



最具规模 最具专业
最具影响力

节能与新能源汽车展

NEW ENERGY AUTO SHOW

2015年11月3-7日

3-7 November 2015

国家会展中心(上海)

National Exhibition and Convention Center (Shanghai)





中国国际工业博览会主办单位

国家发展和改革委员会
工业和信息化部
中国科学院
中国国际贸易促进委员会

商务部
科学技术部
中国工程院
上海市人民政府

中国国际工业博览会协办单位

中国机械工业联合会

中国国际工业博览会承办单位

上海东浩兰生国际服务贸易（集团）有限公司

节能与新能源汽车展承办单位

上海东浩兰生国际服务贸易（集团）有限公司工博会项目分公司
中国汽车工程学会

节能与新能源汽车展协办单位

中国电工技术学会
德国商会

Organizers of CIIF

National Development and Reform Commission
Chinese Academy of Science
Chinese Academy of Engineering
China Council for The Promotion of International Trade

Ministry of Commerce
Ministry of Industry and Information Technology
Ministry of Science and Technology
Shanghai Municipal People's Government

Co-organizer of CIIF

China Machinery Industry Federation

Show Management of CIIF

Shanghai East Best & Lansheng International(Group)Co.,Ltd.

Organizers of NEAS

Shanghai East Best & Lansheng International(Group)Co.,Ltd. CIIF Branch
Society of Automotive Engineers of China (SAE-C)

Co-organizers of NEAS

China Electrotechnical Society
German Industry & Commerce

2014 节能与新能源汽车展 (NEAS2014) 于 2014 年 11 月 4 日 - 8 日在上海新国际博览中心成功举办。自 2011 年该专业展首次成功举办以来, 受到国内外整车及零部件生产厂商的追捧, 已成为国内最具规模、最具专业、最具影响力的行业盛会。2014 年展会展示面积 **11500** 平方米, 汇聚国内外知名 10 大整车企业, 境外展商达到 **20%**, 境内外观众总计 **141,315** 人次, 其中专业观众和买家 **121,108** 人次, 来自 **83** 个国家和地区。

New Energy Auto Show 2014(Following as "NEAS 2014") was successfully held during 4th-8th Nov 2014 in Shanghai New International Exhibition Centre. Since its launch in 2011, NEAS is always admired by domestic and oversea auto manufacturers and auto part companies, moreover, it has become the largest, most professional and most influential event of new energy auto industry in China. NEAS 2014 occupied a display area of 11500m², and attracted 10 reputation auto manufacturers, which oversea exhibitor rate reached 20%. Including 121,108 trade visitors and buyers, 141,315 spectators, from 83 countries and regions, visited the show.



121,108 人次专业观众来自境外 **82** 个国家和地区以及中国 **31** 个省、自治区和直辖市。他们主要来自于整车制造、动力驱动系统、动力电池、汽车电子系统、汽车零部件、充电设施、汽车节能技术、公共交通、物流运输、高校科研机构、车站机场码头等 **24** 个专业行业领域。

121,108 trade visitors, from 82 countries or regions and 31 provinces in China, visited the show. They mainly come from the following 24 fields: Auto manufacturing, Powertrain system, power battery, auto electronic system, auto parts, charging equipment, auto energy-saving technology, public transportation, transport & logistic, research institution, bus station/airport/wharf and etc.

