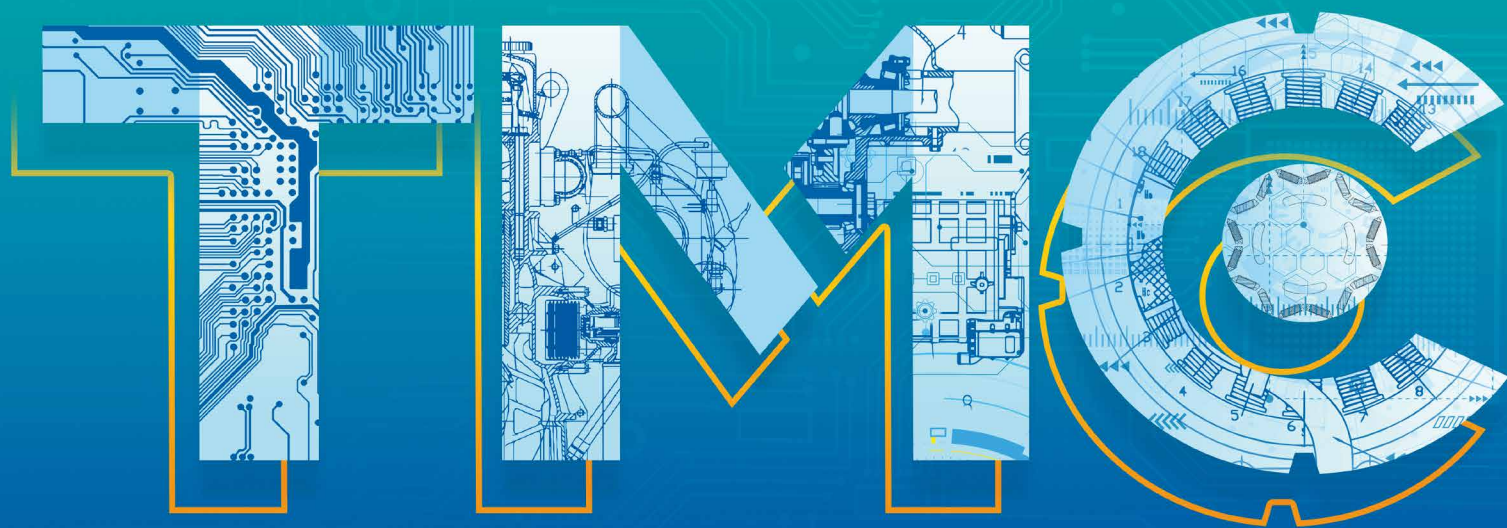


Speech · Exhibition · Sponsorship Invitation



# THE 16<sup>TH</sup> AUTOMOTIVE POWERTRAIN TECHNOLOGY CONGRESS

| July 2024

Organizer



中国汽车工程学会  
China Society of Automotive Engineers

Co-Organizer



中汽翰思管理咨询  
Hans Auto Consultant

# 16<sup>TH</sup>

16<sup>TH</sup>

## Dear Colleagues,

Currently the **electric drive system** for BEVs is entering an all-round and in-depth iterative innovation stage of high-voltage, high-speed, highly integrated, smart energy and thermal management combined with the vehicle, integration and intelligent control with the chassis and other systems, as well as basic materials, chips, processes and digital development, which would significantly improve the mileage, charging efficiency, vehicle inner space, braking safety, driving pleasure and vehicle cost of BEVs in the future.

The **hybrid electric drive** is one of the important routes to achieve the "dual carbon" goals. At present, hybrid systems are developing rapidly in the direction of efficient and highly integrated DHT, more efficient DHE, high-voltage, high-speed, efficient thermal and energy management, and intelligent & connected powertrain control. In addition, the modular development of engines, motors, transmissions and batteries for different hybrid configurations remains challenging.

The carbon reduction of **commercial vehicles** is the focus and difficult in the automotive industry. Due to the complex operation scenarios, heavy load and extremely demanding economic requirements of commercial vehicles, their green transformation is still difficult, especially for medium and long-haul HDTs. The CVs of conventional powertrain are facing the pressure of extreme carbon reduction, and the CVs of electrified and zero-carbon fuel powertrains are facing many challenges of cost, range, life, and diversification and uncertainty of technical roadmap, etc.

Since 2009, TMC has been deeply engaged in the transmission, hybrid and electric drive industry for 15 years, and has become the largest international event for leading technological innovations and building an industrial chain ecology in the field of automotive powertrain in China.

**The 16<sup>th</sup> Automotive Powertrain Technology Congress (TMC2024) will be held in July 2024.** The congress will continue to deepen the discussions on innovative technologies and development strategies of electric and hybrid drives, and continue to consolidate the two parallel forums on commercial vehicle powertrains and vehicular power semiconductors, and the special session on e-motor materials, components, processes and systems.

It is expected that TMC2024 will assemble more than **100** speeches from industry leaders, technical executives and experts, **2-3** high-level round tables, more than **120** companies displaying new products and technologies, and about **2,000** professionals attending the conference and visiting the exhibition.

## Topic outline:

- ▶ Regulation & market changes and their impacts on powertrains
- ▶ High-efficiency, highly integrated, low-cost hybrid powertrains
- ▶ Dedicated hybrid engines, transmissions and batteries
- ▶ BEV high-speed, HV, highly-integrated and multi-speed drives
- ▶ Efficient transmissions & xEV powertrains for commercial vehicles
- ▶ Power semicon device & module technologies & applications
- ▶ E-motor material, component, processing & system innovations
- ▶ E-motor control hardware and software
- ▶ Component, lubrication, material and processing technologies
- ▶ Operation strategy, NVH optimization and thermal management
- ▶ Virtual development & testing methods and tools
- ▶ E-powertrain development using big data and AI technologies
- ▶ Integration & smart control of e-drive with battery, chassis and automated driving
- ▶ E/E architecture and powertrain domain

Passenger and commercial vehicle powertrain innovations are the keys for achieving the "dual carbon" goals in auto industry. We will continue to invite more industrial leaders and OEMs' executives to present their achievements, strategies and insights, invite more speeches and exhibitions of innovative technologies, solutions and products, and arrange VIP tour to the exhibition with new products and services. Innovation highlights of speeches and exhibitions will be publicized via emails, WeChat and media before the event, and intensively covered by core media invited to the event.

**Looking forward to your active participation in speech, exhibition and sponsorship with cutting-edge technologies and high-quality presentations.**

Sincerely yours

**5**  
Themes

**113**  
Speeches

**2**  
Parallel Forums

**106**  
Exhibitors

**1576**  
Participants

**198**  
Media Reports

**540000+**  
Views on the  
live streaming

## Speakers & Sponsors



## Some corporate testimonials

### SCHAEFFLER

TMC is a professional technical platform focusing on automotive transmission and drive system. Schaeffler has been actively participating in TMC, using the opportunity to promote our company and technologies to the industry and our customers. At TMC 2023, Schaeffler presented our products and technologies for energy saving and emission reduction in commercial vehicles and for new energy vehicles and have received positive feedback. We look forward to the next TMC!



At TMC2023, we gave a speech on "IGBT Development and Application in 800V High-Voltage Systems." We also displayed our IGBT and SiC products for new energy vehicle powertrain systems. We appreciate the conference's arrangement and organization. We learned and shared the latest trends of automotive powertrain systems with industry leaders, experts, and colleagues.



Since the 2009, ATESTEO China and TMC have witnessed the industry development. It is the professionalism, seriousness and innovation of organizers that make TMC an important platform for mutual exchange in the industry.

At this 15th anniversary conference, ATESTEO China received the "Partner of Excellence" Medal from TMC, which is a recognition of the friendly and solid cooperation between ATESTEO China and TMC over the past 15 years.

As a leading powertrain service provider in the industry, we sincerely hope TMC will do better and better in the future.



It is a great honor to participate in this 2023 TMC feast. The organizers' professional organization and meticulous and thoughtful service once again left us a deep impression and great memories. We'd like to thank organizing committee and experts in the industry for your support and recognition of AAG magnetic disconnect products. We will make persistent efforts to increase investment in R&D, and make further contributions to the development of China's electric drive unit industry in the long-term!

