

**2026【终端崛起—筑新】第八届汽车服务产业新趋势大会**  
 Rising Workshop - The 8th International Automotive Service Industry New Trends Conference 2026

<b>日期</b> Date	2026/04/12 12 April 2026	<b>时间</b> Time	09:00-12:00	<b>地点</b> Venue	北京首都机场东康得思酒店一层大宴会厅 1F, Cordis Ballroom, Cordis Beijing Capital Airport
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<b>指导单位</b> Guided by	中国汽车维修设备行业协会 中国汽车维修行业协会 China Automotive Maintenance Equipment Industry Association China Automotive Maintenance and Repair Trade Association
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<b>主办单位</b> Organiser(s)	法兰克福展览（上海）有限公司 中国机械国际合作股份有限公司 青岛养车魔方互联网科技有限公司 Messe Frankfurt (Shanghai) Co Ltd China National Machinery Industry International Co Ltd Qingdao Car Maintenance Magic Cube Internet Technology Co Ltd
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时间 Time	题目 Topic	讲者 Speaker
09:00	主持人开场 Opening Remarks	
09:05	大会致辞 Welcome Speech	王水平, 中国汽车维修设备行业协会会长 底彦彬, 中国汽车维修行业协会秘书长 周劲澜, 法兰克福展览（香港）有限公司总经理 Wang Shuiping, President, China Automotive Maintenance Equipment Industry Association Di Yanbin, Secretary-General, China Automotive Maintenance and Repair Trade Association Fiona Chiew, General Manager, Messe Frankfurt (HK) Ltd
09:15	2026 中国经济发展展望 Outlook for China's Economic Development 2026	石纪杨, 国家开发银行专家委员会资深专家, 中非发展基金原总裁, 国开证券原监事长 Shi Jiyang, Senior Expert, Expert Committee of China Development Bank / Former President, China-Africa Development Fund / Former Supervisor, CDB Securities Co Ltd
09:55	2026 中国汽车产业发展前景展望 Outlook for China's Automotive Industry Development 2026	师建华, 车百会研究院副理事长, 车百智库研究院院长, 教授级高级工程师 Shi Jianhua, Vice Chairman of Chebaihui, President of Chebai Think Tank Research Institute, Professor-level Senior Engineer
10:20	全球格局下的中国汽车后市场 - 筑新未来, 寻找增长 China's Automotive Aftermarket in the Global Landscape - Forging a New Future and Seeking Growth	戴晨, 魔方汽车创始人, MCAA 魔方汽配出海联盟创始人 Dai Chen, Founder, Magic Cube Auto / Founder, MCAA Magic Cube Auto Parts Going Global Alliance
10:45	2026 新能源汽车独立售后市场发展最新趋势解读 Interpretation on Latest Development Trends of 2026 Independent Aftermarket for New Energy Vehicles	徐虎雄, 罗兰贝格全球合伙人 Xu Huxiong, Global Partner, Roland Berger
11:10	新能源汽车数字化检修的创新与实践 Innovation and Practice of Digital Inspection and Maintenance for New Energy Vehicles	抄佩佩, 中国汽车工程研究院股份有限公司总监、后市场事业部总经理 Chao Peipei, Director, General Manager of Aftermarket Business Unit, China Automotive Engineering Research Institute Co Ltd
11:35	在不确定环境里, 洞悉用户的确定性汽车消费 Insight into Users' Definite Automotive Consumption in an Uncertain Environment	周丽君, 腾易科技助理总裁, 腾易科技研究院院长兼首席分析师, 汽车行业战略分析师 Zhou Lijun, Assistant President, Tengyi Technology / President and Chief Analyst, Tengyi Technology Research Institute / Automotive Industry Strategic Analyst

