



**2021** 世界新能源汽车大会  
WORLD NEW ENERGY VEHICLE CONGRESS

# Post Conference Report

China SAE, Oct. 2021

*The high level, international and most influential annual congress in new energy vehicle industry.*

The global automotive industry is undergoing major transformations compared to none in the last century. The new round of scientific and technological revolution is propelling the overall restructuring of the automotive industry. The breakthroughs and applications of new technologies such as new energy, new materials, artificial intelligence, and big data have promoted the rapid development of the automotive industry towards electrification, intelligence, and shared mobility.

**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.

- 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

2019

July 1-3, 2019  
Boao, Hainan

1,500+ Delegates  
10+ Conferences  
6,500m<sup>2</sup> Exhibition Area  
40+ Exhibitors  
Lots of concurrent events



2020

September 27-30, 2020  
Haikou, Hainan

1,000+ Delegates  
10+ Conferences  
10+ Online Events  
2,000m<sup>2</sup> Exhibition Area  
80+ Online Exhibitors



## 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.
- **Wan Gang**, Vice Chairman of CPPCC and President of CAST, is the president of WNEVC.

### Organization of WNEVC 2021

Guest of Honor: The UK



#### Hosts

- China Association for Science and Technology (CAST)
- 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 SAE)
- China EV100
- Hainan Provincial Department of Industry and Information Technology
- Hainan Association for Science and Technology
- Haikou Municipal People's Government

#### Supported by

- 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)



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Popularization of Science Review

5

Marketing and Media

## Event Overview-Basic Information



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

**With the approval of the State Council, the third World New Energy Vehicle Congress was successfully held in Haikou, Hainan Province in September 2021.**

- **Date:** September 15-17, 2021
- **Location:** Hainan International Convention and Exhibition Center, Haikou, Hainan
- **Congress Scale:** 2,000+ delegates and visitors
- **Events:** conference, technical exhibition, technology appraisal, popularization of science and brand release



# Event Overview-Main Events



Conference



**20** conferences in total

- 3 plenary sessions
- 1 CCTV Dialogue
- 1 closed-door meeting
- 5 thematic forums
- 11 summits



Exhibition



**10,000m<sup>2</sup>** exhibition area

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

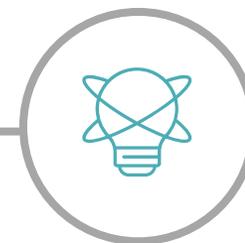


Technology Appraisal



Release of technology appraisal

- 10** innovative technologies
- 5** cutting-edge technologies



Popularization of Science



**2** events for popularization of Science

- 2021 NEVs Tour around Hainan Island
- Infinite Creativity: China Youth Car Design and Painting Activity