## Exhibitor List

Afton Chemical (Beijing) Co., Ltd.  
 ALD Treatment (Suzhou) Co., Ltd.  
 ALTO Products Corp.,  
 Amsted Automotive  
 ATESTEO Gear Research Center (China) Co., Ltd.  
 Beijing Singu Keller Cold Forming Parts Inc.  
 Bodycote (Wuxi) Technology Co., Ltd.  
 Castrol (Shanghai) Management Co., Ltd.  
 China FCC Foshan Co., LTD.  
 Chongqing Chuangjing Warm Forging Forming Co., Ltd.  
 CNC Driveline Technology Co., Ltd.  
 Donaldson (China) Trading Co., Ltd.  
 Dongguan Hisun Transmission Technology Co., Ltd.  
 DVS Precision Components (Taicang) Co., Ltd.  
 EFI Automotive Accessories Systems (Wuhan) Co., Ltd.  
 EIS-China  
 ENEOS (GuangZhou) Lubricant Corp.  
 Evonik Specialty Chemicals (Shanghai) Co., Ltd.  
 ExxonMobil  
 Felss Group GmbH  
 Filtran (Jiaxing) Filter Systems Co., Ltd.  
 FUCHS LUBRICANTS (CHINA) LTD.  
 FULLING & CEIEC CO., LTD.  
 G-eDrive (Beijing) Auto Tech.Co., Ltd.  
 GETEC Vehicle Technology (Suzhou) Co., Ltd.  
 GF Casting Solutions Kunshan Co., Ltd.  
 Hangzhou Silan Microelectronics Co., Ltd.  
 Hexagon Manufacturing Intelligence (Qingdao) Co., Ltd.  
 Hiwec New Energy Technology Ltd.  
 HOERBIGER Drive Technology (Changzhou) Co., Ltd.  
 HONGQI FRICTION MATERIAL CO., LTD.  
 HUANGYU PRECISION TECHNOLOGY (SUZHOU) CO., LTD.  
 HUGO BENZING GMBH & CO. KG  
 Hunan Sanan Semiconductor Co., Ltd.  
 IAV  
 IDEMITSU LUBE CHINA Co., Ltd.

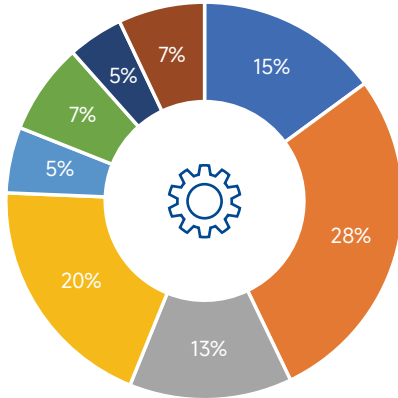
Infineum (Shanghai) Additive Co., Ltd.  
 JATCO (Guangzhou) Automatic Transmission Ltd.  
 Jiangsu Kingrain Auto Powertrain Technology  
 Jiangsu Lopal Tech. Co., Ltd.  
 Jiangsu Nanfang Precision Co., Ltd.  
 Jiangxi Qianruan Machinery Manufacturing Co., Ltd.  
 JIANGYIN LINGE TECHNOLOGY CO., LTD.  
 Johnson Electric  
 JUNHUA ChinaPEEK  
 KDB BEARING CO., LTD.  
 KERN-LIEBERS (TAICANG) CO., LTD.  
 Kistler Innovative Technology China Ltd.  
 Kunshan Meko Prototyping Co., Ltd.  
 LEANX (Shanghai) Technology Co., Ltd.  
 Lubrizol Management (Shanghai) Co., Ltd.  
 MPT  
 Nanjing Meijun Electronics Technology Co., Ltd.  
 NBTM New Materials Group Co., Ltd  
 NGC  
 NHK Spring Precision (Guangzhou) Co., Ltd.  
 Ningbo HongChuang Sealing & Fluid Control Products Co., Ltd.  
 Ningbo Jiaerling Pneumatic Machinery Co., Ltd.  
 Ningbo Songke Magnetic Material Co., Ltd.  
 NOK-Freudenberg Group Sales China Co., Ltd.  
 NOVOSENSE Microelectronics  
 NSK (China) Investment Co., Ltd  
 Porite Yangzhou Technology&Industry Co., Ltd.  
 Qingdao Changyu Sealing Co., Ltd.  
 Qingdao Fulgoal Friction Material Co., Ltd.  
 Qingdao Hi-tech Moulds Co., Ltd.  
 Qingdao Kelin Intelligent Transmission Automotive  
 Qingdao TaiDe Automobile Bearing Co., Ltd.  
 Qingdao Yunlu Advanced Materials Technology Co., Ltd.  
 Qingte Group Co., Ltd.  
 SAINT-GOBAIN PERFORMANCE PLASTICS  
 SEMISIC

Sensata Technologies  
 SFC KOENIG Flow Control (Suzhou) Co., Ltd.  
 SH CREATIVE MATERIAL TECHNOLOGY CO. LTD.  
 Shandong Boyuan Precision Machinery Co., Ltd.  
 Shanghai Lifeng Powertrain Products Industries Co., Ltd.  
 Shanghai MAGELEC Propulsion Co., Ltd.  
 Shanghai PanGood Power Technology Co., Ltd.  
 Shell (China) Limited  
 Shiyantongchuang Drive Technology Co., Ltd.  
 Sinopec Lubricant Co., Ltd.  
 SMEC  
 SMT  
 Sungrow E-Power Technology Co., Ltd.  
 Suzhou DongFeng Fineblanking Engineering Co., Ltd.  
 Suzhou shonCloud Engineering Software Co., Ltd.  
 TIANJIN STARPOINT INTERNATIONAL TRADING CO., LTD.  
 Total Lubricants China Co., Ltd.  
 Transgard Automobile Science Technology Co., Ltd.  
 UniSIC Technology (Shanghai) Co., Ltd.  
 Victrex  
 Vitesco Technologies Holding China Co., Ltd.  
 Wanliyang  
 Wuerth Baier&Michels (Shanghai)Automotive Fastener  
 Wuxi InfiMotion Technology Co., Ltd.  
 Wuxi Kailunna, spring Co., Ltd.  
 Wuxi Lintex Advanced Materials Co., Ltd.  
 WuXi Shinden Intelligent Technology Co., Ltd.  
 Xiamen Lizhou Hardware Spring Co., Ltd.  
 ZF  
 Zhejiang Global Machinery Technology Co., Ltd.  
 Zhejiang High Technology Co., Ltd.  
 Zhejiang Juyue Gear Co., Ltd.  
 Zhejiang SF Oilless Bearing Co., Ltd.  
 ZHUZHOU CRRC TIMES SEMICONDUCTOR CO., LTD.



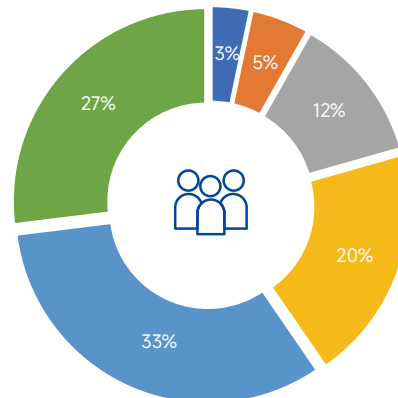
## Participants & Organizations

Participant Distribution by Organization Type



- OEM
- Transmission & Drive System
- Sub-system & Component
- Material, Oil/Additive & Processing
- Engineering Service and Test
- University & Research Institute
- Power Electronics
- Media & Others

Participant Distribution by Job Title



- Professor/Researcher
- Chairman/CEO/GM
- Chief Engr/VP/Vice GM
- Director Level
- Manager Level
- Engineer/Student