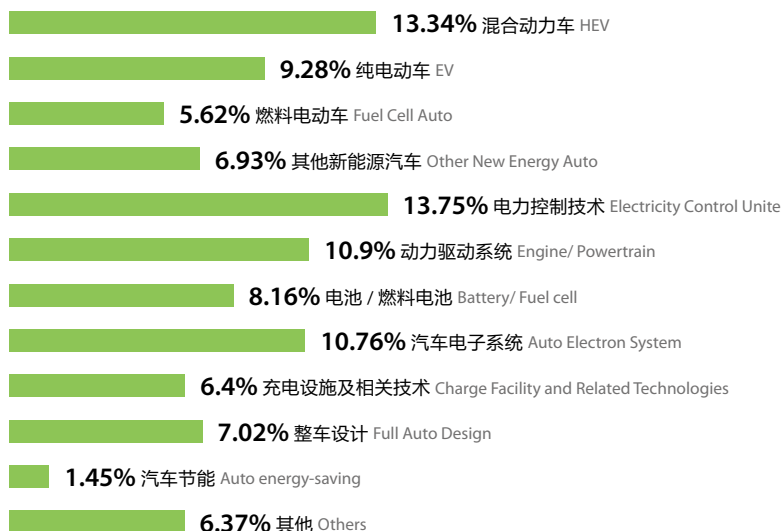
部分买家团一览 / Buyer Groups (Part)

- 上海华谊 (集团) 公司
Shanghai Huayi (Group) Company
- 上海纺织 (集团) 有限公司
Shangtex Holding Co., Ltd.
- 上海城建 (集团) 公司
Shanghai Urban Construction (Group) Corporation
- 上海现代建筑设计 (集团) 有限公司
Shanghai Xian Dai Architectural Design (Group) Co., Ltd.
- 百联集团有限公司
Bailian (Group) Co., Ltd.
- 上海良友 (集团) 有限公司
Shanghai Liangyou (Group) Company Ltd.
- 上海市衡山 (集团) 公司
Shanghai Hengshan (Group) Corporation
- 上海实业 (集团) 有限公司
Shanghai Industrial Investment (Holdings) Co., Ltd.
- 上海久事公司
Shanghai Jiushi Corporation
- 上海国盛 (集团) 有限公司
Shanghai Guosheng Group Co., Ltd.
- 上海化工研究院
Shanghai Research Institute of Chemical Industry
- 上海电缆研究所
Shanghai Electric Cable Research Institute
- 上海科技投资公司
Shanghai Science and Technology Investment Company
- 绿地控股集团有限公司
Greenland Group
- 上海申虹投资发展有限公司
Shanghai Rainbow Investment Corporation



