time.
- During the exhibition, orders intended to be concluded covered more than 1,600 vehicles. Exhibitors had close exchanges with professional users, which highlights the function of this trading platform.
- The amount of media coverage of the exhibition and forwarding by industrial insiders have been greatly raised and are more accurately targeting at professional groups. A total of 180 domestic and foreign media outlets reported on the exhibition in all aspects, and the online and offline publicity and promotion was synchronized in brilliance. Information about this exhibition has been viewed for more than 20 million times, and the number of views of live broadcast and replay exceeded 16 million. There were 270 live events during the exhibition, and over 1,000 media reports.

Based on the success of 2019 CCVS, the 2021 China International Commercial Vehicle Exhibition will be held at the Wuhan International Expo Center from November 1-4, 2021. Domestic and foreign companies are sincerely welcome to sign up for the exhibition.

整车类	各类客车、商务车、公交车、房车/休闲车、改装车、越野车、沙滩车、教练车；重卡、中卡、轻微卡、各类货车、皮卡车、牵引车、各种形式的自卸车、厢式车、罐式车、起重举升类车、特种结构车、专用自卸车、仓栅车、半挂车等专用汽车产品、新能源公交车、校车、军用及特种车辆、救护车等其他各类改装车辆。
零部件类	发动机、底盘、变速箱、轮胎及轮毂、车桥、车厢、驱动和制动系统、传动装置、ABS及安全装置、控制系统、车载GPS系统、液压件、齿轮轴承、空调、内饰等附件、润滑剂、新材料、新能源等其他相关产品，以及专用汽车上装零部件及系统；汽车导航、汽车音响、车载摄像头、车载电话、汽车DVD、TSP服务商、方案运营商、地图运营商；汽车防盗器、智能感应器、汽车报警器、汽车GPS定位、汽车行车记录器等；HID氙气灯、车载电压稳定器、LED灯、汽车大灯总成、卤素灯等；车载冰箱、车载充电器等。
维修检测及其他类	维护检测系统、工具及修理器材、改装技术和设备、行业媒体等。
Vehicle	Various types of commercial vehicles, passenger cars, buses, modified cars, off-road vehicles, beach cars, coach cars; Heavy trucks, light trucks, mini trucks, all types of vans, pickup trucks, tractors, all types of tippers, vans, tankers, lift truck, special construction vehicle, stake truck, semi-trailer, other automobile products, new-energy bus, school bus, military vehicle and special transportation, ambulance and other types of modified vehicles.
Parts & Accessories	Engine, chassis, gearbox, tire and wheel, axle, carriage, driving and braking system, transmission device, ABS and safety device, control systems, automotive GPS system, hydraulic parts, gear bearing, air conditioning, interior accessories, lubricants, new materials, new energy and other related products, parts and system for special purpose vehicles, Automotive navigation & AV system, automotive stereo, on-board camera, automotive phone, automotive DVD, TSP service provider, program operator, map operator; automotive anti-theft device, smart sensor, automotive alarm, GPS vehicle positioning, car driving recorder; HID xenon lamp, automotive voltage stabilizer, LED light, automobile head light assembly, halogen lamp; vehicle refrigerator, automotive charger, etc.
Inspection and Maintenance	Maintenance and detection systems, tools and repair equipments, modification technology and equipments, industry Medias.



观众组织

Visitor Promotion



专业观众 依托大会组织方的优势资源，展会将倾力邀请和组织国内外用户代表和专业人士莅临参观。专业观众将来自基础设施建设、建筑工程、物流运输、机场港口、石油化工、装备制造、水泥砂浆搅拌、公安、消防、邮电、医疗、客运、旅游、个体经营等用户领域以及业界内的经销商、零部件、维修检测服务等流通领域。

官方邀请 由各主承办单位印发展会请柬，邀请各有关部门（发改委、交通、建设、环保、公安、消防、邮电、医疗等领域）的用户单位、行业协会及科研单位、业内专家学者，以及各地商会代表。

宣传策划 本届展会将联合主流媒体，在业界及相关用户领域进行广泛连续的报道和宣传；利用国内外各同类展会的平台发布大会信息及邀请专业人士参加；通过电子邮件、电子快讯、互联网等形式，向大会数据库内优质客户发送讯息和邀请；深入流通和专业用户领域，组织对口经销商及用户组成参观团前来参观。

Trade Visitor With its competitive edge, the organizer is focusing on organizing high-qualified domestic and foreign end-users and professionals, covering the fields of construction, transportation, port, petrochemical, equipment, manufacturing, cement mortar mixing, public security, fire fighting, telecommunications, medical, public transport, tourism, self-employed, parts & accessories, and inspection and maintenance services etc.