## Companies attended TMC2023 (over 500 companies in total)

### OEMs

Anhui Jianghuai  
Beiben Trucks Group  
Beijing Benz Automotive  
Beijing Foton Daimler  
Automobile  
BAIC BJEV  
BAIC Foton Automotive  
BYD  
BYD Toyota EV Technology  
Chongqing Changan  
Automobile  
DFPV  
Dongfeng Vasol Truck  
Dongfeng Off-road  
Dongfeng Special Equipment  
Division  
Dongfeng Commercial Vehicle  
Pan-Aisia Technical Automotive  
Toyota Motor Corporation  
TMEC  
Ford  
GAC R&D Center  
Geely Auto  
ZEEKR Automobile  
JMC  
Li Auto  
LEAPMOTOR  
Lutous  
Chery Automobile  
Nissan (China) Investment  
Xiamen King Long  
Shaanxi Heavy Duty  
Automobile

SAIC CVTC  
SAIC Motor R&D  
Innovation  
SGMW  
Deepal Automobile  
Technology  
NIO  
Hyundai Motors  
HMTTC  
XPENG  
FAW Jiefang Automobile  
FAW Jiefang Intelligent  
Power System  
FAW Jiefang Qingdao  
Automobile  
Yutong Bus  
Chongqing Changan  
Automobile  
Great Wall Motor  
Company Limited  
Proton Automotive  
Technology  
CRRC Zhuzhou Institute  
Co., Ltd.  
China FAW Group  
China FAW Group General  
R&D Institute  
CRRC  
China National Heavy  
Duty Truck Group

### Transmission & Powertrain Companies

AAM  
AISIN  
Alliance  
Anhui Fulgent  
Anhui Xingrui Gear  
Azure  
BHAP  
Borgwarner  
Bosch  
CATL  
CRRC  
CUMMINS  
Dana  
DENSO  
dSPACE  
E-con  
ECTEK  
ekontrol  
Enpower  
EVK  
Fast  
FinDreams  
Founder Motor  
Garrett Advancing  
Motion  
G-eDrive  
GKN HUAYU Driveline  
(SDS)  
GLB

Hande Axle  
HASCO e-drive  
Huawei  
HYCET E-Chuang  
Infimotion  
Innovmak  
INOVANCE  
JATCO  
JEE  
Jianglu Machinery  
Johnson Electric  
Kema Power Tech  
Landai  
Magna  
MEIDEN  
MITSUBISHI  
NARI  
Nio eDrive  
NIO XPT  
NSK  
PanGood  
Qingte Group  
Qingte Group Zhongli  
Axle  
SAWG  
Schaeffler  
SEG  
Shanghai edrive  
Shanghai

E-propulsion  
Shanghai Hydrogen propulsion  
Shanghai Smart Vehicle  
Cooperating Innovation Center  
Shengrui Transmission  
SUNGROW E-POWER  
Top Gear  
TSINGSHAN  
UAES  
Valeo  
Vitesco  
Wanliyang  
Weichai Power  
Yibin Fengchuan  
YUCHAI SHINLAN  
Zeekr  
ZF  
Zhejiang Leappower  
Zhejiang Xuanfu  
ZHUZHOU GEAR  
ZOMAX

## Preliminary Agenda Structure

Day 1	Room A eDrive	Room B Hybrid Drive	Room C E-motor	Room D Power Semicon Forum	Room E CV Powertrain Forum
AM	Plenary Session Opening ceremony & Keynote & High-level panel discussion				
PM	Technical speech	Technical speech	Technical speech	Technical speech	Technical speech
Evening reception banquet & Annual Innovative Technology Announcement					
Day 2	Room A eDrive	Room B Hybrid Drive	Room C E-motor	Room D Power Semicon Forum	Room E CV Powertrain Forum
AM	Technical speech	Technical speech	Technical speech	Technical speech	Technical speech
PM	Technical speech	Technical speech	Technical speech	Technical speech	Technical speech
Social dinner					

\* Chinese & English simultaneous translation will be provided

## Topics (including but not limited to the following ones)

### Environmental changes & technical strategies

- Legislation & market changes and their implications
- Diversified xEV PT strategies for "dual carbon" goals
- Future hybrid and electric powertrains
- Function and control fusion of powertrain with chassis and other systems
- E/E architecture, powertrain domain and smart & connected control

### BEV drives

- eDrives for future (high-voltage, highly integrated, high-speed, multi-speed, flat-wire and oil-cooled, etc.)
- Thermal integration of eDrive with battery & vehicle
- Control fusion of eDrive with chassis & other systems
- Modular design of eDrive for a vehicle platform
- Distributed drives and their prospects

### Hybrid electric drives

- High-efficiency, highly integrated & low-noise drives
- HV and high-speed hybrid drives
- Dedicated hybrid engine, motor and battery
- Vehicle platform of various hybrid drives with hardware and software modular design
- Efficient hybrid thermal management system
- Intelligent control technology of hybrid drive (domain controller, software architecture, high-precision real-time control model, vehicle-road cloud system)

### E-motor

- Latest development & the future of PMSM and other motors
- Design & manufacturing of no & less rare earth motors
- Key tech of HV motors: insulation system & materials, etc.
- Key tech of high-speed motor: seal, bearing and oil, etc.
- Winding design and manufacturing of motors
- Advanced motor cooling technologies
- NVH optimization
- Advanced silicon steel & permanent magnet technologies
- Design & manufacturing of less rare earth motor
- Virtue development and testing of motor
- Life cycle design method for motor recyclability

### Sub-systems and components

- Clutch, shift, damper, gear, parking, etc.
- Electronic controller, sensor and actuator
- 4WD system and decoupling device
- Lubrication, cooling, material and processing
- Low and zero carbon technologies
- Lightweight technologies

### Development & testing technologies

- Electrified powertrain (ePT) topology development
- ePT system integration and optimization
- ePT NVH control and operation strategy
- AutoSAR & ISO26262 functional safety
- Driving cycle (WLTC/CLTC) and load spectrum
- Operation strategy development & system optimization based big data & AI
- Virtual development using AI and digital twin technologies

### Vehicle Power Semiconductor Forum

(details on page 7)

- Global market dynamics and trend
- Domestic market and industrial development trends
- Innovative applications of SiC power device and module
- Applications of SiC/GaN in power supply system
- Reliability test and failure analysis of SiC power module
- Advanced packaging technology and material for power semicon device and module
- SiC substrate/epitaxial /chip technology innovation and high yield manufacturing
- GaN Tech challenges & solutions for eDrive inverter
- Advanced packaging and testing equipment

### Commercial Vehicle Powertrain Forum

(see topics on page 8)

## ADVISORY BOARD

## Chairman of Advisory Board

LI Jun Academician of Chinese Academy of Engineering; Professor of Tsinghua University

## Deputy Chairman of Advisory Board

Fuquan (Frank) ZHAO Director, Professor, Tsinghua Automotive Strategy Research Institute (TASRI); Honorary Life President, FISITA

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 Joe LIN Vice President, Geely Powertrain Research Institute  
 FANG Weirong Powertrain Driveline Chief Engineer, SAIC MOTOR Commercial Vehicle Technical Center  
 ZHANG Shemin Chief Engineer, New Energy and Powertrain Center, Dongfeng Motor Technology Centre  
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 LIU Liguao Vice President, Technical Research Center, Li Auto  
 WANG Conghe Vice General Manager, Pan Asia Technical Automotive Center Co., Ltd.  
 XU Xiangyang Professor of Beihang University; Executive Deputy Director of National Engineering Research Center for Passenger Car Automatic Transmissions  
 CHEN Yong Foreign Academician of Russian Academy of Engineering; Professor of Guangxi University

William CAI Foreign Academician of Russian Academy of Engineering; Scientist-in-Chief of Automotive e-Drive Control and System Integration Engineering Research Center; Professor, HUST  
 GONG Jun General Manager of Shanghai Smart Vehicle Cooperating Innovation Center Co., Ltd.  
 YIN Chengliang Professor, Deputy Director, Automotive Engineering Research Institute, Shanghai Jiao Tong University  
 TIAN Guangyu Professor, School of Vehicle and Mobility, Tsinghua University; Chairman of Electric Vehicles Committee of China SAE  
 ZHANG Junzhi Professor of School of Vehicle and Mobility, Tsinghua University  
 LEI Yulong Professor of College of Automotive Engineering, Jilin University; President of Qingdao Automotive Research Institute, Jilin University  
 WEN Xuhui Director of The Institute of Electrical Engineering(IEE), Chinese Academy of Sciences(CAS)  
 LU Jiangang Professor of Beijing Institute of Technology; Chief Technology Officer of Sanhua Automotive Company USA  
 ZHENG Lipeng Co-Chairman, HYCET E-Chuang Technology Co., Ltd.  
 NIU Mingkui Chairman and General Manager, Zhejiang Founder Motor Co., Ltd.  
 LI Fayou General Manager, Shengrui Transmission Corporate Limited  
 LIN Jian Vice President and CTO, WLY  
 CHEN Xiangbin President, Automotive Technologies, Schaeffler Holding (China)Co., Ltd.

