

Review March Automotive Roundtable in Beijing, 2017 **- How to Keep Pace with New Regulations for the Automotive Market? -**

Full house at March Automotive Roundtable in Beijing! Industry professionals and related institutions enjoyed an informative evening on China's latest rules and regulations for the automotive market



Ms. Hu Siyu, Director of Information Department at the Imported Car Working Committee of China Automobile Dealers Association & Director, Sinomach Automobile Co., Ltd. presented an comprehensive overview on **“New trends in China’s automobile market under the policy guidance”**.

She pointed out, that the car market realized high-speed growth in 2016, which is the first year of the “13th Five-Year”, mainly contributed by the early consumption brought by purchase tax cut in half, as well as the low base of 2015.

It is expected that in 2020 the passenger vehicles will reach 230 million, of which additional car purchase and trade-ins will be at a share of 67%, and most new cars will be bought by existing car owners.

As the auto industry enters the transformation & upgrading stage, changes firstly occur in industrial policies during the “13th Five-Year” period.

Ms. Hu then shared several trends including **Product trend:** Guided by the series of industrial policies on fuel-efficient vehicles and NEV, the industry will see a downward trend in product segment, price and displacement;

Consumption trend: The national policies aim to boost both consumption upgrade demand in tier 3 or higher-tier areas and the new car purchase demand in tier 4 or lower-tier;

Brand trend: As the national policies are designed to encourage independent innovation, the CAGR of local brands will exceed 11%, while the market size of imported car brands will gradually shrink to 900,000 units;

Channel trend: Regulated by the Anti-monopoly law and the revised Measures for the Administration of Car Sales, the sales channel reform and innovation will be a new trend, and will diversify new business modes;

Marketing trend: In response to the national Internet+ strategy, Internet service platforms for the auto industry are to be built to get through the barriers to the automotive industry chain and serve upgrading of the industry;

Retail trend: As mobile Internet develops rapidly, a brand-new retail mode, namely a car broker system, will be developed to provide personalized services for users.



Mr. Mats Harborn, Executive Director, Scania China Strategic Office, held the speech on “How to Keep Pace with New Regulations for the Automotive

Market". He compared the energy demand projection for the coming time period from 2020 to 2050 under consideration of several factors changing the energy efficiency level. Further on, he explained some potential strategies on how to prioritize energy today and in the Future. In this regard he pointed out that there is not the one and only energy resource to be used as a solution to fight against urban pollution but rather several energy resources shall be combined wisely in dependence of their energy efficiency levels. E.g. diesel is scarce prioritize CV with low emission per ton km at high and even speeds. Or for traffic within cities it is best to use electric vehicles/busses while transportation via cars running on petrol should be avoided due to the highest emissions for cold engines. Moreover he also introduced some lobby breakthrough success stories for China's Automotive Market.



Panel Discussion speakers from the left to the right:

Mr. Jörg Wuttke, Vice President & Chief Representative China, BASF; President, European Union Chamber of Commerce in China

Ms. Hu Siyu, Director of Information Department at the Imported Car Working Committee of China Automobile Dealers Association & Director, Sinomach Automobile Co., Ltd.

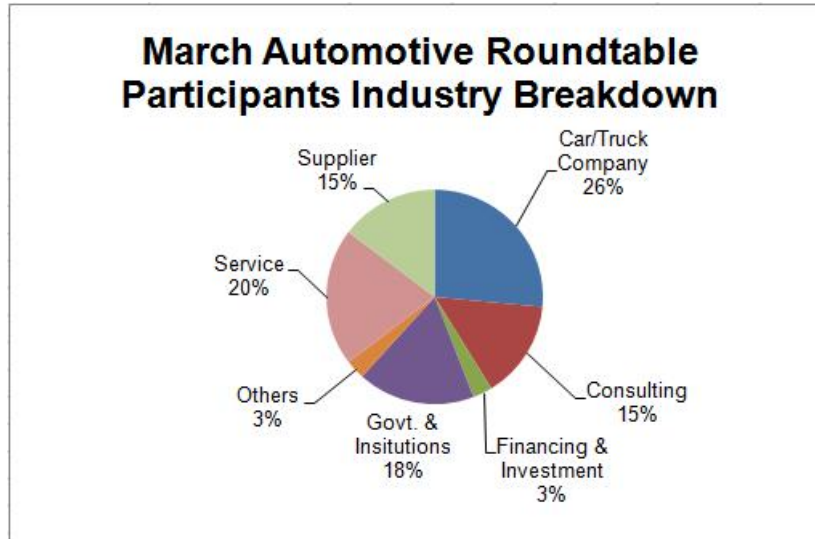
Mr. Mats Harborn, Executive Director, Scania China Strategic Office
Dr. Jie LI, Executive Vice President, Head of External Affairs, Daimler Greater China



Mr. Jörg Wuttke, Vice President & Chief Representative China, BASF;
President, European Union Chamber of Commerce in China as the moderator chaired the whole night and raised many interesting questions during the panel discussion with deep insights shared by the panel guest speakers.



Attendees: 68



Companies incl.:

Accenture

Audi (China) Enterprise Management Co., Ltd.

Automotive Roundtable in Beijing

BASF

BDI – Federation of German Industries

Beijing Benz Automotive Co., Ltd

Beijing Foton Daimler Automotive

Beijing Quality Management Co., Ltd.

Beijing Tensynchina Digital marketing Ltd.

BMW China Services Ltd.

CPC Consulting (Beijing) Co., Ltd.

Daimler Greater China

Daimler Insurance Services GmbH

Denso(China) Investment CO.,Ltd

Detecon

China Automobile Dealers Association

Districom Group

Erlkönig Management Consulting Beijing Co. Ltd.

EU Chamber

Faist Anlagenbau GmbH

Francool Technology Group / Jiangsu Francool Chemical Co., Ltd.

German Center

German Embassy

Infosys Technologies (China) Co., Ltd
IngenAix GmbH
Lee & Lee Associates
Mackevision CG Technologies and Services Co.,Ltd.,Beijing Branch
Mercedes-AMG GmbH
MR PLAN (Shanghai) Engineering Consulting Co., Ltd
Navinfo
PwC
Renault (Beijing) Automotive Co., Ltd.
Santa Fe Relocation Services
Scania China Strategic Office
Shanghai Formel D
Taylor Wessing Beijing Representative Office
The Warranty Group
VDA China Rep Office
Volkswagen (China) Investment Company, Ltd.
XCHRC