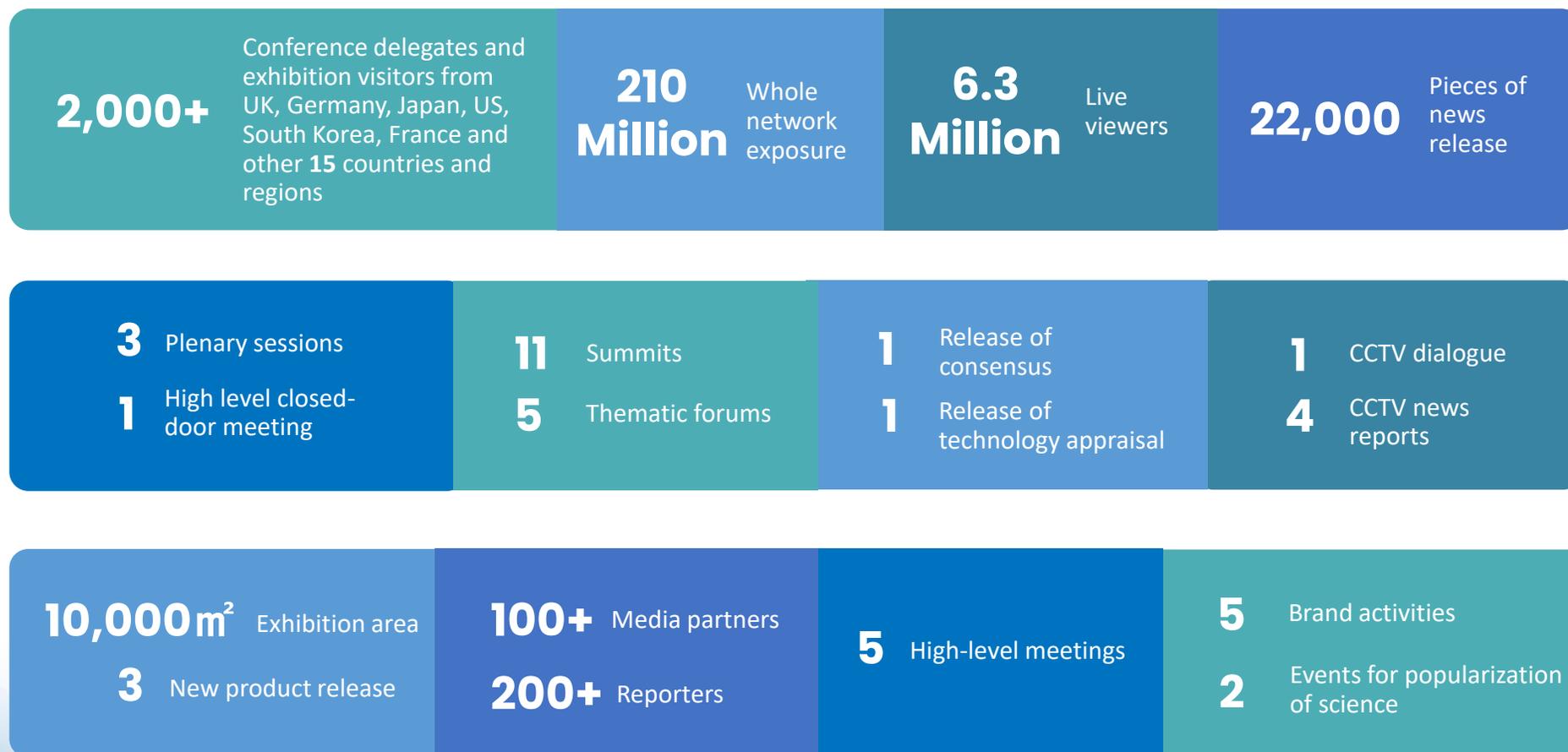
Brand Release



**Lots of** brand release events

- New product release, signing ceremony and media events organized by enterprise hold during WNEVC 2021

## Event Overview-Statistics



# Event Overview-Organizing Committees

## Congress President



**WAN Gang**

- Vice Chairman of the National Committee of the Chinese People's Political Consultative Conference (CPPCC)
- President of China Association for Science and Technology (CAST)

## Congress Advisory



**CHEN Qingtai**  
Former Deputy Director of Development Research Center of the State Council, President of EV100



**XU Guanhua**  
Former Minister of Science and Technology Ministry Academician of the Chinese Academy of Sciences



**Inger ANDERSEN**  
Under-Secretary-General of the United Nations and Executive Director of the UN Environment Programme



**Carlos MANUEL Rodríguez**  
CEO and Chairperson of the Global Environment Facility



**Fatih BIROL**  
Executive Director of the International Energy Agency



**ZHAO Fuquan**  
Director of Tsinghua Automotive Strategy Research Institute, Lifetime Honorary President of FISITA



**Dan DORNER**  
Head of Clean Energy Ministerial Secretariat



**FU Bingfeng**  
Executive Vice Chairman and Secretary General of China Association of Automobile Manufacturers (CAAM) President of OICA

## Event Overview-Organizing Committees

### Director of Organizing Committees



**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

### Vice Director of Organizing Committees



**XIANGLI Bin**

Vice Minister, Ministry of Science and Technology



**ZHAO Yingmin**

Vice Minister, Member of the Leading Party Members Group of the Ministry of Ecology and Environment of the People's Republic of China



**HUANG Yan**

Vice Minister, Ministry of Housing and Urban-Rural Development of the People's Republic of China