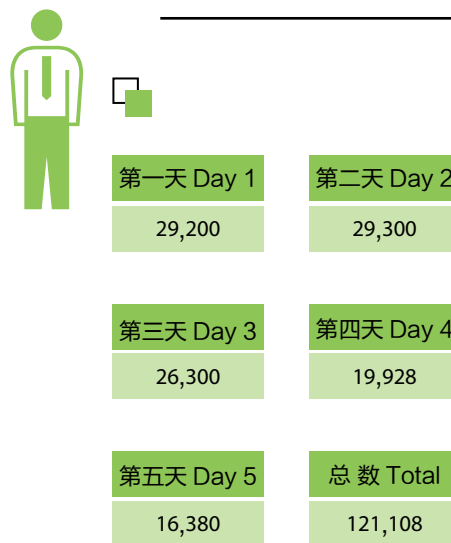
感兴趣的领域

Interest industry area



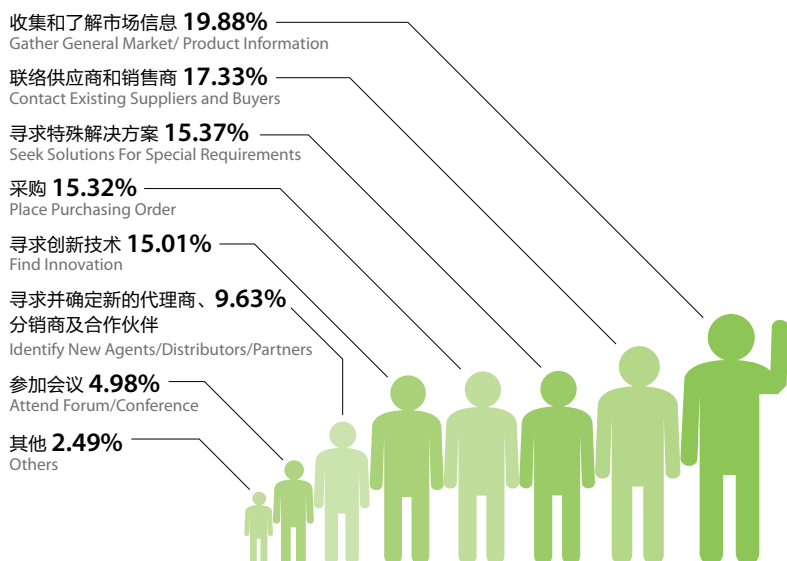
2014 观众入场统计

Daily Entrance of Visitors 2014



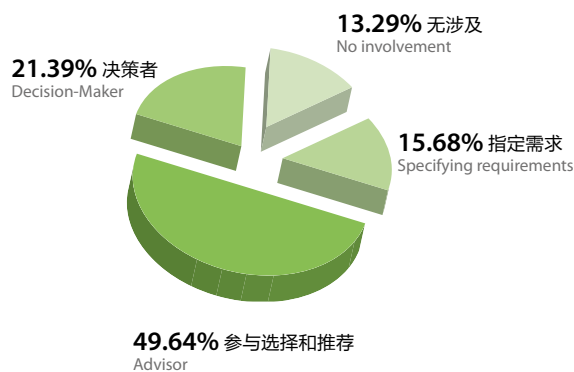
参观展会的目的

Purpose of visiting



观众决策力分析

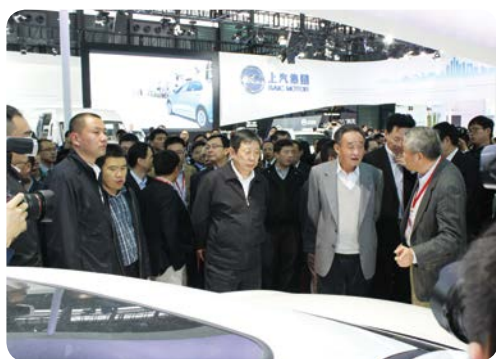
Roles of the visitors in making purchasing decisions



2014 节能与新能源汽车产业发展高峰论坛于 11 月 6 日成功召开。业内知名专家学者、政府官员、企业高管共同探讨我国新能源汽车产业化发展的前景和未来。论坛现场座无虚席，反响热烈。

2014 New Energy Auto Summit was successfully held in 6th November Reputation Experts, government officials, senior executives from manufacturers join together and discussed development trend and future of new energy auto industry.

部分演讲人及演讲题目一览 / Topics on forums



我国新能源汽车推广工作进展与电动公交车方案探讨
Assessment of new energy auto promotion progress and electric bus plan

——科技部电动汽车项目监理组组长 王秉刚

Mr Wang Binggang, Chairman of electric auto project supervision group of MOST

2014 上海市新能源汽车发展乘势而上
Shanghai develop new energy auto industry with momentum of policy supports in 2014

——上海市经济和信息化委员会副主任 马静

Mr. Ma Jing Vice Chairman of Shanghai Municipal Commission of Economy and Information

创新绿能、驱动未来
Innovative Green Energy Driving The Future

——上海汽车集团股份有限公司前瞻技术研究部总监 黄晨东

Dr. Chendong Huang, Director, Research & Advanced Technology, SAIC Motor Corporation

美丽中国 — 比亚迪新能源汽车全领域电动化解决方案
Beautiful China – Electric Solution for All Field of BYD New Energy Auto

——比亚迪汽车销售有限公司总经理助理 张为明

Mr. Zhang Weiming, GM assistant of BYD Auto Sales Co.,Ltd

新能源汽车发展趋势
Developing new energy auto becomes trend of future

——中国长安新能源汽车有限公司副部长 李文兵

Mr. Li Wenbing, Undersecretary of Science & Technology division of

Changan New Energy Automobile Co.,Ltd.