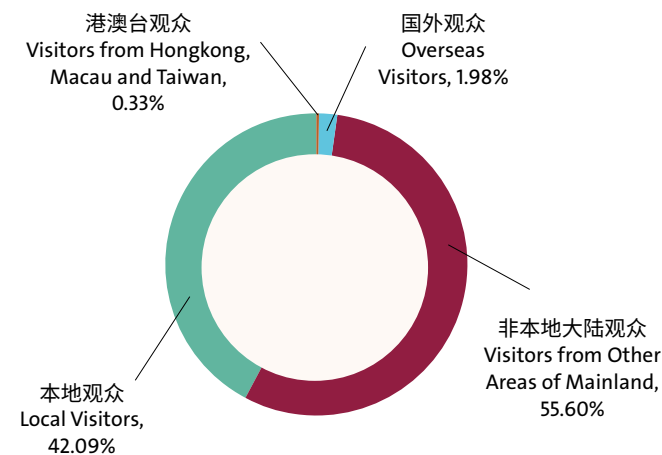
Official Invitation Formal official invitation will be sent out to the related governmental authorities including the National Development and Reform Commission, the Ministry of Communications, Construction, environmental protection, Public Security, Fire Department, Posts and Telecommunications, and Medical, the industry experts, the specialists or scholars from industrial associations and research institutions, and the representatives from local chambers of Commerce.

Promotion Campaign Exposure of this exhibition is composed of continuous coverage and publicity for the industry and users in cooperation with mainstream media. Domestic and foreign platforms are utilized to publish exhibition information and send invitation to professionals. E-mail and the Internet are utilized to share messages and send invitation to quality clients in the database. Logistics and professional users are the focus, and counterpart dealers and users are organized in form of visiting groups to visit the exhibition.

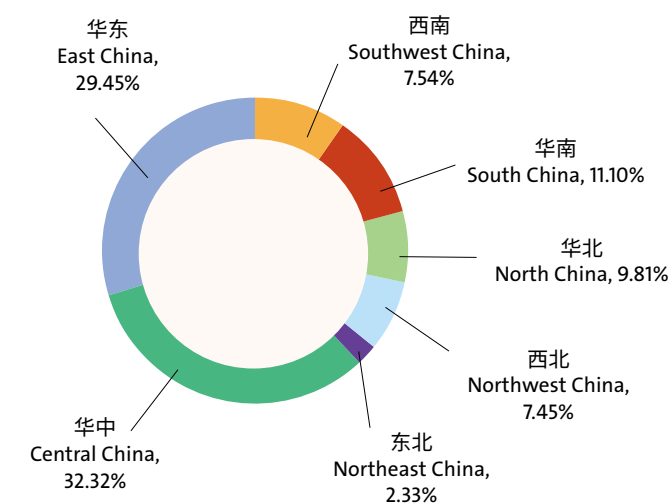
2019年展会观众和媒体

Visitors and Media for CCVS 2019

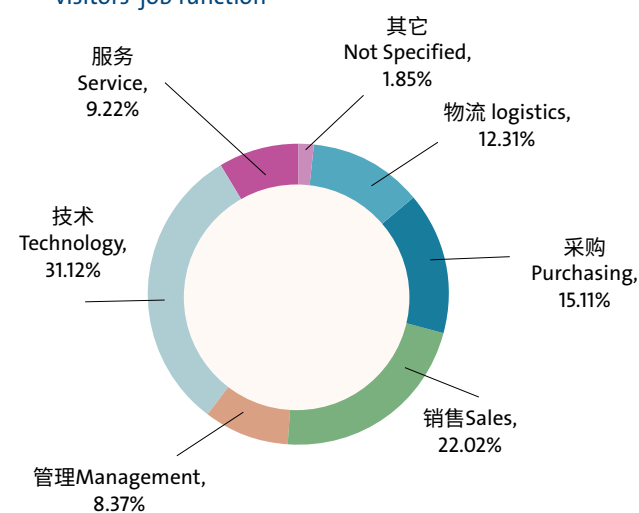
观众地区分析 The source of the visitors' region



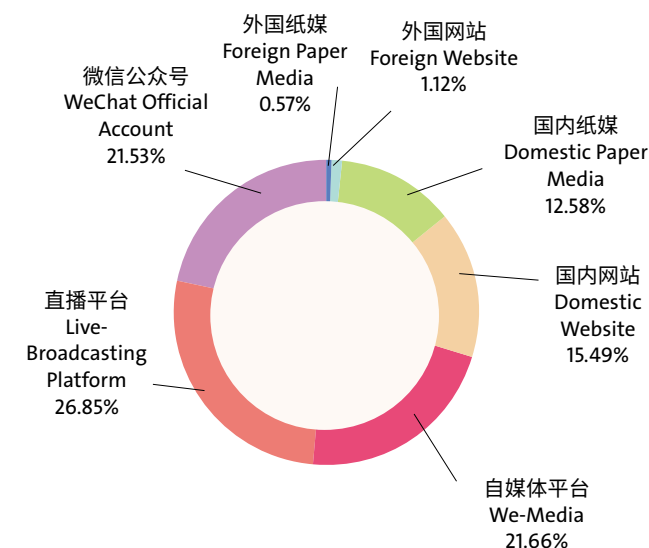
大陆地区观众区域分类统计 (行政区域) The classified statistic of the visitors' area (administrative regions)