## Event Overview-Sponsors & Exhibitors

### Partners



**VOLKSWAGEN**  
GROUP CHINA



### Diamond Sponsors



**CALB**



### Platinum Sponsors



**CATL**  
宁德时代



### Gold Sponsors



**vitesco**  
TECHNOLOGIES



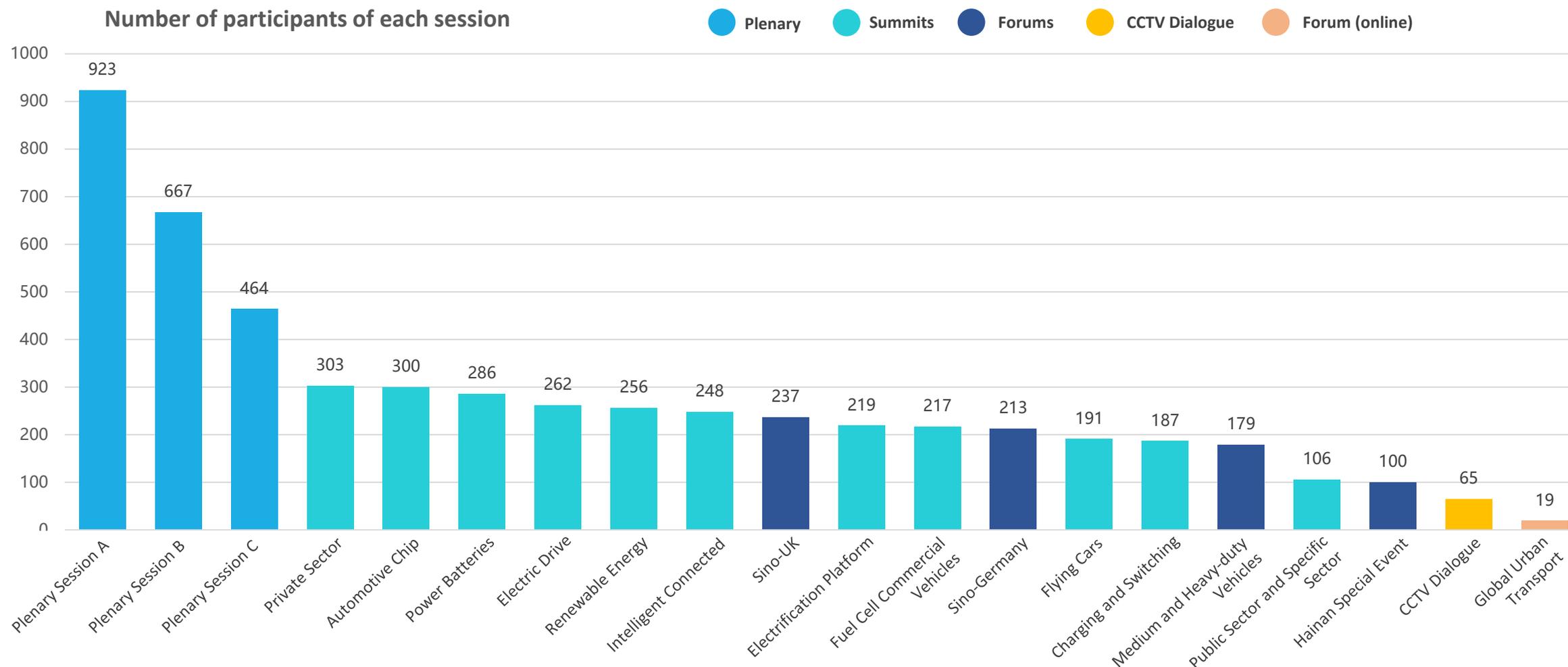
## Event Overview-Sponsors & Exhibitors

### Other Sponsors and Exhibitors



# Conference Review-Overall

**3** Plenary sessions **16** Summits and forums **1** CCTV dialogue **257** Speakers/address guests/moderators



## Conference Review-Opening Ceremony

Opening ceremony of WNEVC 2021 in the morning of Sept. 16.

- **HAN Zheng**, Vice premier of the state council, attended WNEVC 2021 via video speech.
- **WAN Gang**, Vice Chairman of CPPCC, President of CAST and Chairman of WNEVC, delivered a keynote speech.



- **Alok SHARMA**, President Designate of The 26th United Nations Climate Change Conference (COP26), attended WNEVC 2021 via video speech on behalf of the guest of honor.
- **ZHANG Yuzhuo**, Secretary of the Leading Party Members Group, Vice President and Chief Executive Secretary of the Secretariat of CAST, attended as moderator.

# Conference Review-Plenary Sessions

**5** Moderators **13** Address guests **22** Reports **2** Releases

**Plenary Session A:** New Energy Vehicles Comprehensive Marketization Strategy with the Carbon Neutrality

**Plenary Session B:** New Energy Vehicles Coordinated Development with Energy under the Carbon Neutrality

**Plenary Session C:** New Energy Vehicles Accelerate Development with Intelligent and Network

## Guests and Speakers from Government:

- WAN Gang, Vice Chairman of the National Committee of the Chinese People's Political Consultative Conference (CPPCC), President of China Association for Science and Technology (CAST)
- ZHANG Yuzhuo, Secretary of the Leading Party Members Group, Vice President and Chief Executive Secretary of the Secretariat of CAST
- SHEN Xiaoming, Secretary of CPC Hainan Provincial Committee
- FENG Fei, Deputy Secretary of CPC Hainan Provincial Committee, Governor of Hainan Provincial People's Government
- NI Qiang, Vice Governor & Secretary-General of Hainan Provincial People's Government, Director of Office of Working Committee for Free Trade Port of the CPC Hainan Provincial Committee
- XU Guanhua, Former Minister of Science and Technology Ministry Academician of the Chinese Academy of Sciences
- MIAO Wei, Former Minister, Ministry of Industry and Information Technology
- XIN Guobin, Vice Minister, Ministry of Industry and Information Technology
- XIANGLI Bin, Vice Minister, Ministry of Science and Technology
- WANG Zhiqing, Vice Minister, Ministry of Transport
- GUO Zhi, Chief Economist of the National Energy Administration of China
- GAN Lin, Vice Minister of State Administration for Market Regulation
- SHI Mingde, President of China-Germany Friendship Association Former Chinese Ambassador to Germany



## Guests and Speakers from International Organizations:

- Alok SHARMA, President Designate, The 26th United Nations Climate Change Conference (COP26)
- LI Yong, Director General, United Nations Industrial Development Organization
- Inger ANDERSEN, Under-Secretary-General of the United Nations and Executive Director of the UN Environment Programme
- Carlos MANUEL Rodríguez, CEO and Chairperson of the Global Environment Facility
- Fatih BIROL, Executive Director of the International Energy Agency
- Dan DORNER, Head of Clean Energy Ministerial Secretariat