启辰晨风，城市创新与可持续发展交通工具
Venucia Chenfeng auto for city innovation and sustainable development

——东风日产华东区 EV 营销总监 徐卫国

Mr. Xu Weiguo Marketing&Sales Director of Dongfeng Nissan EV East China

新能源汽车创新营销之探索
The exploration of marketing innovation for Chery EV

——奇瑞新能源汽车技术有限公司副总经理 孙卫健

Mr Sun Weijian, Vice President of Chery new energy automotive technology co.,Ltd



特斯拉汽车 / Tesla

今年第一次参加新能源车展，比以往在中国参加的展会效果都好，现场目标客户非常多，人声鼎沸，我们非常满意。

It is our first time to participate a new energy auto show, and the achievement is better than that of any other exhibitions we attended. There are a lot of our target clients and even a little bit too noisy. We are very satisfied with it.

中国第一汽车集团公司 / FAW

虽然是首次参展，但是参展效果出乎我们预料，现场观众非常多，公司领导很满意。

The effect of NEAS is much better than that we expect, though we have never participated the show before. Many visitors come to our booth and our company leaders are satisfied.

奇瑞新能源汽车技术有限公司 / Chery

已连续四年参加新能源汽车展，每年的参展效果都很好。今年在现场举行了首发活动，活动非常成功，展台客户络绎不绝，明年还会继续参展。

We have continuously participated the NEAS for 4 years, and received very good result. This year we held a new auto launching activity and achieved great success that visitors came in a continuous stream.

北京新能源汽车股份有限公司 / BAIC

今年我们第一次参展，没想到新能源汽车展的观众如此之多，让我们出乎意料，我们刚在上海开售的纯电动汽车就在现场接到 20 份订单，公司领导对这次参展非常满意。

It is our first participation of NEAS, and the quantity of visitor surpassed that of our expectation. During the five-day event, we received 20 orders for a new launched electric vehicle in Shanghai.

历届展商 / Big Names





- 到场媒体 **223** 家
Cooperation media 223
- 新闻稿发布 **791** 篇
Press releases 791
- 展前预览 / 展报 **24,000** 份
Show Pre-view 24,000
- 5 天展期官方网站、微信点击阅读量 **306,003**
Click rate of website and social media posts 306,003

■ 境内外媒体热情关注

Well-reported in the domestic and international media Wide coverage of marketing plan

第十六届中国工博会得到了境内外各媒体以及专业领域媒体的广泛关注，新华社、路透社、中央电视台、东方卫视、凤凰卫视、第一财经、上海人民广播电台、中国日报、联合早报、美国商业新闻社、日本共同社等境内外媒体都对工博会盛况予以了及时报道，上海市新闻办公室在展前举行了专题新闻发布会，东方网在 5 天会期对展会进行了全方位专题报道和视频访谈直播，此外，新华网、人民网、新浪、腾讯、网易、和讯、彭湃等网络和新媒体都给予了详细报道。据不完全统计，共有 **163** 家境内外大众媒体，超过 **150** 家专业媒体到场并发布了展会新闻。

CIIF 2014 achieved great attention and well-reported in domestic and international media. The media such as Xinhua News Agency, CCTV, SMG News, Dragon TV, Phoenix TV, CBN, Shanghai People's Broadcasting Station, China Daily, Reuters, Business Wire, Kyodo News, KBS and other medias were flourishing report of CIIF 2014. The Shanghai Municipal Government held a pre-show press conference in Shanghai. Eastday.com presented a full range of special reports and live video interviews in the 5-day event. In addition, Xinhua, people.cn, sina, tencent, 163, hexun, the Paper.cn and new media give a detailed report. Journalists from 223 cooperative medias reported CIIF 2014 and over 791 published signed articles and interviews for the event.



