

The logo for the World New Energy Vehicle Congress (WNEVC) 2022. It features the letters 'WNEVC' in a bold, white, sans-serif font. The 'E' is stylized with a small 'EV' inside it. The logo is set against a dark blue background with a subtle grid of dots.

2022 世界新能源汽车大会
WORLD NEW ENERGY VEHICLE CONGRESS

Post Conference Report

China SAE, Sept. 2022

Congress Theme: Comprehensively Promoting Marketization, Accelerating Cross-industry Integration, and Jointly Achieving Carbon Neutrality

- An annual event for global automotive transformation, upgrading and innovation development
- The most influential annual congress in the field of global new energy vehicles
- The vane of global new energy vehicle frontier technology and development trend

The World New Energy Vehicle Congress (WNEVC) focuses on the transformation and upgrading of the global automobile industry and the continuous improvement of the ecological environment. The successful experience and development trend of model innovation, consolidates industry consensus, clarifies the direction of transformation, upgrades the automobile industry, and helps to explore effective paths for the coordinated development of electrification, intelligence, and shared mobility.

2019 WNEVC

July, 2019
Boao, Hainan

1,500+ Delegates
10+ Conferences
6,500m² Exhibition Area
40+ Exhibitors
Lots of Concurrent Events



2020 WNEVC

September, 2020
Haikou, Hainan

1,000+ Delegates
10+ Conferences
10+ Online Events
2,000m² Exhibition Area
80+ Online Exhibitors



2021 WNEVC

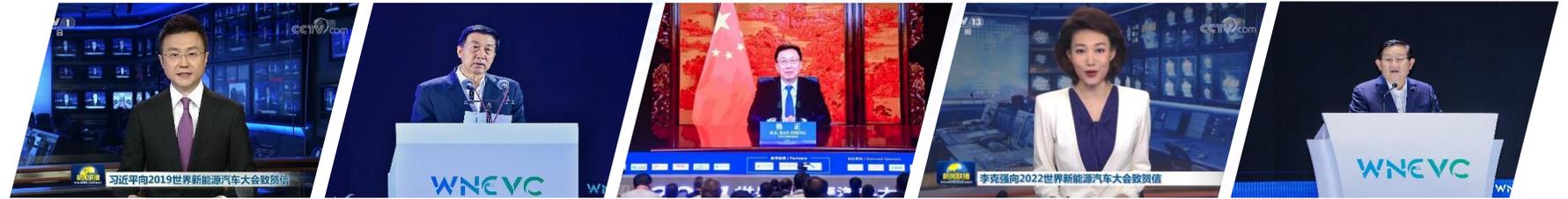
September, 2021
Haikou, Hainan

1,500+ Delegates
20+ Conferences
1 CCTV Dialogue
10,000m² Exhibition Area
Lots of Concurrent Events



Organized by authoritative organizations, highly valued and supported by the government

- **President XI Jinping expressed sincere congratulations by sending a congratulatory letter to WNEVC 2019.**
- **WANG Yong, State Councilor of the People's Republic of China,** read the letter and addressed the congress in WNEVC 2019.
- **HAN Zheng, Vice premier of the state council,** attended WNEVC 2021 via video speech.
- **Premier LI Keqiang expressed sincere congratulations by sending a congratulatory letter to WNEVC 2022.**
- **WAN Gang, Vice Chairman of CPPCC and President of CAST,** is the president of WNEVC.



Organizers of WNEVC 2022

Hosts

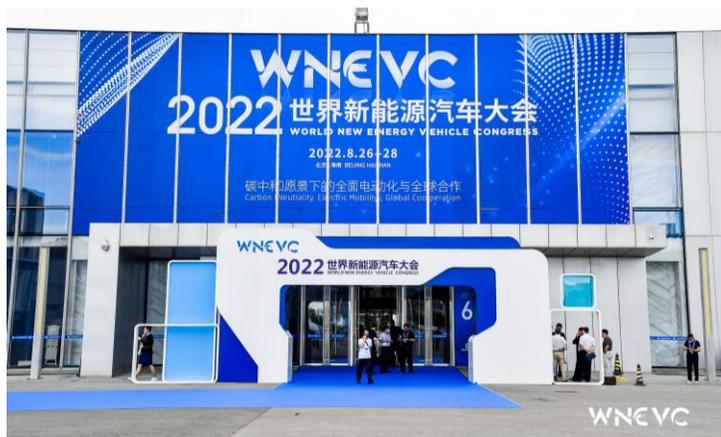
- China Association for Science and Technology
- The People's Government of Beijing Municipality
- The People's Government of Hainan Province
- Ministry of Science and Technology of the People's Republic of China
- Ministry of Industry and Information Technology of the People's Republic of China
- Ministry of Ecology and Environment of the People's Republic of China
- Ministry of Housing and Urban-Rural Development of the People's Republic of China
- Ministry of Transport of the People's Republic of China
- State Administration for Market Regulation
- National Energy Administration