- OUYANG Minggao, Professor of Tsinghua University, Academician of Chinese Academy of Sciences
- ZHANG Jinhua, Executive Vice President & Secretary General of China Society of Automotive Engineers
- ZHAO Fuquan, Director of Tsinghua Automotive Strategy Research Institute, Lifetime Honorary President of FISITA
- CHEN Zhixin, Executive Vice Chairman of Hainan New Energy Vehicle Industry International Expert Advisory Committee

## Conference Review-Plenary Sessions

**More than 40 Leaders** from well-known enterprises attended WNEVC 2021 and gave presentations. Speakers were from **State Grid Corporation of China, Volkswagen Group, BMW, DAIMLER, Tesla, Nissan, General Motors, China FAW Group Corporation, Dongfeng Motor Group, SAIC, Chang'an, NIO, Huawei, Contemporary Amperex, LG Energy Solution, Bosch and ZF.**

- Herbert DIESS, Chairman, The Board of Management of Volkswagen AG
- Frank WEBER, Member of the Board of Management of BMW AG, Development
- Elon MUSK, CEO, Tesla, Inc.
- NAKAGURO Kunio, Executive Officer, Executive Vice President, Nissan Motor Co., Ltd.
- Mark REUSS, President, General Motors Company
- Volkmar DENNER, Chairman of the Board of Bosch
- Xin Baoan, Executive Chairman, State Grid Corporation of China
- ZHU Yanfeng, Chairman, Dongfeng Motor Group Co., Ltd.
- WANG Jun, President, Chongqing Chang'an Automobile Co., Ltd.
- WANG Xiaoqiu, President, SAIC Motor Co., Ltd.
- WANG Guoqiang, Vice General Secretary & Member of the Board of Management of China FAW Group Corporation
- LI Bin, Founder & Chairman & CEO, NIO Inc.
- GEUN-CHANG CHUNG, EVP / Battery Research Leader, LG Energy Solution
- Holger KLEIN, Member of the Board of Management, ZF Group
- LIU Jingyu, Chairman, China Lithium Battery Technology Co., Ltd.
- YU Dexiang, Chairman of TELD NEW ENERGY Co., Ltd.
- WANG Jun, COO, Intelligent Automotive Solution Business Unit, Huawei Technologies Co., Ltd.
- OUYANG Chuying, President of R&D of Contemporary Amperex Technology Co., Ltd.
- CHEN Liming, President, Horizon Robotics
- Johnson SHAN, Founder & CEO, Black Sesame Technologies (Shanghai) Co., Ltd.



# Conference Review-Closed-door Meeting

Policy makers, heads of international organizations, and executives of global automakers attended the closed-door meeting.



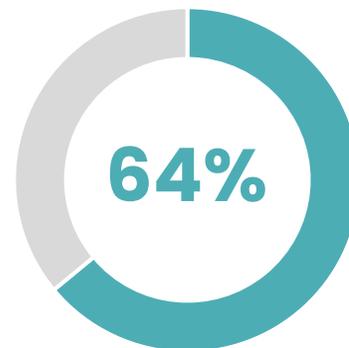
# Conference Review-Summits and Forums

**31** Moderators **17** Address guests **117** Reports **39** Panelists **2** Signings **5** Releases

- Summit: Electrification Solution in Private Sector
- Summit: Technical Breakthrough and Industrialization of Automotive Chip
- Summit: Solution and Prospect of Flying Cars
- Summit: New Energy Vehicles Integrated with Renewable Energy
- Summit: Electric Drive Technology of New Energy Vehicles
- Summit: Intelligent Connected Vehicles Coordinated Development with Smart Cities
- Summit: Pilot Exercise and Technical Innovation of Fuel Cell Commercial Vehicles
- Summit: Construction of Environmentally Effective Eco-industry with Power Batteries Key Technologies
- Summit: Technology Innovation and Business Model Exploration of New Energy Vehicles Charging and Switching
- Summit: New Generation of Electrification Platform and EE Architecture
- Summit: Electrification Solution in Public Sector and Specific Sector
- Thematic Forum: Sino-UK Zero Emission Vehicle Cooperation and Development Forum
- Thematic Forum: Sino-Germany New Energy Vehicle Industrial Cooperation and Development Forum
- Thematic Forum: Electrification of Global Urban Transport
- Thematic Forum: Zero-emission of Medium and Heavy-duty Vehicles Forum
- Thematic Forum: Hainan Special Event