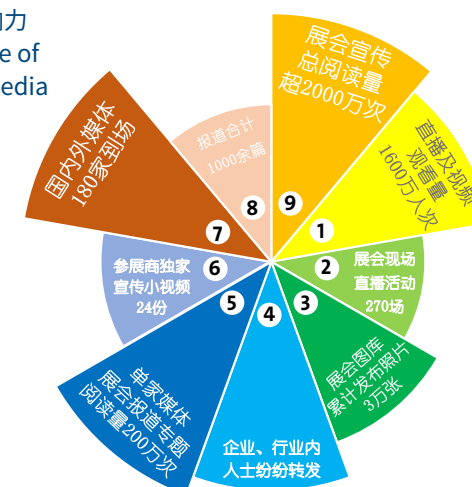
按照观众部门分类统计 Classified statistic of the visitors' job function



媒体报道传播力统计 Statistics on communication power



媒体影响力 Influence of social media



- ① Broadcast and Replay Viewed by 16 Million Person/time
- ② 270 Live Events of Promotion on Site
- ③ 30,000 Photos Released
- ④ Forward by Business and Industrial Insiders
- ⑤ 2 Million Views of Special Reports from Single Media
- ⑥ 24 Exclusive Video Clips for Exhibitors
- ⑦ 180 Chinese and Foreign Media
- ⑧ More than 1,000 Reports
- ⑨ More than 20 Million Views of Exhibition Publicity Information

为何选择CCVS

Why CCVS?

参加中国国际商用车展览会，

您将收获：

提升品牌认知度

打造品牌形象，提高产品知名度，培养消费者的品牌忠诚度。

覆盖整个中国市场

立足华中，覆盖整个中国地区的终端消费者和渠道商，增强市场占有率。

低成本，高效率的市场推广

获得众多国内外强势媒体的密集型报道和媒体的广泛关注，为您的推广开源节流，降低成本。

推出新品的绝佳机会

一流的展示环境和氛围，高质量的媒体曝光，使您的新品发布获得最佳的效果和最及时的市场反馈。

专业的展会组织

中国国际贸易促进委员会汽车行业分会做为展会的主办方，充分发挥了其在中国汽车展览方面的综合实力、在国内外汽车企业中的影响力和凝聚力，全面协调展会的策划、招展、同期活动举办、专业观众邀请，及展位规划、现场服务等工作，携手汉诺威米兰展览(上海)有限公司、汉阳专用汽车研究所及武汉新城国际博览中心经营管理有限公司，给您带来最优质、高效、个性化、国际化的展会策划、组织、管理和服

Benefits by participation

in CCVS

To enhance the brand awareness

To build brand image, enhance product recognition, and cultivate the consumer's brand loyalty.

To Cover the market of China

Based in central China, to cover all the end-consumers and dealers to increase the market share.

By low cost and high efficiency

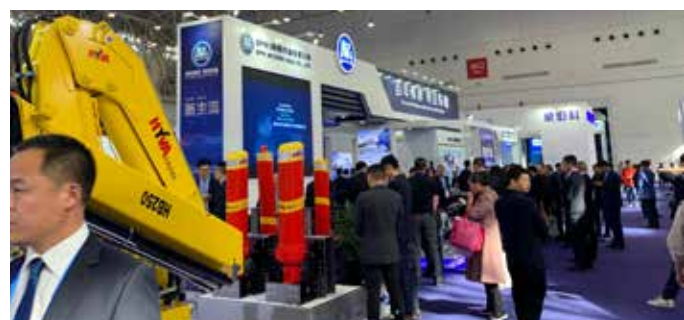
Accessing to the extensive coverage of many domestic and international media, as well as the wide awareness of public, to reduce the cost for promoting your products.

A good opportunity to launch new products

Under excellent exhibition environment and atmosphere, as well as high quality media exposure, your new products launching will draw the widest attention, and obtain the most timely market feedback.

Professional exhibition organization

China Council for the Promotion of International Trade, Automotive Sub-Council, as a sponsor, would take advantage of its comprehensive strength in China's automobile exhibitions and its influence and cohesive force in domestic and overseas automobile industry, to achieve the overall coordination of exhibition planning, professional exhibitors' and visitors' invitation, holding concurrent events, booth planning and onsite service, etc. Together with Hannover Milano Fairs Shanghai Ltd, Hanyang Special Vehicle Research Institution as well as Wuhan New City International Expo Center Management Company Ltd. to bring the high-quality, efficient, personalized and internationalized exhibition planning, organization, and management.



展会同期活动

Concurrent Events

中国国际商用车高峰论坛

China International Commercial Vehicles Summit

中国专用车产业发展国际论坛

China International Special Vehicles Industry Forum

物流与运输车辆高峰论坛

Logistics and Transport Vehicles Summit

冷链物流可持续发展论坛

Cold Chain Logistics Sustainable Development Forum

中国商用车新生态高峰论坛

China New Ecology of Commercial Vehicle Forum

中国年度卡车颁奖典礼

China Truck of the Year Awards Ceremony

现场动态演示活动

Dynamic Demo Events