Organizers

- China Society of Automotive Engineers
- China EV100
- China Centre for International Science and Technology Exchange
- Administrative Committee of Beijing Economic-Technological Development Area
- Hainan Provincial Department of Industry and Information Technology
- Hainan Association for Science and Technology Haikou Municipal People's Government
- Haikou Municipal People's Government

Supported by

- United Nations Development Programme (UNDP)
- United Nations Environment Programme (UNEP)
- Global Environment Facility (GEF)
- International Energy Agency (IEA)
- Clean Energy Ministerial (CEM)
- Electric Vehicle Initiative (EVI)
- Fédération Internationale des Sociétés d'Ingénieurs des Techniques de L'Automobile (FISITA)
- Energy Foundation China (EF China)
- German Association of the Automotive Industry (VDA)
- International Hydrogen Fuel Cell Association (IHFA)



1

Event Overview

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Conference Review

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Exhibition Review

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Popularization of Science Review

5

Marketing and Media

1. Event Overview-Basic Information

Congress Theme: Carbon Neutrality, Electric Mobility, Global Cooperation

With the approval of the State Council, the third World New Energy Vehicle Congress was successfully held in Beijing & Hainan in August 2022.

- **Date:** August 26-28, 2022
- **Location:**
Beijing: Beijing Etrong International Exhibition & Convention Center
Hainan: Exhibition Building, Hainan Provincial Government
- **Conference Scale:** 2,000+ delegates
- **Events:** conference, technical exhibition, technology appraisal, popularization of science and brand release



1. Event Overview-Main Events



Conference



20 conferences in total

- 4 plenary sessions
- 1 CCTV Dialogue
- 7 thematic forums
- 9 technical seminars



Exhibition



13,000m² exhibition area

- Display of new technologies and products
- A communication platform for government and enterprise



Technology Appraisal



Release of technology appraisal

- 8** innovative technologies
- 8** cutting-edge technologies



Popularization of Science



2 events for popularization of Science

- Youth Automobile Innovation Collecting Campaign
- Launching Ceremony of NEVs
- Tour Around Hainan Island



Brand Release



Lots of brand release events

- Thematic forum, new product release and media events organized by enterprise hold during WNEVC 2022

1. Event Overview-Statistics

2,300+

Conference delegates from Germany, Japan, US, South Korea, France and other **20** countries and regions

200 Million Reading

12 Million+ Live viewers

47,000 Pieces of news release

4 Plenary sessions

9 Technical seminars

7 Thematic forums

1 Release of consensus

1 Release of technology appraisal

1 CCTV dialogue

13 CCTV news reports

13,000m² Exhibition area

2 New product release

100+ Media partners

270+ Reporters

4 Concurrent corporate activities

2 Events for popularization of Science

1. Event Overview-Sponsors

Partners



VOLKSWAGEN
GROUP CHINA



中国南方电网
CHINA SOUTHERN POWER GRID

Diamond Sponsors



红旗
让理想飞扬

CATL
宁德时代

CALB
中创新航

Platinum Sponsors

Mercedes-Benz



HUAWEI

Qualcomm 高通

Microsoft

地平线
Horizon Robotics

汽车之家
看车·买车·用车

Gold Sponsors

HYUNDAI

HiPhi 高合

理想

ARCFOX



国家电网有限公司
STATE GRID
CORPORATION OF CHINA

特来电

LG 新能源

瑞浦能源
REPT

Baidu 百度

vtlesco
TECHNOLOGIES

黑芝麻智能
BLACK SESAME
TECHNOLOGIES

NAVINFO
四维图新

亿华通
SinoHytec

VISION 雄韬

海卓科技
HAIDRIVER

Enpower 英搏尔

JJE
精进电动

巨湾技研
GREATER BAY TECHNOLOGY

2. Conference Review-Overall

4 Plenary sessions **16** Summits and forums **1** CCTV dialogue **287** Speakers/address guests/moderators

Date		Activity Arrangement
August 26	08:00-12:00	Thematic Forum: Zero Emission Medium and Heavy-Duty Vehicle Forum
	09:00-12:00	Thematic Forum: Transportation Integrated with Energy Forum
		Technical Seminar: Comprehensive Electrification Product Solutions for Passenger Cars
	13:30-18:00	Technical Seminar: Innovation and Development of Autopilot and Intelligent Cockpit Forum
	13:30-16:30	Thematic Forum: Sino-German Forum on Cooperation and Development of New Energy Vehicles
	14:00-17:00	Technical Seminar: Technical Breakthrough and Industrialization of Automotive Chip
	14:00-17:30	Thematic Forum: Sino-UK Zero Emission Vehicle Cooperation and Development Forum
	14:30-18:00	Plenary Session: Commercialization of Hydrogen Energy and Fuel Cell Vehicles
August 27	09:00-12:00	Plenary Session: Electric Mobility Drives to Carbon Neutrality
	14:00-17:30	Plenary Session: Cross-industry Cooperation for a Global Coordinated Supply Chain
	14:00-17:30	Thematic Forum: Critical Material Demand, Supply and Recovery of Power Batteries Forum