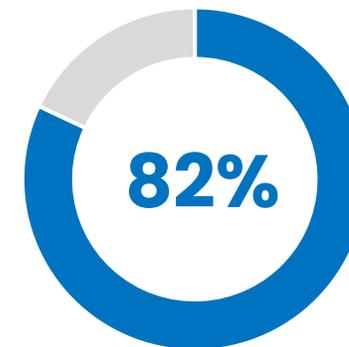
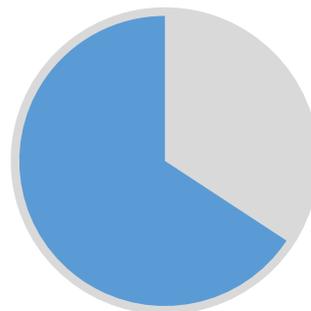


# Conference Review-Statistics of Conference Delegates



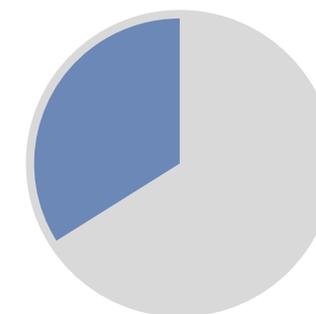
## 64% delegates from enterprises

968 delegates were from enterprises, accounting for 64%  
544 delegates were from government, media, universities and research institutes, accounting for 36%

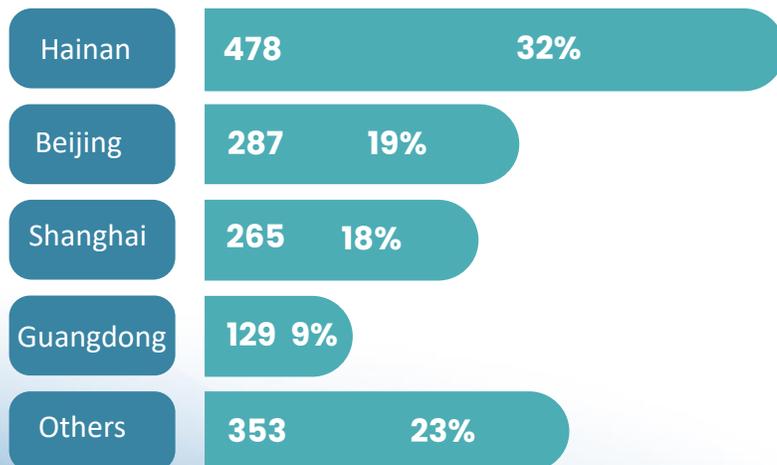


## 82% of enterprise delegates were senior executives

Among the 968 delegates, 793 were managers or above, accounting for 82%



## Regional statistics of delegates



# Conference Review-Onsite Photos



## Conference Review-Highlights: CCTV Dialogue

WNEVC 2021 invited Dialogue Column from CCTV financial channel to record the program onsite.

Theme: **Opportunities for New Energy Vehicles development in the Era of Carbon Neutrality**

Moderator : JIN Qiang from CCTV2

### Guests:

- WAN Gang, Vice Chairman of the National Committee of the Chinese People's Political Consultative Conference (CPPCC), President of China Association for Science and Technology (CAST)
- FENG Fei, Deputy Secretary of CPC Hainan Provincial Committee, Governor of Hainan Provincial People's Government
- WANG Guoqiang, Vice General Secretary & Member of the Board of Management of China FAW Group Corporation



## Conference Review-Highlights: Announcement of Consensus

- During WNEVC 2021, key stakeholders in the global automotive industry discussed the complete electrification and low-carbon green development of the automotive industry under the vision of carbon neutrality, and reached the “ **2021 World New Energy Vehicle Congress Consensus**”. Wan Gang, Congress President, made the following announcement at plenary session.
- The Consensus closely follows the new situation, new opportunities, and new propositions of industrial development, and clarifies the direction and path for the next step to promote high-quality development of the new energy automobile industry, accelerate green and low-carbon transformation, and strengthen global cooperation. It will become the joint action of the government, industry, university and researchers. Once issued, important guidelines will attract great attention in the global automotive field.



**The consensus believes** that achieving carbon neutrality is a broad and profound economic and social systemic change. All parties will accelerate research and development, promote low-carbon technologies, and strengthen energy-saving and the reduction of emissions by the entire automotive life cycle and the entire industrial chain.

**The consensus states** that new energy vehicles have entered a period of comprehensive marketization driven by user needs. All parties will actively respond to diversified market needs and provide users with new models that are safer and more comfortable, more environmentally adaptable, and more cost-effective energy vehicle products and services.

## Conference Review-Highlights: Technology Appraisal

In 2021, more than 60 cutting-edge and innovative technologies in 8 technical fields were collected. In the end, the Science and Technology Committee composed of 28 world-renowned experts and scholars in the field of new energy vehicles voted to select **10 innovative technologies** and **5 cutting-edge technologies**.



**Innovative technology award-winning companies:** China FAW Group Corporation, China Automotive Technology and Research Center Co., Ltd., Tesla Inc., BYD Auto Industry Auto Industry Co., Ltd., R&D of Contemporary Amperex Technology Co., Ltd., Huawei Technologies Co., Ltd., Horizon Robotics, SVOLT Energy Technology Co., Ltd., TELD NEW ENERGY Co., Ltd., Shanghai H-Rise New Energy Technology Co., Ltd.