\*More experts are being invited...



## TECHNICAL COMMITTEE

## Chairs

WU Jian President, GAC R&D Center  
 XU Xiangyang Professor of Beihang University; Executive Deputy Director of National Engineering Research Center for Passenger Car Automatic Transmissions

## OEM &amp; University Members

Aaron CAI Engineering Director, CVT Group China, Powertrain Solutions, Bosch  
 BAI Song Deputy Director of State Key Laboratory of Wide Bandgap Semiconductor Devices and Integrated Technology, Chief Expert of CETC  
 BAO Jie Technical Director of Power Electronics Development Department of China FAW Research and Development Institute  
 Bryan LU Head of Semiconductor for Automotive Traction Inverter (China), Power Solutions Group, onsemi  
 CHEN Xiaofeng R&D Vice President of Transmission & E-drive System, HYCET Transmission Technology Co., Ltd.  
 FANG Liang E-drive System Expert and E-motor R&D Leader, E-drive Development, Geely Powertrain Research Institute  
 GE Hailong Senior Director of Battery System Dept., Shanghai E-Propulsion Auto Technology Co., Ltd.  
 Haffee LUO General Manager, Zhuzhou CRRC Times Semiconductor Co., Ltd.  
 HU Yunhao Manager of Fastener Sealing and Ancillaries, Engine Department, SAIC Motor Technical Center  
 HUANG Shaorui Senior Manager of Development of E-motor for NEV, Shanghai E-Propulsion Auto Technology Co., Ltd.  
 Jeff TONG Engineering Director, China eHardware, PowerDrive Systems, BorgWarner China Technical Center  
 JIANG Chao General Manager of Business Department of Rising Auto, SAIC Motor R&D Innovation Headquarters  
 Johnson LIN Director of Product Engineer, AAM  
 Julie DING EDS Oil and Fluid Material Expert, Electric Drive System, NIO Shanghai XPT Technology Co., Ltd.  
 Li Daohui Senior Director, Power Semiconductor Design Department, NIO  
 LIN Lin General Manager Electric Vehicle & Hybrid Technology Business Unit for PE Business, United Automotive Electronic Systems Co., Ltd.  
 LIU Jiwei Manager, New Power Research Institute, Changan Automobile Chongqing  
 LIU Jun Senior Deputy Chief Engineer of EDS, Powertrain R&D Institute, Changan Automobile Co., Ltd.  
 LIU Qiang Senior Director, Powertrain Department, Li Auto  
 LIU Xianghuan Chief Engineer, Technique Center, ZhuZhou Gear Co., Ltd.  
 LIU Yiqiang Director of Electronic Control Department, Geely Powertrain Research Institute  
 LUO Sidong Director of Project Operation Dept., Shanghai E-Propulsion Auto Technology Co., Ltd.  
 MA Yongquan Chief Engineer, Innovation R&D Center, Changan Automobile Group  
 NING Jiakui Senior Director, Electrical and Electronics Development Department, Intelligent Network R&D Institute, FAW  
 NING Puqi Professor of EV Department, Institute of Electrical Engineering, Chinese Academy of Sciences (CAS)  
 PANG Jian Vice General Manager, Auto Global R&D Center, Changan Automobile Co., Ltd.  
 QI Honggang Senior Director of E-drive System, Guangzhou Xpeng Motors  
 QI Hongzhong Assistant President of GAC R&D Center, Center Director of Powertrain Technology R&D Center, GAC R&D Center  
 QING Huibin Senior Manager of Base Engine Department, Powertrain R&D Institute, Changan Automobile Ltd.  
 Professor of Fudan University; Founder & CTO of SiChain Semiconductors (Ningbo) Co., Ltd.  
 Qingchun Jon ZHANG CTO, General Manager Office, Shanghai EVK E-motor Technology Co., Ltd.  
 Richard CAO Technical Director of Shell (Shanghai) Technology Ltd.  
 Rosemary RAN Expert of EDS System & Integration, NIO  
 Scott ZHANG Head of PL HVE ASIA, Electrification Technology, Vitesco Technologies Holding China Co., Ltd.  
 SU Ling Assistant President, Geely Powertrain Research Institute  
 TAN Yanjun Executive Director of E-Drive System Dept., Shanghai E-propulsion Auto Technology Co., Ltd.  
 WANG Jian Chairman & CEO of LeanX (Shanghai) Technology Co., Ltd.  
 XUE Xiaodong Deputy Director, Xiamen NEVC Advanced Electric Powertrain Technology Innovation Center  
 YANG Lianghui Vice General Manager, BYD Semiconductor Co., Ltd.  
 YANG Qinyao Senior Deputy Chief Engineer, Powertrain R&D Institute, Changan Automobile Co., Ltd.  
 YE Minghui Vice Chief Engineer, New Energy & Powertrain Development Centre, Dongfeng Motor Technology Center  
 YU Qishi Director of High Voltage Technology Dept., Auto Engineering Research Institute, BYD Auto Industry Company Limited  
 ZHAI Zhen Senior Director and Head of Vehicle Motion Segment, Automotive Division, Infineon Technologies China Co., Ltd.  
 ZHONG Xiaolong Director, Power Module R&D Center, SHENZHEN BASIC Semiconductor Ltd.  
 ZHOU Fuming Associate Professor, School of Electrical and Electronic Engineering, Huazhong University of Science and Technology  
 CHEN Cai Professor of Harbin Institute of Technology  
 CUI Shumei Professor of Tongji University  
 GAO Bingzhao Professor of Shanghai University  
 HUANG Surong Professor of Academy for Engineering and Technology, Fudan University  
 LEI Guangyin Professor, School of Electrical Engineering and Automation, Hefei University of Technology  
 LI Helong Professor of Huazhong University of Science and Technology  
 QU Ronghai Professor of Beijing Institute of Technology  
 WANG Jun Associate Professor and Secretary of the Party Branch of the Electronic Packaging Department, School of Mechano-Electronic Engineering, XiDian University  
 WANG Yongkun Professor of Tongji University  
 WU Guangqiang Director of Center for Integrated Circuit, University of Electronic Science and Technology of China  
 ZHANG Bo Professor of Tongji University  
 ZHAO Zhiguo

\*More experts are being invited...

## The 3<sup>rd</sup> NEV & Power Semicon Collaborative Innovation Forum

How to improve the packaging technology of SiC devices and modules, so as to give full play to the excellent performance of SiC? How to improve the reliability test system of vehicular power devices and modules? How to break the technical barriers of wafer and device manufacturing to improve yield and costs? The two major industries of automobile and semiconductor are facing many confusions and challenges regarding how to accelerate the application of third-generation power semiconductors in new energy vehicles.

The 3<sup>rd</sup> NEV & Power Semicon Collaborative Innovation Forum is scheduled to be held in July 2024, which is the only forum initiated by the automotive industry to focus on the power semicon of xEV drives.

The 3<sup>rd</sup> Forum will fully take the advantages of TMC resources in e-powertrains to gather related industrial institutions, OEMs, powertrain, e-motor control and power semiconductor companies, as well as universities and research institutions to discuss technical and supply chain strategies, innovative technologies and best engineering practices.