Date		Activity Arrangement
August 27	14:00-18:00	Thematic Forum: New Energy Vehicle User Ecological Development Forum
	15:00-17:00	Thematic Forum: New Energy Vehicles Economic Forum
August 28	09:00-12:00	Plenary Session: Open-up & Cooperation for a Smart Ecosystem
		Technical Seminar: Technical Innovation and Development Path of Flying Cars
		Technical Seminar: Electric Drive Technology of New Energy Vehicles
		Technical Seminar: Advanced Manufacturing Technology and Green Supply Chain
	14:00-16:30	Technical Seminar: New Generation of Electrification Platform and EE Architecture
	14:00-17:00	Technical Seminar: Key Technology Innovation of Power Batter
14:00-17:00	Technical Seminar: Technology Innovation and Business Model Exploration of New Energy Vehicles Charging & Switching	



Scan for topics

2. Conference Review-Opening Ceremony

Opening ceremony of WNEVC 2022 in the morning of August 27.

- Premier Li Keqiang expressed sincere congratulations by sending a congratulatory letter to WNEVC 2022.
- Cai Qi, Member of the Political Bureau of the CPC Central Committee, Secretary of the CPCC Beijing Municipal Committee, declared the conference open.
- WAN Gang, Vice Chairman of CPPCC, President of CAST and Chairman of WNEVC, delivered a keynote speech.



Premier of the State Council, Li Keqiang, sent a letter and expressed warm congratulations on the convening of the conference, which fully demonstrated China's determination to develop new energy vehicles, accelerate the green and low-carbon transformation and achieve carbon peaking and carbon neutrality goals. Premier Li Keqiang also fully affirmed the strategic value of openness and cooperation, and pointed out the direction for technological innovation and high-quality development of the automobile industry.

2. Conference Review-Plenary Sessions

7 Moderators **13** Address guests **37** Guest speakers **2** Releases **1** Award presenter

Plenary Session: Commercialization of Hydrogen Energy and Fuel Cell Vehicles

Plenary Session: Electric Mobility Drives to Carbon Neutrality

Plenary Session: Cross-industry Cooperation for a Global Coordinated Supply Chain

Plenary Session: Open-up & Cooperation for a Smart Ecosystem

Guests and Speakers from Government :

- CAI Qi, Member of the Political Bureau of the CPC Central Committee, Secretary of the CPCC Beijing Municipal Committee
- WAN Gang, Vice Chairman of the National Committee of the Chinese People's Political Consultative Conference, President of China Association for Science and Technology
- ZHANG Yuzhuo, Secretary of the Leading Party Members Group, Vice President and Chief Executive Secretary of the Secretariat of CAST
- FENG Fei, Deputy Secretary of CPC Hainan Provincial Committee, Governor of Hainan Provincial People's Government
- YIN Yong, Deputy Secretary of the CPCC Beijing Municipal Committee
- SHU Wei, Member of the Leading Party Members Group, Executive Secretary of the Secretariat of CAST
- WANG Jinzhan, Member of the Leading Party Members Group, Executive Secretary of the Secretariat of CAST
- ZHANG Yudong, Vice Minister of Ministry of Science and Technology
- XIN Guobin, Vice Minister of Ministry of Industry and Information Technology
- LI Guoping, Safety Director of Ministry of Transport
- XIANG Haiping, Chief engineer of National Energy Administration
- HOU Maofeng, Vice Chairman of the Hainan Committee of the Chinese People's Political Consultative Conference



2. Conference Review-Plenary Sessions

Guests and Speakers from International Organizations :

- ACHIM STEINER, Administrator of United Nations Development Programme, UN Under-Secretary-General
- Gerd MULLER, Director General of United Nations Industrial Development Organization
- KLAUS SCHWAB, Founder and Executive Chairman of World Economic Forum
- Bart BIEBUYCK, Executive Director of Clean Hydrogen Partnership
- Rob de Jong, Head of Sustainable Mobility Unit, UNEP
- Ivette Vera-Perez, President & CEO of Canadian Hydrogen and Fuel Cell Association (CHFCA)



Guests and Speakers from Academician & Industry Experts :

- OUYANG Minggao, Professor of Tsinghua University, Academician of Chinese Academy of Sciences
- CHEN Xuedong, Deputy General Manager and Chief Engineer of China National Machinery Industry Corporation, Academician of Chinese Academy of Engineering
- SUN Fengchun, Professor of Beijing Institute of Technology, Academician of Chinese Academy of Engineering
- YAN Xinping, Chief Professor of Wuhan University of Technology, Technical Expert of Waterway Traffic Engineering, Academician of Chinese Academy of Engineering
- LI Keqiang, Professor of Tsinghua University Chief Scientist, National Innovation Center of Intelligent and Connected Vehicles, Academician of Chinese Academy of Engineering



2. Conference Review-Plenary Sessions



Guests and Speakers from Domestic Enterprises :