**Cutting-edge technology award-winning technologies:** super copper wire for new energy vehicles, cloud warning technology for battery thermal runaway based on AI algorithm, wireless smart grid battery management system, key technology of high torque density heavy-duty electric wheel system, high-efficiency proton exchange membrane Electrolysis hydrogen production technology.

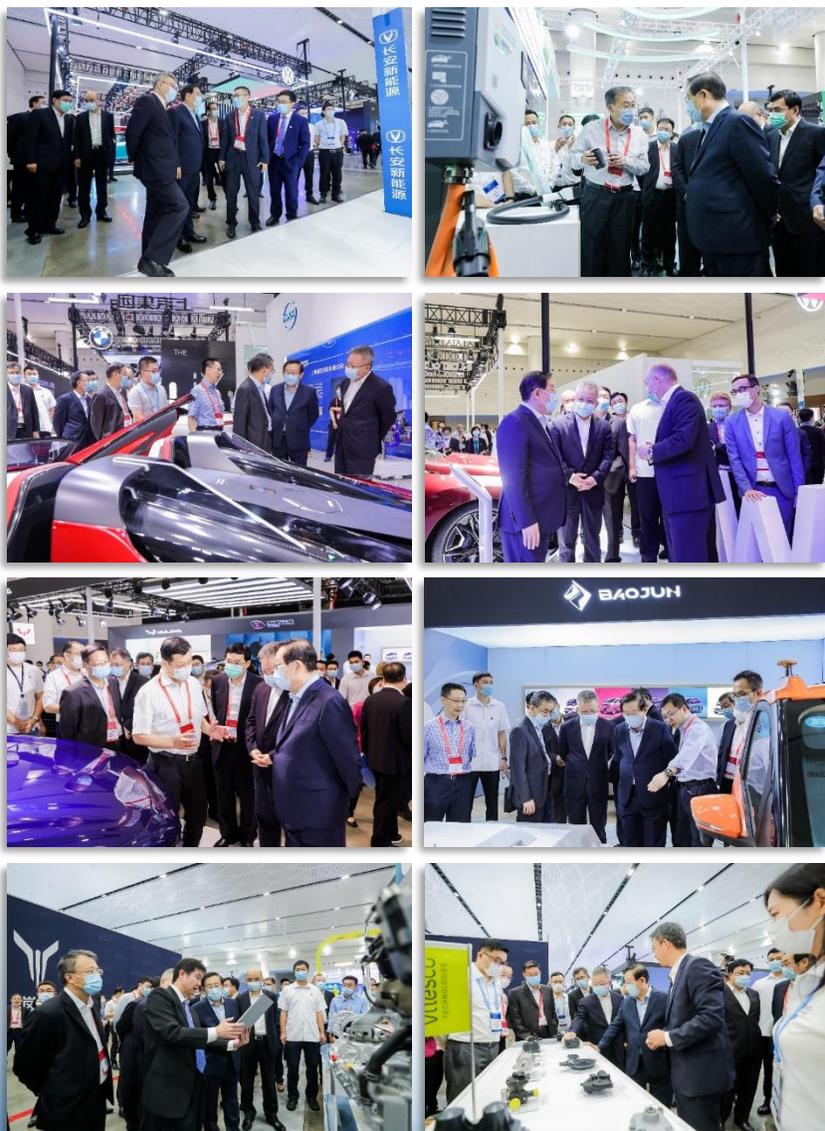
# Exhibition Review-Overall

10,000m <sup>2</sup>	Exhibition area
23	Exhibitors

- **Vehicle companies:** Chang'an, Volkswagen Group, BMW, SAIC, SAIC GM Wuling, FAW Hongqi, VOYAH, NIO, REFIRE
- **Energy companies:** State Grid Corporation of China
- **Core components companies:** Vitesco, TELD, Jing-Jin Electric, H-Rise, Siemens Automotive, CRRC, EMIC
- **Auto Chip Pavilion companies:** Infineon, TI, Silicon Mobility, Black Sesame, Suzhou China Core, BASiC Semiconductor



# Exhibition Review-Onsite Photos



← VIP Tour in WNEVC 2021

## Popularization of Science Review-NEVs Tour

Chang'an, Volkswagen Group, BAOJUN, NIO, PORSCHE, WM Motor, VOYAH and other **8 brands** of **9 new energy vehicles** composed a "tour around the island" fleet. They set off from Haihua Island, Danzhou City, Hainan Province, circling counterclockwise, traveling on the island, passing through the coastal, mountain, rainforest and other complex land-forms, experienced the test of high temperatures and heavy rains and arrived safely at the Hainan International Convention and Exhibition Center on September 9<sup>th</sup> thereby successfully completing the "Tour around Hainan Island" journey.



## Popularization of Science Review-Design and Painting Activity



**Call for works:** **3,039** paintings by primary and middle school students from **30** provinces, municipalities, and autonomous regions, and a total of **4.7 million** people voted.