## 2nd Vehicular Power Semiconductor Forum Review

### Speeches and Panelists

Yole Intelligence, FAW Research and Development Institute, SMEC, National New Energy Vehicle, HMTc, Sungrow E-Power, OMNI POWERTRAIN, Shanghai Edrive, Infineon, AccoPower Semiconductor, Sumitomo Bakelite, CRRC, PSL, Boschman, UniSiC, onsemi, Sanan Semiconductor, Silan Microelectronics, Fudan University, Hefei University of Technology, ShenZhen SiCred (by speech order)



### Companies attended the forum

**Semiconductor Companies:** Nexperia, DANFOSS, UAES, SHANXI SEMISIC, Suzhou Novosense, GEENER, topelectronics, alpha-powers, SICHAIN, UAES, Beijing ZK Semicondutor, ZINSIGHT Technology (Shanghai), HVT, Beijing Chipower, tsinghuaic, ASI, SwissSEM, Mitsuichemicals, Dupont, GRGTEST, CNCMIC, Jiansan, Qixing-electronics, Goermicro, NARI Lianyan Semiconductor, Digipower (HK), JHAS, TREX TECHNOLOGY, Changzhou Fuxi Semiconductor.....

**OEMs:** FAW, SAIC, GAC, DONGFENG, Great Wall, Changan, Beijing Electric Vehicle, Geely, BYD, Li Auto, Xpeng, NIO, HMTc, TOYOTA, ZEEKER, LEAPMOTOR, Lutous .....

**Powertrain:** Shanghai E-propulsion, Shanghai Edriv, AtomDrive, Nio eDrive System, HYCET E-Chuang, Huawei, INOVANCE, BorgWarner, ZF, Schaeffler, BOSCH, DENSO, Valeo, MITSUBISHI, Vitesco, Magna.....

## Topics (including but not limited to the following ones)

- Global market dynamics and trend
- Domestic market and industrial development trends
- Innovative applications of SiC power device and module
- Applications of SiC / GaN in power supply system
- Reliability test and failure analysis of SiC power module
- Advanced packaging technology and material for power semicon device and module
- SiC substrate / epitaxial / chip technology innovation and high yield manufacturing
- GaN Tech challenges & solutions for eDrive inverter
- Advanced packaging and testing equipment

## Exhibition Scope

- Power semiconductor devices and modules: GaN, SiC MOSFET, SBD, Si IGBT
- SiC substrate / epitaxial / materials: Epoxy resin, bonding wires, sinter paste, AMB substrate, etc.
- Power module packaging & testing equipment
- OBC / DCDC
- High voltage connectors, high voltage wire harness, relays, fuses, high voltage contactors, etc.

## SiC Advisory Board & Technical Committee

<b>BAI Song</b>	Deputy Director of State Key Laboratory of Wide Bandgap Semiconductor Devices and Integrated Technology, Chief Expert of CETC
<b>BAO Jie</b>	Technical Director of Power Electronics Development Department of China FAW Research and Development Institute
<b>CHEN Cai</b>	Associate Professor, School of Electrical and Electronic Engineering, Huazhong University of Science and Technology
<b>LEI Guangyin</b>	Professor of Academy for Engineering and Technology, Fudan University
<b>LI Daohui</b>	Senior Director, Power Semiconductor Design Department, NIO
<b>LI Helong</b>	Professor, School of Electrical Engineering and Automation, Hefei University of Technology
<b>LIN Lin</b>	General Manager Electric Vehicle & Hybrid Technology Business Unit for PE Business, United Automotive Electronic Systems Co., Ltd.
<b>LIU Jun</b>	Senior Deputy Chief Engineer of EDS, Powertrain R&D Institute, Changan Automobile Co., Ltd.
<b>LIU Qiang</b>	Senior Director, Powertrain Department, Li Auto
<b>Bryan LU</b>	Head of Semiconductor for Automotive Traction Inverter (China), Power Solutions Group, onsemi
<b>Haffee LUO</b>	General Manager, Zhuzhou CRRC Times Semiconductor Co., Ltd.
<b>MA Yongquan</b>	Chief Engineer, Innovation R&D Center, Changan Automobile Group

<b>NING Puqi</b>	Professor of EV Department, Institute of Electrical Engineering, Chinese Academy of Sciences (CAS)
<b>SU Ling</b>	Head of PL HVE ASIA, Electrification Technology, Vitesco Technologies Holding China Co., Ltd.
<b>Jeff TONG</b>	Engineering Director, China eHardware, PowerDrive Systems, BorgWarner China Technical Center
<b>WANG Yongkun</b>	Associate Professor and Secretary of the Party Branch of the Electronic Packaging Department, School of Mechano-Electronic Engineering, XiDian University
<b>YANG Qinyao</b>	Vice General Manager, BYD Semiconductor Co., Ltd.
<b>ZHANG Bo</b>	Director of Center for Integrated Circuit, University of Electronic Science and Technology of China
<b>Qingchun Jon ZHANG</b>	Professor of Fudan University; Founder & CTO of SiChain Semiconductors (Ningbo) Co., Ltd.
<b>ZHONG Xiaolong</b>	Senior Director and Head of Vehicle Motion Segment, Automotive Division, Infineon Technologies China Co., Ltd.
<b>ZHOU Fuming</b>	Director, Power Module R&D Center, SHENZHEN BASIC Semiconductor Ltd.

\*More experts are being invited...



## The 3<sup>rd</sup> Commercial Vehicle Powertrain Low-carbon & Energy-saving Technology Forum

Currently, the NEV penetration rate in commercial vehicle market is only 8%, and the rate in heavy-duty trucks is less than 5%. According to authoritative predictions, by 2030, the market penetration rates of new energy CVs and HDTs in China would both reach about 30%, while the target for European new energy HDTs is 40%-50%. There is great potential for low-carbon and energy-saving technology development of commercial vehicles.

The 3<sup>rd</sup> TMC forum on low-carbon & energy-saving CV powertrain technologies will be held in July, together with 16th Automotive powertrain technology congress (TMC2024). The forum will discuss HEV, BEV, FCEV and zero-carbon fuel technology routes, innovative technologies, and best engineering practices for different application scenarios, which include long-haul, urban logistics, sanitation and construction, as well as mines and ports, etc.

It is expected that 300-400 professionals will be invited from related industry institutions and universities, and companies specialized in vehicle, engine, drive system, e-motor, inverter, transmission, component, lubrication and material and engineering.

### 2nd CV Forum Review



#### Companies attended the speeches and Panel

China Automotive Technology and Research Center, Dongfeng Commercial Vehicles, CSAE-AISI, BYD Commercial Vehicle, Jilin University, SAIC MOTOR Commercial Vehicle, Yole Intelligence, SMT, Enpower, FUCHS, Infineum, Beijing Institute of Technology, Tsinghua University, Beihang University, Faw Jiefang, Yutong, Top Gear, AVL, Schaeffler, Wanliyang, Qingdao Clean Intelligent Transmission, SHPT, Qingdao Automotive Research Institute of Jilin University, Unlimited AI (by speech order)

#### Companies attended the forum

FAW, Dongfeng Commercial Vehicle, China National Heavy Duty Truck, Shaanxi Heavy Duty Automobile, Beiben Trucks, Beijing Foton Daimler Automobile, BYD Commercial Vehicle, Weichai Power, Yutong, Xiamen King Long, CRRC, CUMMINS, FAW Jiefang Qingdao, Dongfeng off-road, BAIC Foton, SAIC CVTC, MITSUBISHI, PanGood, ZF, AISIN, Allison, BorgWarner, BOSCH, DENSO, NSK, Valeo, PACCAR, FinDreams Powertrain .....