- ZHU Huarong, Chairman of CHONGQING CHANGAN AUTOMOBILE Co., Ltd.
- CHEN Hong, Chairman of SAIC Motor Co., Ltd
- YIN Tongyue, Chairman of Chery Holding Group Co., Ltd
- LIU Yigong, Deputy General Manager of China FAW Group Co., LTD
- DING Lei, Founder, Chairman and CEO of Human Horizons HiPhi
- MENG Zhenping, Board Chairman of China Southern Power Grid Company Limited
- PANG Xiaogang, Executive Vice President of State Grid Corporation of China
- LING Yiqun, Executive Vice President of China Petrochemical Corporation
- SUN Shaojun, Executive Vice President of Shandong Heavy Industry Group Co., Ltd.
- LIU Yu, Executive Vice President of BAIC Group
- Robin ZENG, Founder, Chairman, General Manager of Contemporary Amperex Technology Co., Limited
- LIU Jingyu, Chairman and CEO, CALB Co., Ltd.
- LI Zhenyu, Baidu Senior Vice President, Intelligent Driving Group General Manager of Baidu Company
- Patrick CHENG, CEO of NavInfo
- WANG Jun, COO, Intelligent Automotive Solution Business Unit, President of Intelligent Driving Solution Product Line of Huawei Technologies Co., Ltd.
- CHEN Liming, President of Horizon Robotics
- ZHANG Guoqiang, Chairman of Beijing SinoHytec Co., Ltd.
- Wilson LIU, Co-founder & COO of Black Sesame Technologies Co., Ltd.
- XIE Jiaping, Executive Vice President of Haidriver (Qingdao) Energy Technology Co., Ltd.

2. Conference Review-Plenary Sessions

Guests and Speakers from Foreign Enterprises :

- Oliver ZIPSE, Chairman of the Board of Management, BMW AG
- Julian BLISSETT, Executive Vice President and President, GM China
- NAKAGURO Kunio, Executive Vice President of Nissan Motor Co., Ltd.
- Hans Georg ENGEL, CTO of DAIMLER Greater China
- Stefan MECHA ,CEO of Volkswagen Passenger Cars Brand for China, Head of Group Sales of Volkswagen Group China
- OH SEUNGCHAN, General Manager of HTWO Guangzhou Co., Ltd.
- DONG Changzheng, Senior Executive Vice President of Toyota Motor (China) Investment Co., Ltd.
- Nikolai SETZER, CEO of Continental, Chairman of Executive Board of Continental
- HOU Yang, Corporate Vice President of Microsoft, Chairman and CEO of Microsoft Greater China Region
- Paul BOGERS, VP Hydrogen, Shell plc
- Youngjoon SHIN, Senior Vice President, LG Energy Solution
- Frank MENG, Chairman of Qualcomm China
- Tony CHEN, Standing Executive Board Member of International Hydrogen Fuel Cell Association (IHFCA), Head of Market Development PGMs, APAC, Anglo American Group



2. Conference Review-Thematic Forum & Technical Seminar

227 Moderators/speakers: **12** Presidents of the Seminar **31** Moderators **26** Address guests **118** Reports
43 Panelists **8** Panel discussions **3** Releases

- Thematic Forum: Zero Emission Medium and Heavy-Duty Commercial Vehicles Forum
- Thematic Forum: Transportation Integrated with Energy Forum
- Thematic Forum: Sino-German Forum on Cooperation and Development of New Energy Vehicles
- Thematic Forum: Sino-UK Zero Emission Vehicle Cooperation and Development Forum
- Thematic Forum: Critical Material Demand, Supply and Recovery of Power Batteries Forum
- Thematic Forum: New Energy Vehicle User Ecological Development Forum
- Thematic Forum: New Energy Vehicles Economic Forum

- Technical Seminar: Comprehensive Electrification Product Solutions for Passenger Cars
- Technical Seminar: Innovation and Development of Autopilot and Intelligent Cockpit Forum
- Technical Seminar: Technical Breakthrough and Industrialization of Automotive Chip
- Technical Seminar: Technical Innovation and Development Path of Flying Cars
- Technical Seminar: Electric Drive Technology of New Energy Vehicles
- Technical Seminar: Advanced Manufacturing Technology and Green Supply Chain
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- Technical Seminar: Key Technology Innovation of Power Batter
- Technical Seminar: Technology Innovation and Business Model Exploration of New Energy Vehicles Charging & Switching

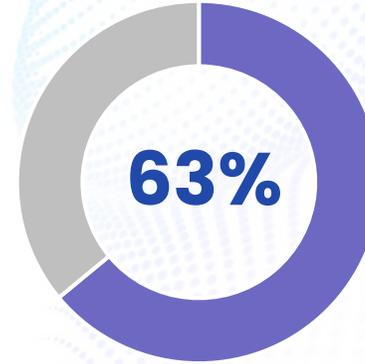
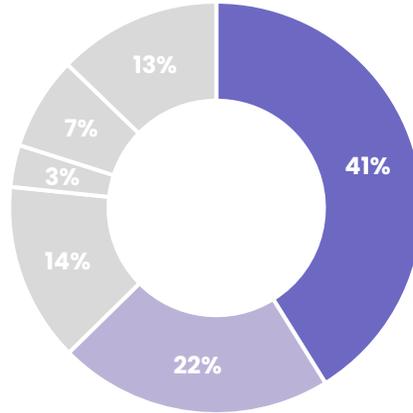


