



## IAA China-Day 2024/IAA 中国日 2024

10:00-12:30, Wednesday, 18. September 2024

2024年9月18日, 星期三, 10:00-12:30

Room 1A, Hannover c Deutsche Messe, Messegelände, 30521 Hannover

汉诺威展览中心, 会议室 1A

### Organisers 主办方

German Association of the Automotive Industry (VDA)

德国汽车工业协会

China Council for the Promotion of International Trade, Automotive Sub-Council (CCPIT-Auto)

中国国际贸易促进委员会汽车行业分会



German Association  
of the Automotive Industry

<p><b>Introduction</b> 活动介绍</p>	<p>The IAA is the worldwide biggest Commercial Vehicles Motor Show (organized by VDA). Since 2022, IAA is expanding its concept, as IAA Transportation, will for the first time give actors from the fields of commercial vehicles, buses, and logistics the opportunity to network with leading tech providers and suppliers. The IAA Transportation 2024 will be held from September 17 to 22, 2024. There will be a very good participation from IAA show from Chinese companies. More information on <a href="https://www.iaa-transportation.com">IAA TRANSPORTATION 2024 in Hannover   IAA TRANSPORTATION (iaa-transportation.com)</a>.</p> <p>“IAA-China-Day” is already a tradition at IAA-shows and a meeting forum for representatives from industry, institutions, and government. On the one hand “IAA-China-Day” gives an overview about the current market situation in China and future developments. We also look at the perspectives for Sino-German Partnership on various fields. On the other hand, our “IAA-China-Day” gives a platform for contacts and cooperation.</p> <p>汉诺威国际交通运输博览会（即 IAA Transportation）是全球规模最大的商用车辆展览会，由德国汽车工业协会（VDA）主办。自 2022 年起，已扩展其概念，首次为商用车辆、公共汽车和物流领域的参与者提供与领先技术提供商和供应商网络交流的机会。IAA Transportation 2024 将于 9 月 17 日至 22 日在德国汉诺威举行，中国企业将再次以强大的阵容出海亮相。详情请访问 IAA 官方网站 <a href="https://www.iaa-transportation.com">IAA TRANSPORTATION 2024 汉诺威展会   IAA TRANSPORTATION (iaa-transportation.com)</a></p> <p>“IAA 中国日”已成为 IAA 的传统活动，汇聚了来自汽车行业、学术机构和政府</p>
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	部门的杰出代表。在这里，不仅深入探讨中国汽车市场的当前状况和未来趋势，还展望中德两国在多个领域合作的广阔前景。“IAA 中国日”不仅是信息交流的平台，更是促进各方联系与合作的桥梁。
<b>Language</b> 会议语言	English - Chinese (Simultaneous Translation) 中英双语同声传译
<b>Moderator</b> 主持人	Simon Schütz, Head of Press & Digital Affairs Department of VDA 西蒙·舒茨, 德国汽车工业协会媒体部负责人
<b>Draft Program</b> 议程	
10:05-10:20	<b>Welcome Remarks</b> 致辞
10:05-10:10	Hildegard Müller 穆勒 President of VDA 德国汽车工业协会 (VDA) 主席
10:10-10:15	WANG Xia 王侠 Chairman of China Council for the Promotion of International Trade, Automotive Sub-Council, China Chamber of international Commerce Automotive Chamber 中国国际贸易促进委员会汽车行业分会、中国国际商会汽车行业商会会长
10:15-10:20	ZENG Yingru 曾颖如 Minister in Embassy of the People's Republic of China in the Federal Republic of Germany 中华人民共和国驻德意志联邦共和国大使馆公使
10:20-10:30	<b>MoU Signing ceremony</b> 战略签约仪式



	<p>Jürgen Mindel 明德源 Managing Director of VDA 德国汽车工业协会（VDA）董事总经理</p> <p>WANG Xia 王侠 Chairman of China Council for the Promotion of International Trade, Automotive Sub-Council, China Chamber of international Commerce Automotive Chamber 中国国际贸易促进委员会汽车行业分会、中国国际商会汽车行业商会会长</p>
10:30-12:00	<p><b>Presentations</b> 主题演讲</p>
10:30-10:45	<p>Topic: Daimler Truck AG innovating for the future 主题：戴姆勒卡车创新向未来</p> <p>Dr. Jan Kroenig, Head of Strategy Daimler Truck Dr. Jan Kroenig, 戴姆勒卡车全球战略负责人</p>
10:45-11:00	<p>Topic: Innovation Leads Development, Co-operation Creates Future -- Joining hands to promote the leapfrog development of new energy and intelligent vehicle industry 主题：创新引领发展，合作共创未来 ——携手推动新能源、智能车产业跨越式发展</p> <p>WANG Jianyu, Vice General Manager of FAW JIEFANG Group Co., LTD. and President of Commercial Vehicle R&amp;D Institute 王建宇，一汽解放集团股份有限公司副总经理，商用车开发院院长</p>
11:00-11:15	<p>Topic: TRATON Way Forward in a Changing World 主题：不断变化世界中的传拓前进之路</p> <p>Mats Harborn, Head of TRATON China Office 何墨池, 传拓中国办公室总代表</p>
11:15-11:30	<p>Topic: New opportunities, New models, New ecology 主题：新机遇 新模式 新生态</p> <p>ZHOU Xiangqiang, General Manager of Shaanxi Automobile Holding Group Co., LTD.</p>



	周相强，陕西汽车控股集团有限公司总经理
11:30-11:45	Topic: StarChained Plan—Our 3rd Venture on Global Trailer Manufacturing 主题：星链计划——中集车辆的第三次创业  LI Guiping, CEO and President of CIMC Vehicles 李贵平，中集车辆（集团）股份有限公司 CEO 兼总裁
11:45-12:00	Topic: Driving Change: Hydrogen's Leap in Commercial Transport 主题：氢能商用车：脱碳之路的技术创新与政策支持  Audrey MA, Executive Director, VP International Markets, REFIRE 马晶楠，重塑能源副总裁
12:00-12:05	Closing Remarks 闭幕
12:05-12:30	Tea and Coffee/Interactive Discussion 茶歇/简餐/交流

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