### Topics for 2024 (including but not limited to the following ones)

- Dynamics & impacts of fuel consumption limit & "dual credits"
- "Dual carbon" tech roadmap for important scenarios like mid & long haul HDTs
- Innovations of eAxles of various configurations
- Challenges and development of high-voltage and high-speed eAxles
- Distributed motor drive and its key axle technologies
- Application scenarios suitable for hybrid drive and their trends
- Dedicated hybrid engine and transmission
- Hybrid system optimization and control tech for fuel and cost saving
- FCEV powertrain integration and application (fuel cell engine, battery, axle, power electronics, EEA, energy management, etc.)
- Combustion engines of zero carbon emission
- Transmission: AMT, AT, axle, TC, clutch, shifting, bearing, seal, oil, etc.
- E-motor and controller, SiC power module
- EEA and powertrain domain controller
- Intelligent skateboard chassis technology
- Smart and connected control of powertrain
- Virtual development and testing methods and tools
- Optimization of powertrain & component by using big data & AI

### Exhibition Scope

- HEV/BEV/FCEV drives,
- DHE and DHT
- Fuel cell engine, zero-carbon fuel engine
- E-motor and controller, power electronics
- Lubrication, material and processing equipment
- Thermal management system
- Skateboard Chassis
- Intelligent and connected control system
- Testing equipment
- Virtual development tool

### CV ADVISORY BOARD

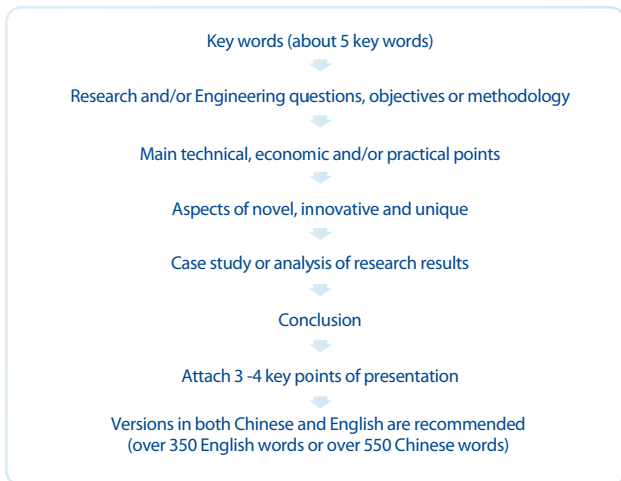
FANG Huiping	Vice General Manager, Shaanxi Automobile Group Commercial Vehicle Co., Ltd.
FANG Weirong	Powertrain Driveline Chief Engineer, SAIC MOTOR Commercial Vehicle Technical Center
HOU Yonghong	Deputy Chief Engineer, BEIBEN TRUCKS GROUP CO., LTD.
HU Ruxian	Deputy Chief Engineer, Automotive Engineering Product Research & Development Institute, Beiqi Foton Motor Co., Ltd.
LEI Yulong	Professor of College of Automotive Engineering, Jilin University; President of Qingdao Automotive Research Institute, Jilin University
LI Jianqiu	Professor, Dean, School of Vehicle and Mobility, Tsinghua University
LI Sheng	Deputy Secretary of the Party Committee, General Manager of FAW Jiefang Automobile Co., Ltd.
LIANG Chen	Vice President of EV Research Institute, SANY HEAVY TRUCK
LIN Tiejian	Chief Engineer, Guangxi Yuchai Machinery Company Limited
LIU Yi	Vice General Manager, FAST Group
REN Weiqun	Chief Engineer for New Energy Vehicle Technology, Dongfeng Commercial Vehicles Co., Ltd.
SU Liang	Vice General Manager of KING LONG, Xiamen King Long United Automotive Industry Co., Ltd.
SUO Guotao	Engineering Director, Cummins Engine Business China
WANG Decheng	Vice President of Weichai Power Co., Ltd.
WANG Yirong	Vice President, Geely Commercial Vehicle Research Institute; Vice General Manager of Zhixin Technology, Farizon Auto (part-time)
WANG Yuhai	Deputy General Manager, Product Line of Light Commercial Vehicle, FAW Jiefang Automobile Co., Ltd.
ZHOU Fugeng	Deputy General Manager, Heavy Commercial Vehicle, JAC
ZHOU Lixin	CTO, Wolong ZF Automotive Electric Motors Co., Ltd.

### CV TECHNICAL COMMITTEE

BAI Xuesen	Drive System Integration Technology Expert, Chief Engineer of System Integration of Engineering Research Institute, Xiamen King Long United Automotive Industry Co., Ltd.
HE Lin	Deputy Dean, School of Automotive and Transportation Engineering, Hefei University of Technology
LI Desheng	General Manager of PENGXIANG AXLE
LI Wenjie	Deputy Director of New Energy Commercial Vehicle Research Institute, Light Commercial Vehicle Marketing Company, JAC
WANG Shuhan	Professor, Transportation Science and Technology, Beihang University
WANG Jian	Director, e-Drive System, SEG Automotive e-Drive System Company Ltd.
WANG Zhi	Professor, School of Vehicle and Mobility, Tsinghua University
WANG Zhifu	Director, Secretary of National Engineering Research Center of Electric Vehicle, Beijing Institute of Technology
WEI Yanjie	Director of Heavy Duty Truck Transmission Project, Zhejiang Wanliyang Co., Ltd.
YANG Chaohui	President Assistant, Senior Engineer, QINGTE GROUP
YIN Xiaofeng	Professor, Xihua University; Director, Key Laboratory of Automotive Engineering of Sichuan Province
ZHAN Renzheng	General Manager, Jiangsu Huizhi Advanced Construction Machinery Innovation Center Ltd.
ZHANG Haitao	Deputy Chief Engineer of Shaanxi Fast Automobile Transmission Group Co., Ltd., Vice President of Shaanxi Fast Automobile Transmission Engineering Research Institute

\*More experts are being invited...

## | Abstract content for reference



\*TMC Technical Committee will decide whether to accept the presentation by abstract reviewing  
 \* High score abstracts will have opportunities to be publicized via official WeChat for audience invitation  
 \* Only one technology/product should be introduced in each abstract in principle.

## | Requirements for presentation submission

- Novel & in-depth reports (haven't been presented/published in China or some new content/development required if published outside China)
- Highlight innovations and actual or expected impacts
- Case study or analysis of research results is advised
- Practical solutions would be also preferred
- Presentations in both English and Chinese are highly recommended
- Please provide your presentation by using PowerPoint 97-2003 if possible, to avoid on-site compatibility issues, PPT and PDF of 16:9 ratio are required
- It should be less than 1 minute if any sales promotion section in your speech

\*Organizing Committee will review the submitted presentation PPT to check the advertisement content and its consistency with the abstract.  
 \*Duration of a speech: 20 minutes presentation and 5 minute Q&A

## | About speakers

- Organizing Committee suggests that your technical executive deliver the speech, which could better present your technology leadership image, and attract more high-level delegates from your target groups.
- Dress code: Business formal

## | Deadlines

- 2024.2.1 Speech application with abstract (for sponsorship fee discount opportunities)
- 2024.3.8 Application for speech with abstract
- 2024.4.19 Notification of acceptance
- 2024.6.21 Submission of presentation PPT version for onsite speech
- 2024.6.21 Submission of presentation PDF version for distribution to participants (to help them select and better understand your speech. Confidential info can be deleted. The organizing committee will ask all participants not to publicize the presentation without your company's permission)



## Event Partner & Speech Sponsorship Package

Benefits	A: Event Partner <sub>(Max. 2)</sub>	B: Platinum Sponsor	C: Gold Sponsor	D: Silver Sponsor
Key note speech or parallel session speech (speech content is suitable and accepted by advisory board)	Key note speech	Key note speech	Parallel session speech	Parallel session speech
Time of speech	25 mins	25 mins	20 mins + 5 mins Q&A	20 mins + 5 mins Q&A
Enjoy opportunities to attend panel discussions	✓	✓		
Number of standard booth (2.5m*2m) in exhibition area	2	1	1	
Priority to choose exhibition booth location	1st	2nd	3rd	
Innovative technology promotion (Free)	✓	✓	✓	
Recognition with logo displayed at most prominent place on symposium program, backdrop and website	✓			
Recognition with logo displayed at prominent place on symposium program, backdrop and website		✓	✓	✓
Company profile listed on Website	✓	✓	✓	✓
Exhibit profile and pictures (max. 3 pics) listed on symposium program-exhibitor profile	✓	✓	✓	
Advertisement on symposium program (one inner page)	✓			
Speech abstract and products promoted with the symposium agenda issued via EDM and WeChat	✓			
A list of registrants provided to you before the conference	✓	✓	✓	✓
Company promotion video played at warm-up time before the opening ceremony of 1st day morning	✓			
Reception dinner title sponsor	✓			
Interviewed (about 30 minutes) and reported by 3-5 core media	✓			
Company registrations for executives (enjoy VIP lunches & VIP seats of evening banquet, the speaker included)	4	3	2	1
Complimentary registrations	4	2	2	1
Cost (RMB)	350,000	92,000	59,000	29,500
Cost (RMB) Previous sponsors		88,000	56,000	28,000

## Why become the event partner?

- From company promotion video played at warm-up time before opening ceremony and key note speech to exhibition at most prominent location, from exclusive prevent promotion and brand exposure at most prominent places to reception dinner title sponsor, and to interview and in-depth reports by core media, becoming the event partner will make your participation most efficient in terms of brand promotion as industrial leader and network with the leaders and executives of the industry.
- With the databases of about 70,000 China-SAE members and 6,000 TMC accurate target audience, and about 15 core paper, internet and social (WeChat account) media companies, TMC can provide event partner with most extensive brand promotion in Chinese powertrain sector.