2. Conference Review-Statistics of Conference Delegates

2,367 Delegates from **589** Companies & Organizations

»»» Analysis of **2,367** Delegates

- 41%**—Local companies
- 22%**—Overseas companies
- 14%**—Government
- 3%**—Universities and research institutes
- 7%**—Industrial institutions and organizations
- 13%**—Media

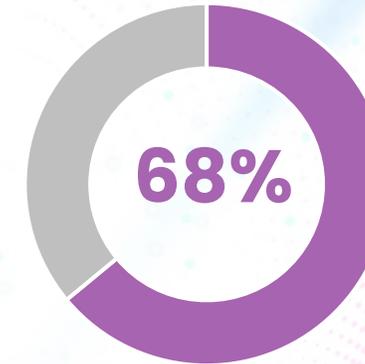
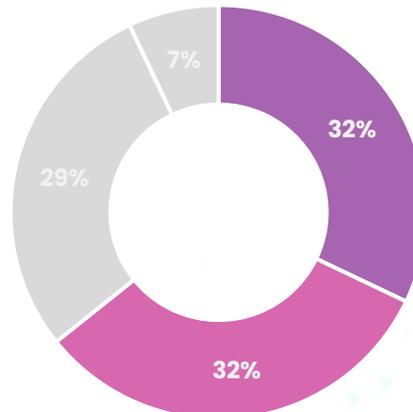


63% delegates from enterprises

1,482 delegates were from enterprises, accounting for 63%
885 delegates were from government, media, universities and research institutes, accounting for 36%

»»» Analysis of **1,482** Delegates from enterprises

- 32%**—NEV companies
- 32%**—EV Battery/driving motor/power electronics, core components, charging/battery swap, energy supply, hydrogen and fuel cells, testing and other parts companies
- 29%**—Intelligent internet connection and automotive chips
- 7%**— Others



68% of enterprise delegates were senior executives

Among the **1,482** delegates, **1,008** were managers or above, accounting for **68%**

2. Conference Review-Onsite Photos



2022 世界新能源汽车大会
WORLD NEW ENERGY VEHICLE CONGRESS
碳中和愿景下的全面电动化与全球合作

8/26-28 北京 海南 BEIJING HAINAN

主办单位 / Hosts:
中国科学技术协会 / China Association for Science and Technology
北京市人民政府 / The People's Government of Beijing Municipality
海南省人民政府 / The People's Government of Hainan Province
科学技术部 / Ministry of Science and Technology of the People's Republic of China
工业和信息化部 / Ministry of Industry and Information Technology of the People's Republic of China
生态环境部 / Ministry of Ecology and Environment of the People's Republic of China
住房和城乡建设部 / Ministry of Housing and Urban-Rural Development of the People's Republic of China
交通运输部 / Ministry of Transport of the People's Republic of China
国家能源局 / National Energy Administration

支持单位 / Supported By:
联合国开发计划署 / United Nations Development Programme (UNDP)
联合国环境署 / United Nations Environment Programme (UNEP)
全球环境基金 / Global Environment Facility (GEF)

万钢
WAN GANG
全国人大常委会委员、中国科协主席、中国新能源汽车大会主席
Vice Chairman of the Standing Committee of the National People's Congress
President of the China Association for Science and Technology
President of World New Energy Vehicle Congress (WNEVC)

金牌赞助 / Gold Sponsors:
FAW, GAC, SAIC, BYD, Xpeng, NIO, Geely, etc.

2022 世界新能源汽车大会
WORLD NEW ENERGY VEHICLE CONGRESS
碳中和愿景下的全面电动化与全球合作

8/26-28 北京 海南 BEIJING HAINAN

承办单位 / Organizers:
中国汽车工程学会 / China Society of Automotive Engineers
中国电动汽车百人会 / China EV100
中国信息通信研究院 / China Institute for Information Communications Technology
北京经济技术开发区管理委员会 / Administrative Commission of Beijing Economic-Technological Development Area
海南省工业和信息化厅 / Hainan Provincial Department of Industry and Information Technology
海南省科学技术协会 / Hainan Association for Science and Technology
海口市人民政府 / Haikou Municipal People's Government

支持单位 / Supported By:
国际能源署 / International Energy Agency (IEA)
国家能源局装备研究所 / China Energy International (CEI)
电动汽车产业联盟 / Electric Vehicle Industry Alliance (EVA)
燃料电池汽车产业联盟 / Fuel Cell Vehicle Industry Alliance (FCVIA)
能源基金会 / Energy Foundation of China
德国汽车工业协会 / German Association of the Automotive Industry (VDA)
国际氢能燃料电池协会 / International Hydrogen Fuel Cell Association (IHFA)



2. Conference Review-Highlights: Announcement of Consensus

ZHAO Fuquan, Dean of Tsinghua Automotive Strategy Research Institute, Life Honorary President of FISITA and Co-Chairman of the Science and Technology Committee of the World New Energy Vehicle Congress, released the Consensus of 2022 World New Energy Vehicle Congress at the main forum of "Open Cooperation and Joint Construction of Intelligent Ecology" in the morning of 28th August 2022, which is entrusted by Wan Gang, the Vice Chairman of Chinese People's Political Consultative Conference, Chairman of the China Association for Science and Technology and Chairman of the World New Energy Vehicle Congress.