**On-site activities:** Wan Gang, vice chairman of the National Committee of the Chinese People's Political Consultative Conference, chairman of the China Association for Science and Technology, and president of the World New Energy Vehicle Conference were invited to present painting awards to the winning children at ceremony.

**Hand in hand:** Well-known designers were invited to give lectures on car design theory to children.



**210 million** Network exposures **75 million +** Reading

**22 thousand** Related information **12 thousand** News release

## Onsite interviews

- 23** interviews in total
- 1** group interview for officials from organizers
- 1** group interview for co-chairs of the Science and Technology Committee
- 8** senior interviews for sponsors
- 3** exclusive interviews for representatives of the guest of honor
- 5** Zhihu Video Answers
- 2** interviews for flying car experts
- 3** interviews for SINA #With questions for the GM#

## 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, Sina Auto, Zhihu Auto, Auto Home, Tencent Auto, Gasgoo, China Auto News, The Paper, etc.
- 200+** reporters attended

## Live broadcasting

- 20** live broadcasting channels, covering: CCTV, Dongchedi, Gasgoo, Netease News, Sina Auto, Sina Finance, Auto Home, Sohu Auto, bilibili, China Science Communication, Innovation China, and the Society Media Matrix of China SAE
- 6.3 million +** online viewing

## Content output

- 100** shorthand drafts
- 26** core press releases
- 470+** original reports from cooperative media
- 65** original videos
- 14** thematic pages

## CCTV reports

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

## SAE Promotion Channels

### WNEVC official website

The number of views and the cumulative number of unique visitors reached **10,000+** respectively

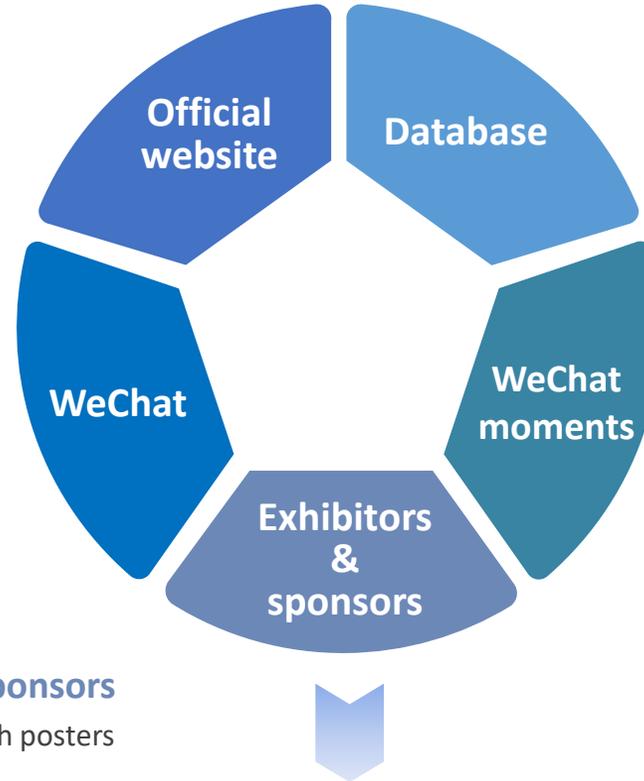
Visitors distribution area:  
Shanghai, Beijing, Fujian, Guangdong

### WNEVC WeChat

124 pre-conference promotion reports released  
33 reports for Global NEVs Cutting-edge and Innovative Technologies Selection  
3 "Show Preview" covering 100% exhibitors and products  
**164** reports in total with **12,600** read scales and followers increased by **2,000**

### Customized content for exhibitors & sponsors

Countdown posters/speech posters/new product launch posters



### Integrated marketing communication through database

7 e-Newsletters covering **240,000+** data

4 marketing text messages covering **60,000** data

Cooperated with external Call Center to invite delegates and visitors, covering **1,070+** data and **8%** strongly intention