## Why speak & sponsor?

- Speak in front of most of your target groups
- Demonstrate your thought and technology leadership
- Promote your brand image extensively
- Network widely with customers and peers
- Expand your influence through media coverage

## Who should speak & sponsor?

- Vehicle Manufacturers (passenger cars & commercial vehicles)
- Transmission, e-motor and drive system companies
- Component, lubrication, material and processing companies
- Design, engineering, software and test companies
- Universities and consulting companies, etc.



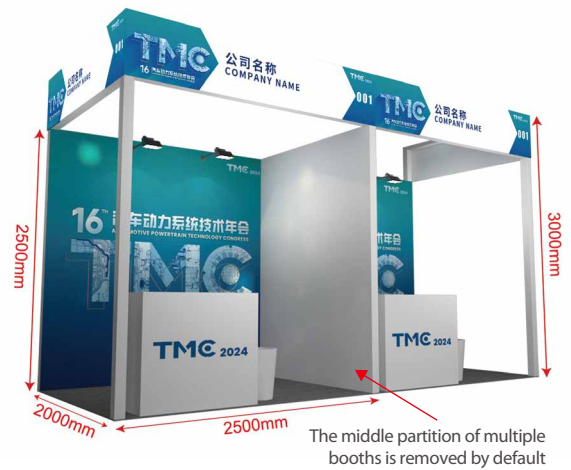
## E. Exhibition

### Standard package

- One standard exhibition booth (width 2.5m\*depth 2m, info counter\*1, chair\*2, spotlight\*2, trash can\*1)
- One piece of poster (width 2.5m\*height 2.5m)
- Company logo and profile listed on website
- Exhibit profile and pictures (max. 3 pics) listed on symposium program-exhibitor profile
- A list of registrants provided to you before the conference
- One (1) company executives invited to VIP lunches and VIP seats of evening banquet
- One (1) complimentary registration

RMB 29,500

(RMB 28,000 for previous sponsors and exhibitors)



### Other Options

- Raw space per 5m<sup>2</sup>: RMB 27,000 (RMB 26,000 for previous sponsors and exhibitors)
- For more booth(s) or area, RMB 27,000 per standard booth, or 25,000 per 5m<sup>2</sup> raw space
- You can also build your own booth (2.5m x 2m, 5m x 2m, 4 x 2.5m)
- For printing side posters, please contact the event official contractor or make them by yourself.
- Backdrop poster: size 2500mm W\*2500mm H, (well known) Yazhan brand KT board of 5mm thickness, ≥ 80% new
- Info. counter: 1000mm L\*500mm W\*1000mm H, white colour
- Fascia: 1400mm L\*300mm H, white colour
- Ground platform: 40mm H, wood panel finish, aluminum alloy border
- Booth material: square aluminum, 80 mm, ≥ 80% new, plywood
- Booth Chairs: Bar stool, ≥ 80% new, white colour

## Why exhibit?

- Professional visitors from most of your target groups
- 2-day intensive product showcase at one stop
- VIP activities for your free talks with decision makers
- Create positive visibility and enhance brand image
- Update on technology trend and market requirement

## Exhibition Scope

- HEV/PHEV/REEV/BEV/FCEV drives for commercial & passenger vehicles
- E-motor, key components and manufacturing equipment
- Power semiconductor devices, modules, materials, packaging & testing equipment
- Transmission system, reducer and components
- Dedicated hybrid engine and battery
- Inverter, MCU, power supply systems and components (OBC/DCDC/PDU)
- Material, lubrication and processing equipment
- Virtual development tool
- Testing equipment





## F. Catering Sponsor

F1

### Reception Dinner Title Sponsor

Join as reception dinner sponsor to communicate your brand message and thoughts to all delegates at a relax atmosphere

RMB 150,000

- List as Welcome Dinner Title Sponsor on symposium program
- Your company logo listed at Catering Arrangement on symposium program
- Table cards with your company logo placed on the dining tables and at the buffet stations
- Your company logo listed at dinner coupon
- Toast Speech (about 5 minutes)
- Your company promotion video played at dinner warm-up time (less than 90 sec)
- Your company logo displayed on backdrop & side screens
- Poster with your company logo by the entrance of ballroom
- Special thanks mentioned by host
- VIP tables for your company, 2 tables (20 person)
- VIP Seats at host table, 3 person

\*For more sponsorship options, such as background music, award-winning quiz about your brand, new product release, please contact organizer

\*Maximum 2 reception dinner title sponsors

F2

### Lunch Sponsor (two days) [Exclusive]

Communicating your brand to all delegates exclusively at a relax atmosphere

RMB 60,000



- Table cards with your logo placed on all the buffet stations and dining tables
- Advertising boards with your logo placed at the entrance of dining places (Minimum 2 pieces)
- Print your company logo on napkins
- Your company logo listed at Catering Arrangement on symposium program

F3

### Tea break sponsor (two days) [Exclusive]

Communicating your brand to all delegates and make your company the topic of their conversations

RMB 40,000



- Table cloths with your logo placed on buffet stations
- Your logo printed on the dessert topper picks (size 25\*35cm)

F4

### Bottled water sponsor [Exclusive]

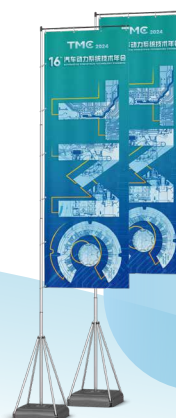
About 4000 bottles, company logo printed on the bottles