The consensus of the congress proposes to promote the comprehensive electrification of automobiles steadily, to accelerate the development of green low-carbon commercial vehicles, to strive to build a safe and stable system of the global automotive industry chain and supply chain, to strengthen the coordination of carbon management system in global automotive industry, to fully integrate automobiles, smart energy, smart transportation and smart cities, and to reinforce the cultivation of new automotive talents.

The participants called for the establishment of the International Science and Technology Cooperation Division of the World New Energy Vehicle Congress, bring together global superior resources, further consolidate development consensus, promote exchanges and cooperation, face opportunities and challenges together, and create a new pattern for green and low-carbon development. The authoritative mainstream media carried out all-round, multi-level and dimension coverage of the congress, which attracted wide attention from all walks of life and condensed the consensus of global collaboration to promote the green and low-carbon development of the automotive industry.



The Consensus accurately grasps the new trend of automotive industry, widely condenses the views of all participants, and further clarifies the direction and path for accelerating the comprehensive electrification of the automotive industry and global cooperation with the vision of carbon neutrality, which will provide new vital guidance for the technological innovation and industrial development of new energy vehicles.

2. Conference Review-Highlights: Technology Appraisal

In 2022, more than **125** cutting-edge and innovative technologies were collected. In the end, the Science and Technology Committee composed of **31** world-renowned experts and scholars in the field of new energy vehicles voted to select **8 innovative technologies** and **8 cutting-edge technologies**.



Cutting-edge technology award-winning technologies: Key Technologies of Distributed Drive Liquid Hydrogen Fuel Cell Heavy Commercial Vehicles, High-efficiency SOEC (proton conductor) Steam Electrolysis Technology for Hydrogen Production, Development of Hot Rolled Oxidation Resistant Coating Free PHS1500 Steel, Sliding Plate Platform Steering Brake Suspension Integrated Wheel End Drive Wheel Technology (E-Corner Module), Smart Battery Technology with Multi-Dimensional Internal Signal Perception, SOTIF Real-time Defense and Test Evaluation Technology of Intelligent Networked Vehicle, A Solution for Vehicle Optical Display Based on ODP and Spatial Optics, SiC Controller Power Module Packaging Sintering Materials and Integration Technology.

Innovative technology award-winning companies: BYD Auto Industry Company Limited, Beijing SinoHytec Co., Ltd., Black Sesame Technologies Co., Ltd., NIO Holdings Co., Ltd., Tesla Shanghai Co., Ltd., He Fei Gotion High-tech Power Energy Co., Ltd., BMW China, Schaeffler Trading (Shanghai) Co., Ltd.

3. Exhibition Review-Overall

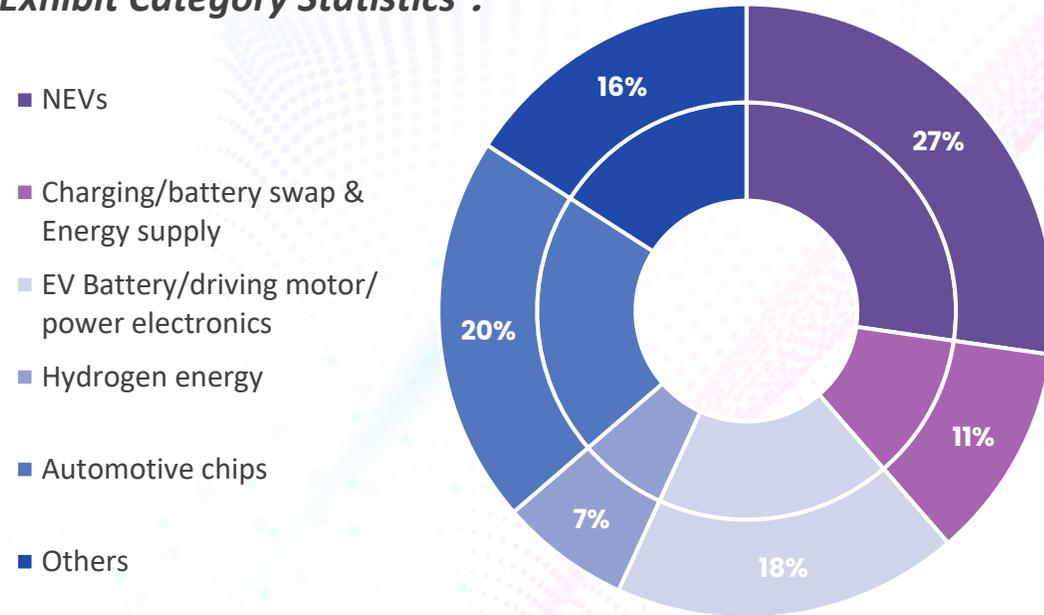
13,000m ²	Exhibition area
44	Exhibitors

- Provided platforms of leading technology display, cutting edge product release, communication for government and enterprises, and interaction of industry information. The exhibition took advantage of conference resources to promote cross-border collaboration and global cooperation in the field of new energy vehicle technology.
- In 2022, the scale of the technology exhibition has climbed again, and the latest technological achievements of the industry have been brilliantly presented.