2015 节能与新能源汽车展
New Energy Auto Show 2015



2015 节能与新能源汽车展

New Energy Auto Show 2015

2015 年 11 月 3-7 日
3-7 November 2015

国家会展中心（上海）
National Exhibition and Convention Center (Shanghai)

2015 节能与新能源汽车展（NEAS 2015）于 2015 年 11 月 3-7 日在国家会展中心（上海）召开，并将最大限度地发挥展会的影响力和吸引力，搭建政府、企业和市场的互动平台。预计展会规模将达到 **15,000** 平方米，**100** 辆展车，超过 **100,000** 人次专业观众的规模。

NEAS 2015 will be held during Nov.3-7 in National Exhibition and Convention Center (Shanghai) and maximize its influence and attraction to build interactive platform for government, company and market. It is expected that 15000 m², 100 show cars, and over 100,000 trade visitors will participate NEAS 2015.





2015 节能与新能源汽车展

New Energy Auto Show 2015

展品范围 / Exhibits Categories

■ 节能汽车（乘用车 / 商用车） / Fuel Efficient Vehicle

清洁柴油车 / 清洁汽油车 / 混合动力汽车（微混、轻混、中混、强混和插电式混合动力） / 汽油机升功率大于 50 千瓦的节能汽车以及其他低能耗、低污染、小排量汽车

Clean diesel vehicles / Clean gasoline vehicles / Hybrid electric vehicle/Energy Conservation Auto which Power of Gasoline Engine is over 50Kw/L and other Energy Conservation Auto

■ 新能源汽车（乘用车 / 商用车） / New Energy Vehicle

纯电动汽车 / 燃料电池汽车 / 天然气汽车 / 太阳能电动车及氢能源等各种新能源汽车

Electric vehicle/ Fuel cell vehicle / LNG Vehicle /Solar / hydrogen energy vehicle and other new energy vehicle

■ 新能源客车 / New Energy Bus

混合动力客车 / 纯电动客车 / 燃料电池客车 / CNG 客车 / LNG 客车 / LPG 客车 / 醇燃料客车 / 其它能源客车

Hybrid electric bus/electric bus/fuel cell bus/CNG bus/LNG bus/LPG bus/alcohol fuel and other energy bus

■ 节能减排系统 / Fuel Efficiency and Emission Reduction

■ 动力驱动系统 / Powertrain

动力电池 / 电池管理系统 / 燃料电池 / 混合动力系统 / 驱动电机 / 电动控制系统 / 发动机 / 检测修复设备 / 有关的测试 / 监控 / 防护仪器 / 相关技术

Battery/Battery management system/Fuel cell/Hybrid power system/Power-motor/Motion control system/Engine/Inspect and repair equipment

■ 新能源汽车零部件 / New Energy Auto Part

电力电容器 / 超级电容器 / 飞轮 / 逆变器 / 电热泵 / 电动助力转向 / 电动空调 / 轮胎 / 线连接 / 电磁技术 / 相关材料

Condenser/Flywheel/Inverter/Electric heat pump/EPS/Electromagnetic technology/Relative material/Tyre

■ 充电设施 / Charge Equipment

目标观众 / visitor

- 25 个新能源汽车示范城市推进办相关负责人
Promotion officials from 25 new energy auto demonstration cities
- 大型企事业单位、机关单位、公交、出租、环卫、邮政单位、车站、机场、码头等相关单位
State-owned Key Enterprise, Transportation company, Taxi company, Post & Express companies, Station, Airport, Dock and etc.
- 上海国资委下属企业采购团
Shanghai SASAC affiliated enterprises
- 各高校、科研单位、设计院、研究院
College, Science Institute, Design Institute, Research Institute and etc.
- 各休闲娱乐场所，如：旅游景点、高尔夫球场、游乐园、度假村、公园、大型物业、房地产等单位
Scenic spot, Golf club, Amusement Park, Holiday Village, Neighbourhood and etc.
- 国内外生产厂商、代理、经销商
Related manufacturer, Agent and etc.