### WeChat moments promotion

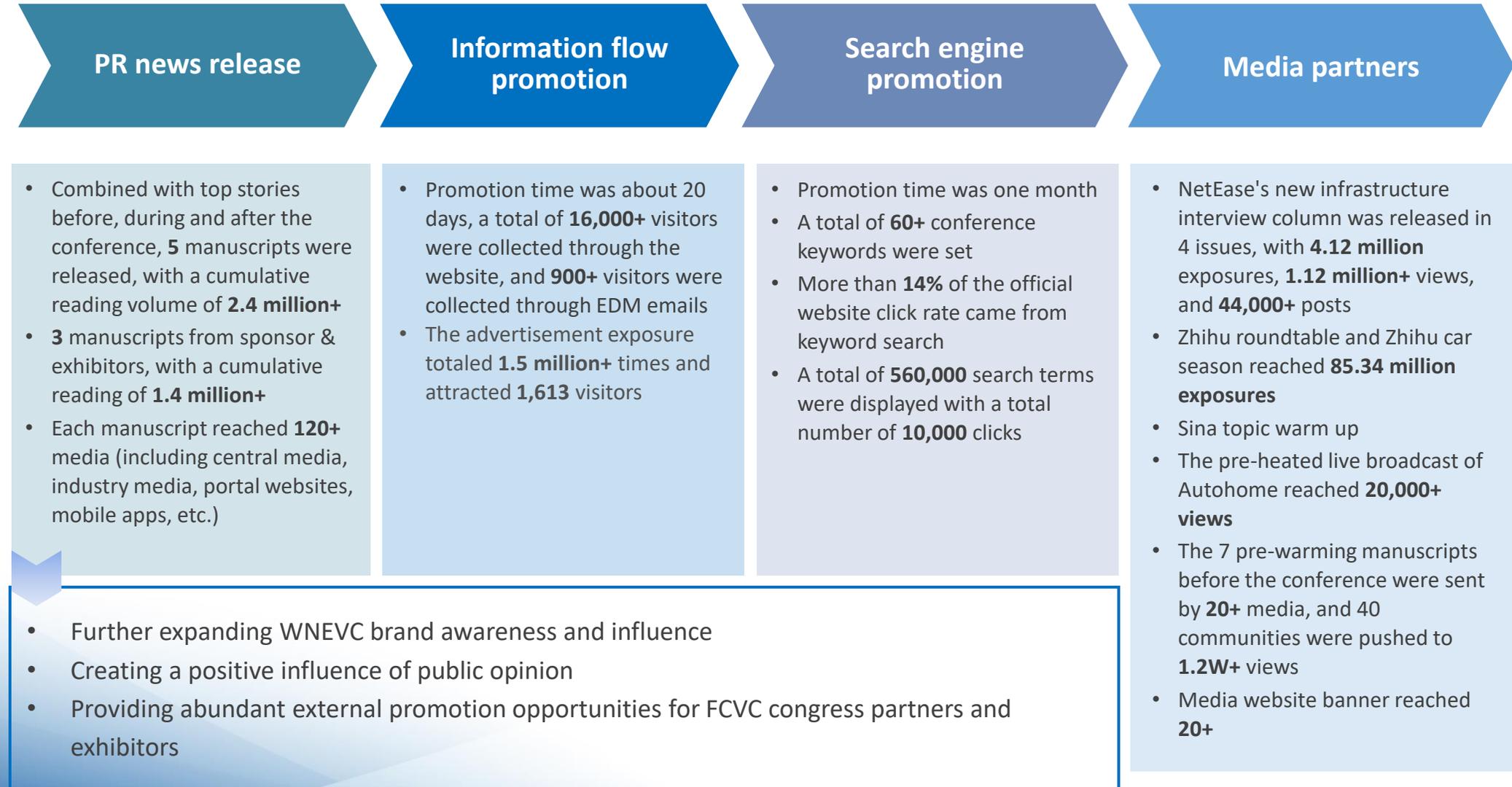
H5 invitation letter released, **8,000+** reading and amount of forwarding reached **370+**

More than **54** Conference content and exhibition information long pictures & posters were released

Pre-conference promotion video

- 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 partners and exhibitors to promote the realization of their commercial value.

## External Promotion Channels



# Marketing & Media-Media Partners



## Official Publicity Platforms



## Strategic Media Partners



## Media Partners



## Supporting Media Partners



## 23 interviews

1 group interview for officials from organizers

1 group interview for co-chairs of the Science and Technology Committee

8 senior interviews for sponsors

3 exclusive interviews for representatives of the guest of honor

5 Zhihu Video Answers

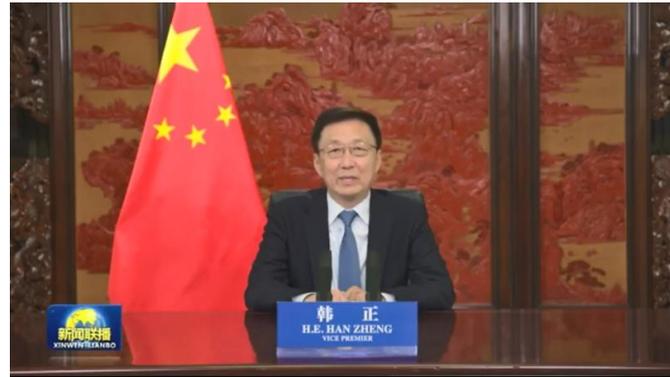
2 interviews for flying car experts

3 interviews for SINA #With questions for the GM#





CCTV News (34sec)



CCTV News (1min58sec)



CCTV Morning News (1min45sec)



24 HOURS (1min44sec)



CCTV Morning News (1min52sec)



Oriental Horizon (19min20sec)





2022

世界新能源汽车大会

WORLD NEW ENERGY VEHICLE CONGRESS

See You There in Hainan in 2022

Sponsorship and Exhibition

Mr. Wilson WAN, China SAE

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Conference & Speech

Ms. LIU Guofang, China SAE

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