Highlights of Technical Exhibition 2022 :

- Lots of participating brands of new energy vehicles, covering mainstream NEV brands;
- New launched of **core components** exhibition area, covering power batteries, intelligent internet connection, automotive chips and etc.;
- **Hydrogen energy and fuel cell** exhibits have been added, including Hyundai, SinoHytec, Chang'an (partial exhibits), SAIC (partial exhibits), Hongqi (partial exhibits) and etc.

Exhibit Category Statistics :



3. Exhibition Review-Exhibits

NEV companies



Charging/battery swap & Energy supply



EV Battery/driving motor/ power electronics



Hydrogen energy



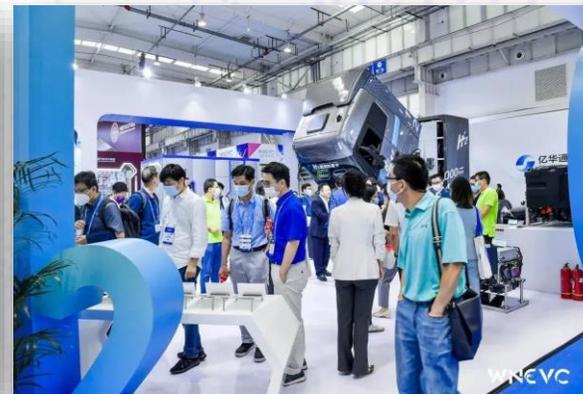
Automotive chips



Others



3. Exhibition Review-Onsite Photos



VIP Tour in WNEVC 2022

4. Concurrent Events Review-CCTV Dialogue

The Dialogue Program was recorded at the studio of China Media Group from 15:00 to 17:00 on August 26.

Theme: Acceleration of Chinese cars

Moderator: CHEN Weihong

Guests:

- MIAO Wei, Former Minister, Ministry of Industry and Information Technology
- YU Zhuoping, Vice director of China Society of Automotive Engineers, Professor of Tongji University
- LU Fang, CEO of VOYAH Automobile

Outside the guests:

- Patrick CHENG, CEO of NavInfo
- CHEN Liming, President of Horizon Robotics

Main content:

1. How to analyze the current development and stage of China's automobile industry, especially new energy vehicles? How to evaluate China's achievements in the "first half" of electrification?
2. In the "second half" of the transformation and upgrade of the automobile industry, intelligent networking has become the key. What will be the focus of future competition? How to build the future ecosystem of vehicles?



Scan to watch >>>



4. Concurrent Events Review-2022 Youth Automobile Innovation Collecting Campaign

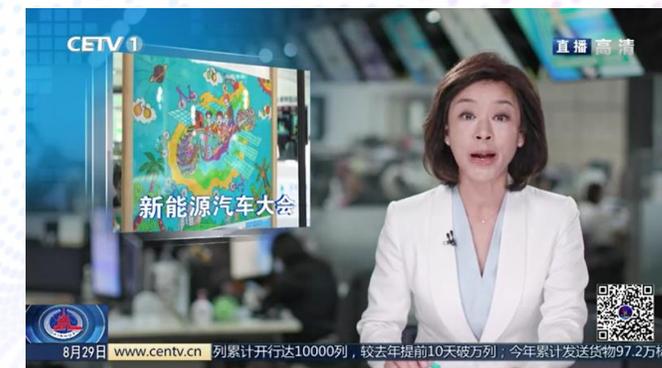
Guided by: China Association for Science and Technology

Host: WNEVC Secretariat of Organizing Committee

Organizers: China Society of Automotive Engineers

From March 23, 2022 to July 3, 2022, teenagers (age 18 and under) from more than 30 provinces and cities across the country have actively participated in the event. For the first time, the event attracted young people from Hong Kong Special Administrative Region and more than 10 countries including France, Britain, Japan, Thailand and Cambodia. A total of nearly **8,000** works from home and abroad have been collected. Compared with the first session, the number of works increased by **167%**, and **116** works were selected into 2022 annual event excellent work collection.

The event was reported by the BJ News and many other media, and the 10-minute program "Education Live Room" on China Education Television in Beijing also focused on this event, with coverage up to two and a half minutes.



4. Concurrent Events Review-Company Activities



During the conference, a total of **4** concurrent corporate activities were held: **Qualcomm Snapdragon Digital Chassis Forum, REPT Energy Strategy Release Activity, New Product Release of CALB and Media Event of Vitesco Technologies**, and about **20+** cooperative media were invited to participate in the activities and report.