展会前期政策解读 / Conference

“第三届上海市节能与新能源汽车产业推进政策解读会”

The 3rd Promotion Policy analysis conference of Shanghai New Energy Auto Industry

时间：2015年5月 / May 2015

邀请中国汽车工程学会、上海市新能源汽车推进办等领导解读新能源汽车产业推进

往届部分听众一览：通用、福特、上海大众、奇瑞、比亚迪、博世、大陆汽车、采埃孚、拜耳、泛亚汽车、佛吉亚、京滨电子、李尔、麦格纳、赢创德固赛

We will invite high-officials from SAE-China, Promotion office of Shanghai new energy auto to unscramble industrial development of new energy auto. Previous Audience: GM ,Ford ,SVW ,chery ,BYD ,bosch ,Continental ,ZF ,FAURECIA ,Lear ,etc.

展会同期高峰 / Summit

“2015 节能与新能源汽车产业发展高峰论坛”

Fuel-efficient and New Energy Auto Summit 2015

时间：2015年11月展会同期 / During NEAS 2015

主议题 / Main Topic

新能源汽车商业化运行之路

Approach of commercialized operation of new energy auto

分议题 / Sub-topic

- 我国相关支持政策实施
The implement situation of new energy auto industry support policies in China
- 新能源汽车技术与商业模式创新
Innovation of technologies and business model of new energy vehicles
- 节能与新能源汽车的动力系统
Powertrain technologies of fuel-efficient and new energy vehicles

- 新能源汽车示范城市经验分享
Experiences share of demonstration cities in China
- 新能源汽车的产业化探索
Exploration of industrialization of new energy vehicles
- 节能与新能源汽车关键核心技术研究
Research and development of key technologies of fuel-efficient and new energy vehicle

听众组织 / Audience

- 相关政策、标准制定部委的高级官员
Officials from Policies and standards making commissions
- 25个节能与新能源汽车示范城市推进办相关人员
Promotion officials from 25 new energy auto demonstration cities
- 整车、动力驱动系统、汽车零部件生产或服务型企业的技术研发人员和相关负责人
Related engineers from auto, powertrain and auto parts supplier corporations
- 充换电设施、装备的项目负责人或建设单位技术人员
Related person from charging station or its building organization
- 电网、石油企业相关负责人
Official from electric grid and petroleum enterprises
- 系统集成、整车设计工程师
System assemble, full auto design engineers
- 高校、科研单位、设计研究院专家学者
Experts from Colleges, Science Institute, Design Institute, Research Institute
- 全国各省市公交系统人士
Public Transportation Companies from all around China
- 部分媒体人士
Journalists





2015年11月3-7日

3-7 November 2015

节能与新能源汽车展与您相约国家会展中心（上海）

NEW ENERGY AUTO SHOW Meet You at NECC (SH)

同期举办 / Concurrent Shows



数控机床与金属加工展
Metalworking and CNC
Machine Tool Show



工业自动化展
Industrial Automation Show



工业环保技术与设备展
Environmental Protection
Technology & Equipment Show



信息与通信技术应用展
Information & Communication
Technology Show



新能源与电力电展
Energy Show



工业机器人展
ROBOTICS SHOW



科技创新展
Scientific & Technological
Innovation Show



航空航天技术展
China Aerospace and
Aviation Technology Show

更多信息请咨询：

上海东浩兰生国际服务贸易（集团）有限公司工博会项目分公司
Shanghai East Best & Lansheng International (Group) Co., Ltd. CIIF Branch

上海工业商务展览有限公司
Shanghai Industry & Commerce Exhibition Co., Ltd.

地址 / Add: 上海市光复路757号五矿大厦13楼 200070
13F, Minmetals Building, No. 757 Guangfu Road, Shanghai, China, 200070 P.R.C.

电话 / Tel: 86-21-22068397、22068205

传真 / Fax: 86-21-62895703

联系人 / Contact Person: 沈洁 小姐 18930568288 shanny@shanghaiexpogroup.com
陈志华 先生 13564643137 Lawrencechen@shanghaiexpogroup.com

中国汽车工程学会

地址:北京市西城区莲花池东路102号天莲大厦4层
邮编:100055 联系人:官璟 许浩
电话: +86-10-5095-0047/50 传真: +86-10-5095-0095
Email: exhibit@sae-china.org

