

Following the United States, China is set to become the world's second largest new automobile growth market. An increasing number of foreign Tier 1s and OEMs have located their International Procurement Office (IPO) in China. This rapid growth of the OEMs in China has created a US\$149 billion market (2005) for the entire industry (both OEM and aftermarket), particularly in East China.

East China, which comprises the Shanghai municipality, Zhejiang Province, Jiangsu Province and Anhui Province, plays an important role in China's automotive (auto) industry. In 2005, the auto parts manufacturing revenue in East China amounted to US\$19.2 billion. This made up 44% of China's total auto parts manufacturing revenue. Of the 44%, Shanghai accounted for 21%, followed by Zhejiang taking up 16% and Jiangsu 7%. The business potential of this industry in East China is certainly huge, especially in Shanghai.

Identifying the opportunity in the auto parts industry in China, IE Singapore is organising an unprecedented buyer-supplier business matching event for the auto industry in a foreign country. **Join us at the Auto IGNITE Shanghai Roadshow 2007!**

If you have manufacturing operations in China, we want to help you connect to over 15 automotive IPOs through this event! A programme designed under Auto IGNITE¹, the Auto IGNITE Shanghai Roadshow is a unique platform specially designed for effective business matchmaking and partnerships between Singapore-based automotive components suppliers located in various parts of China with major foreign Tier 1s and OEMs (IPOs located in Eastern China).

This event aims to promote Singapore automotive companies as the choice strategic partners for automotive Tier 1 suppliers and automakers. Participants will be scheduled to meet buyers one-to-one based on buyers' stated requirements of the supplier. Don't miss this opportunity to develop domestic and export sales for your company!

Who Should Attend

Senior Management, Business Development Managers, Engineers from the electronics, precision and transport engineering industries.

Potential Buyers' Engagement

Bosch, Key Safety Systems, Johnson Controls, Eaton, GM, Brose, Valeo, Takata, Continental, Arvin Meritor, Magna-Intier, Peugeot, Tsubaki, Hayashi Temlempu, KYB, Calsonic Kansei, Mann+Hummel, Filtech and Aisan Industry.

¹Auto IGNITE is a multi-agency initiative by International Enterprise Singapore, Economic Development Board, SPRING Singapore and A*STAR, to boost and develop Singapore's automotive supporting industry.

Auto IGNITE Shanghai 07 Roadshow

Singapore – Your Highway
to Asian Auto Sourcing

Seminar Details

Date Tuesday, 15 May 2007
Time 8:30 am – 6:30 pm
Venue The Eton Hotel, Shanghai
535 Pudong Avenue
Pudong New Area
Shanghai 200120, China
Fee **S\$300** per company with maximum of
two representatives (inclusive of 5% GST)

Programme

0830 Registration
0900 Opening Address by Guest-of-Honour
0910 Key Note Speeches
1030 Networking Tea Session
1100 One-to-One Meetings
1230 Networking Luncheon
1400 One-to-One Meetings
1830 End

Dress Code **Business Attire**

Registration

If you are interested to attend this event, please register online at www.iesingapore.com/activities by **Friday, 20 April 2007**.

For enquiries, please contact:

Mr Tan Hong Chen
Account Manager
Electronics & Precision Engineering Division (EPE)
Corporate Group
International Enterprise Singapore
+ 65 6433 4497 DID
+ 65 6337 8157 fax
tan_hong_chen@iesingapore.gov.sg

Mr Alvin Ho
Account Manager
Electronics & Precision Engineering Division (EPE)
Corporate Group
International Enterprise Singapore
+ 65 6433 4705 DID
+ 65 6337 8157 fax



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