RMB 50,000



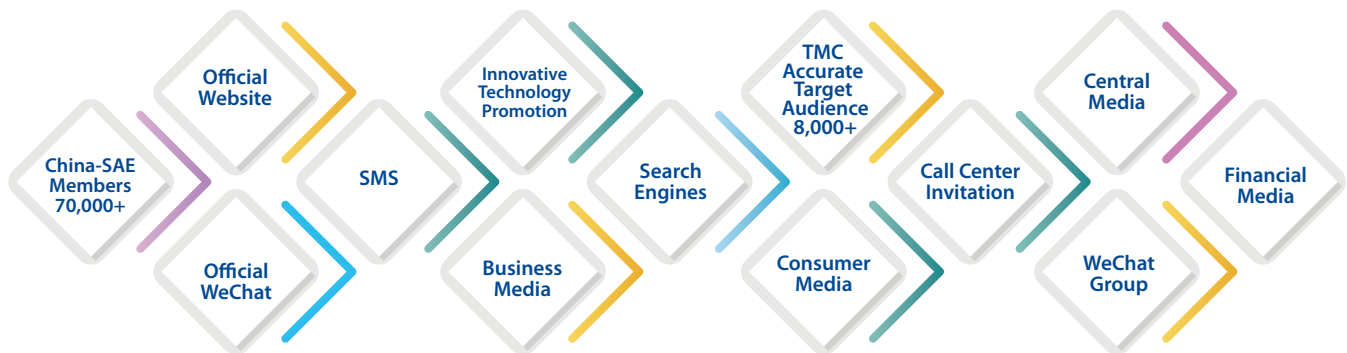
## G. More Sponsorship Options

G1	<b>Lanyard Sponsor</b> (circa 2000)		Become the exclusive sponsor of the lanyards used to hold delegate name badges, for all professional delegates, exhibitors, VIPs, speakers, and journalists - ensuring your branding is seen across the conference and exhibition.	RMB 30,000
G2	<b>Badge Sponsor</b> (circa 2000)		Become the exclusive sponsor of the name badges, for all professional delegates, exhibitors, VIPs, speakers, and journalists - ensuring your branding is seen across the conference and exhibition.	RMB 20,000
G3-4	<b>Tote bags</b> (circa 1500)		One-sided personalized tote bags will be handed out to each delegates upon registration. Your logo will be visible throughout and after the event. G3 Excluding printing ..... G4 Including printing .....	RMB 30,000 RMB 50,000
G5	<b>Souvenir insert in tote bag</b> (circa 1500)		Souvenir distributed to all delegates (800 pieces brought by sponsors).Your company logo will be seen during the event and beyond!	RMB 10,000
G6	<b>Document inserts in tote bag</b>		Less than 8 pages, excluding printing	RMB 20,000
G7-9	<b>Advertisement on Symposium Program</b>		G7 Inside front cover ..... G8 Inside back cover ..... G9 Insert (1P) .....	RMB 20,000 RMB 15,000 RMB 10,000
G10-12	<b>Company promotion video played at warm-up time</b> (30 min before the meeting at all parallel sessions, video length within 1.5min)		Repeatedly played from 30 min before the opening ceremony/all parallel sessions, video length within 1.5min G10 Before the opening ceremony of 1st day morning (max. 3 sponsors) ..... G11 Before the meeting of 1st day afternoon (max. 2 sponsors) ..... G12 Before the meeting of 2nd day morning or afternoon (max. 2 sponsors for each period) .....	RMB 35,000 RMB 20,000 RMB 15,000
G13	<b>Indoor advertising board</b>		Your company products and logo could be seen in public area Size: 4000m L*3000m H, Maximum 6 Maximum 2 per enterprise	RMB 20,000 each
G14	<b>Outdoor advertising board</b>		Your company products and logo could be seen firstly before entering the venue Size: 4000m L*3000m H, Maximum 6 Only for sponsors and exhibitors Maximum 2 per enterprise	RMB 10,000 each
G15	<b>Outdoor road flag advertisement</b>		Printed with your company logo and name. Size: 1200m W*3500m H, Minimum 10 pieces	RMB 2,500 each
G16	<b>Event venue entrance advertisement</b>		Placed at the entrance of the venue with symposium image and your company logo	RMB 150,000



## H. Brand &amp; New Product Promotion

## Promotion Mix



## Some of Media Partners



## H1

## Pre-event Promotion

RMB 15,000

- Your company or/and products promoted via the event marketing (email and WeChat) to potential participants for one time.
- Emails sent to about 70,000 China-SAE members and about 8,000 TMC accurate target audience.
- Articles widely disseminated in Wechat groups in powertrain industry, e.g., TMC, Powertrain and NEV groups, and in well-known WeChat official accounts, such as TransHorizon (over 50,000 fans), Automotive Powertrain (over 50,000 fans) and Automobil Industrie (over 80,000 fans), etc.

Some of articles (in Chinese only) via Emails, Wechat and media partners

- BorgWarner | Solution for Next Generation of 800V Electrified Drive System
- Infimotion | Platformization and Key Technology Development of High Performance EDU
- Silan Microelectronics | Advanced Process and Package Technology from Silan for Automobile
- Yole Intelligence | 800km Battery Electric Trucks: Technological Trends in BEV Heavy Trucks

## H2

## New Product Release

Customizable Upon Request

- As the largest electrified powertrain expo in China, TMC is the best platform for system and component companies to release new products. According to the needs of your company, the organizers will fully take TMC advantages and elaborately help organize the press conference, to make your products stand out from many innovative products, and significantly increase the exposure and awareness of the new products at the TMC event and in the industry.

- Organizers to promote new products before TMC via TMC database & core media
- Select 10-12 core media to have Q&A and report your new product on site
- Organize the product release at relevant session (during break) or your booth
- Release via more selected media accordingly, after event

## H3

## Interview

RMB 50,000

TMC cooperates with media from central media, well-known comprehensive media, portals, financial media, automotive industry media to self-media focusing on transmission and drive. The organizer organizes interviews with guests and speaks out for the transmission and drive industry to increase positive exposure and social attention for corporate brands and products and individual leaders.

- Organizer to provide venue for product release
- Organizer to provide audio equipment and photography (video not included)
- Organizer to invite 3-5 core media to report
- Customizable interview service upon request

## H4

## Press Release

RMB 5,000

- Your technical reports, innovation highlights and new product launch to be released by organizer's official WeChat.
- The articles to be released should not include commercial advertisement.
- The articles will be reviewed by the organizer.

## Company &amp; Contact

Organization Name (English)

Contact Person

Department &amp; Title

Tel/Mobile

Email

Please tick "✓" in ☐ for your sponsorship package or/and exhibition/ speech

## Event Partner &amp; Speech Sponsorship Package

☐ A. Event PartnerIncluding: 10m<sup>2</sup> standard booth  
If you need larger booth, please indicate belowSqm. of booths: m<sup>2</sup>Type: ☐ Standard booth  
☐ Raw space☐ B. Platinum SponsorIncluding: 5m<sup>2</sup> standard booth  
If you need larger booth, please indicate belowSqm. of booths: m<sup>2</sup>Type: ☐ Standard booth  
☐ Raw space☐ C. Gold SponsorIncluding: 5m<sup>2</sup> standard booth  
If you need larger booth, please indicate belowSqm. of booths: m<sup>2</sup>Type: ☐ Standard booth  
☐ Raw space☐ D. Silver Sponsor

No booth included

## Exhibition

☐ E1. Standard booth, with the area of m<sup>2</sup>☐ E2. Raw space, with the area of m<sup>2</sup>

## Catering Sponsor

☐ F1. Reception Dinner Title Sponsor☐ F3. Tea break sponsor (two days) (Exclusive)☐ F2. Lunch Sponsor (two days) (Exclusive)☐ F4 Bottled water sponsor (Exclusive)

## More Sponsorship Options

☐ G1. Lanyard Sponsor (Exclusive)☐ G5. Souvenir insert in tote bag

Company promotion video played at warm-up time

☐ G2. Badge Sponsor (Exclusive)☐ G6. Documents insert in tote bag☐ G10. Before the opening ceremony of 1st day morning

## Tote bags (Exclusive)

## Advertisement on Symposium Program

☐ G3. Excluding printing☐ G7. Inside front cover☐ G11. Before the meeting of 1st day afternoon☐ G4. Including printing☐ G8. Inside back cover☐ G12. Before the meeting of 2nd day morning or afternoon☐ G9. Insert (1P)

## Advertisement onsite

☐ G13. Indoor advertising board☐ G15. Outdoor road flag (Exclusive)☐ G14. Outdoor advertising board☐ G16. Event venue entrance advertisement (Exclusive)

## Brand &amp; New Product Promotion

☐ H1. Pre-Event Promotion☐ H2. New product/technology release☐ H3. Interview☐ H4. Press Release\*Download the Application Form & Speech Abstract Template at [Download] of [en.transmission-china.org](http://en.transmission-china.org)

## Important Deadlines

2024.2.1 Application for speech sponsorship with abstract (for sponsorship fee discount opportunity)

2024.3.8 Application for speech sponsorship with abstract

2024.3.8 Upload company name, logo (ai, jpg, eps, pdf) online

Upload exhibit profile and pictures (max. 3 pics) online

Upload company profile in English and Chinese online

2024.4.19 Notification of speech acceptance

2024.6.14 Submission of booth background poster (pdf, jpg)

2024.6.14 Dinner/Sponsorship opportunities

2024.6.21 Submission of PPTs for on-site speech and distribution to all participants

## Contact

## DENG Yabing

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## Alex ZHANG

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## Amber YAN

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## Eric LIU

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