4. Concurrent Events Review-Contribute to local events: organize industrial ecological meetings/innovation platform technology exhibitions and open days

Held the "New Energy Intelligent Networking Vehicle Industry Ecology Meeting in Beijing Economic-Technological Development Area" together with the Yizhuang Administrative Committee, and invited 50 government, enterprise and research representatives to discuss trending topics such as industry ecology, test demonstrations, policies and regulations.

Organize guests from local governments, enterprises and relevant institutions to visit National Innovation Center of Intelligent and Connected Vehicles and National New Energy Vehicle Innovation Center:



Delegates:

9 Government guest from Beijing Municipal Bureau of Economy and Information Technology, Beijing Economic-Technological Development Area

10 Industry experts from China SAE, associations, alliances, innovation centers, industry institutions, colleges and universities

31 Representative from new energy intelligent internet connection vehicles, core components, technology companies and other enterprises



5. Marketing & Media-Overall

200 million+ Reading **47 thousand** Related information **28 thousand** News release

Media partners

100+ Cooperative media:
Xinhua News Agency, CCTV,
People's Daily Online, China
Daily, Guangming Daily, CGTN,
Science and Technology Daily,
China Science News, CCTV,
Underworld, Dongchedi,
Sina Auto, Zhihu Auto, Auto
Home, Tencent Auto, Gasgoo,
China Auto News, The Paper,
etc.
270+ reporters attended

Onsite interviews

22 interviews in total
2 group interview for
officials from organizers
12 senior interviews for
sponsors
1 exclusive interview for
the British representative
4 Zhihu Video Answers
3 interviews for experts

Live broadcasting

30 live broadcasting channels,
covering: GMW.cn, Dongchedi,
Gasgoo, Netease News, Sina
Auto, Auto Home, bilibili, China
Science Communication,
Innovation China, and the
Society Media Matrix of China
SAE
12 million+ online viewing

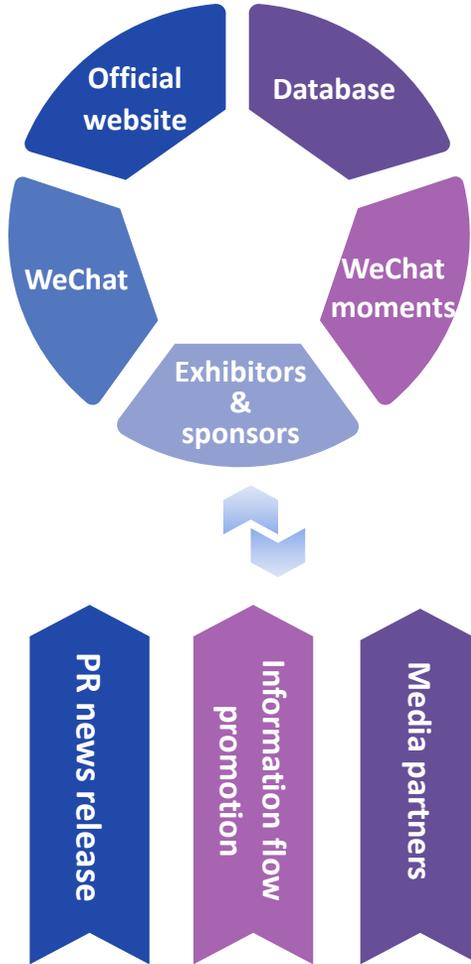
Content output

200 shorthand drafts
30+ core press releases
208 WeChat reports
470+ original reports from
cooperative media
70 original videos
14 thematic pages

CCTV reports

14 CCTV reports, distributed
in multiple program channels
at different times, including:
CCTV News, Morning News,
Live News Room (morning
and afternoon hours),
Oriental Horizon

5. Marketing & Media-Pre-conference



SAE Promotion Channels

- Effectively increased the registration and attendance rate of conference delegate and exhibition visitor.
- Further expanding WNEVC brand awareness and influence.
- Providing comprehensive display opportunities for sponsors and exhibitors to promote the realization of their commercial value.

External Promotion Channels

- Further expanding WNEVC brand awareness and influence.
- Creating a positive influence of public opinion.
- Providing abundant external promotion opportunities for WNEVC sponsors and exhibitors.



5. Marketing & Media-Media Partners

Official Publicity Platforms



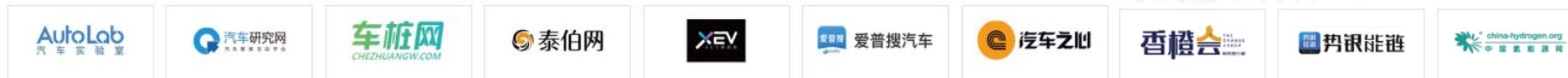
Strategic Media Partners



Media Partners



Supporting Media Partners



5. Marketing & Media-CCTV News Report

On the opening day, Xinhua News Agency, CCTV News Broadcast, China National Radio Network, People's Daily Online, China Industry Network and other central media, as well as The Paper, Beijing News and other commercial media reported the conference on the whole platform. The next day, the front page of the People's Daily, Xinhua Daily Telegraph, Guangming Daily, China Science Journal and other media published relevant content of the conference.





See You next year!

Sponsorship & Exhibition

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