**分论坛一：新能源独立售后AI+技术创新—终端增长论坛**  
 NEV Independent Aftermarket AI + Technology Innovation - Rising Workshop Forum

<b>日期</b> Date	2026/04/12 12 April 2026	<b>时间</b> Time	13:30-17:30	<b>地点</b> Venue	北京首都机场东康得思酒店一层宴会厅2 1F, Cordis Ballroom 2, Cordis Beijing Capital Airport
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<b>支持单位</b> Support(s)	全国工商联汽配商会新能源车专委会 Professional Committee, Automobile & Motorcycle Parts Chamber of Commerce, All-China Federation of Industry and Commerce
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时间 Time	题目 Topic	讲者 Speaker
13:30	欢迎致辞 Welcome Speech	白坤, 全国工商联汽配商会副秘书长 Bai Kun, Deputy Secretary-General, Automobile & Motorcycle Parts Chamber of Commerce, All-China Federation of Industry and Commerce
13:40	穿越周期, 后市场数字化浪潮下的趋势研判与经营进化 Navigating the Cycle: Aftermarket Trend Insights and Business Evolution in the Wave of Digital Intelligence	朱伟, F6 中国市场营销总监 Zhu Wei, China Marketing Director, F6
14:00	四方联动 共赢未来 赋能经销商升级, 激活终端盈利 Four-Party Collaboration for a Win-Win Future: Empowering Distributors, Activating Terminal Profitability	曹丽华, 金美合车用油销售总监 Cao Lihua, Sales Director of Zhu Hai Makhop Technology Co Ltd
14:20	AI 技术在新能源与传统维修后的新机遇 New Opportunities of AI Technology in NEV & Traditional Repair After-sales	冯海龙, 爱扳手北京智云星辉科技有限公司总经理 Feng Hailong, General Manager, AI Wrench, Beijing Zhiyun Xinghui Technology Co Ltd
14:40	锂电池回收拆解核心价值-新能源维修服务连锁盈利之路 Lithium Battery Recycling & Dismantling Core Value: The Road to Profitability for NEV Repair Service Chains	徐贵, 小青龙新能源维修服务连锁联合创始人 Xu Gui, Co-founder of Xiaolong New Energy Repair Service Chain
15:00	智慧新物种: 当机器人成为汽修门店的“新员工” Intelligent New Species: When Robots Become "New Employees" of Auto Repair Stores	陈艳霞, 擎天租（上海）科技有限公司首席运营官 Chen Yanxia, COO, Prime Rent (Shanghai) Technology Co Ltd

15:20	维修厂内卷破局·豪华车维修持续盈利的方法 Breaking the Rat Race of Repair Shops · Methods for Sustained Profit in Luxury Car Maintenance	李展, 沈阳大展四个圈汽车服务有限公司 (大展奥迪专修连锁) 创始人 Li Zhan, Founder, Shenyang Dazhan Four Circles Auto Service Co Ltd (Dazhan Audi Specialized Maintenance Chain)
15:40	新能源汽车售后维修核心技术 Core Technologies for New Energy Vehicle After-sales Maintenance	胡杰, 山东德系新能源汽车有限公司 (德系新能源) 创始人 Hu Jie, Founder, Shandong German New Energy Vehicle Co Ltd
16:00	门店营销场景打造, IP文创带动业绩快速增长 Store Marketing Scene Creation: IP Cultural Products as a Catalyst for Rapid Performance Growth	赵雷, 济南鼎力汇汽车服务有限公司创始人 Zhao Lei, Founder, Jinan Dinglihui Automotive Service Co Ltd
16:20	业绩增长双引擎: 高效转化 × 精益运营 Dual Engines for Performance Growth: High-efficiency Conversion × Lean Operation	胡云东, 领象汽车服务、领象汽车科技 (山东) 有限公司创始人 Hu Yundong, Founder, Leadxiang Automotive Aftermarket Service, Leadxiang Automotive Technology (Shandong) Co Ltd
16:40	新能源&传统燃油车终端门店项目盈利增长点 Project Profit Growth Points for New Energy & Traditional Fuel Vehicle Terminal Stores	许涛, 大连亚欧贸易有限公司总经理 Xu Tao, General Manager, Dalian Yaou Trading Co Ltd
17:00	《讨论团》: 传统维修筑新能源售后, 打造新的售后服务场景 - 短视频+直播带动本地服务升级 - 维修企业打造自我营销圈的密码 - 数据服务+场景服务助力门店成长 - 终端门店创业者的正确理解  Panel Discussion: Traditional Repair, Pioneering Trends, NEVs After-sales, To Create New After-sales Service Scenarios - Short Video + Live Streaming: Driving Local Service Upgrades - The Secret of Repair Shops to Establish Self-Marketing Ecosystem - Data Services + Scene Services: Empowering Store Growth - The Right Mindset for Terminal Business Entrepreneurs	主持人: 陈平, 车轱辘创始人 讨论嘉宾: 吕艳庆, 态途养车, 江苏态途网络科技有限公司创始人 江德才, 车百用汽车服务连锁总经理 张新波, 北京京心达汽修服务连锁创始人 宋烈进, 兔师傅汽车服务连锁创始人 刘明明, 北京轱辘匠汽车服务连锁 AI 汽车服务创始人  Moderator: Chen Ping, Founder, Cheyuan Chezhe Speakers: Lyu Yanqing, Founder, Taitu Car Maintenance, Jiangsu State Road Network Technology Co Ltd Jiang Decai, General Manager, Chebalyong Automotive Service Chain Zhang Xinbo, Founder, Beijing Jingxinda Auto Repair Service Chain Song Liejin, Founder, Master Too Automotive Service Chain Liu Mingming, Founder, Beijing Jingchefang Auto Decoration Service Co Ltd

**分论坛二: 底盘、轮胎、改装—汽配产业链红利趋势论坛**  
**Forum on Profit Dividend Trends in Auto Parts Industry Chain: Chassis, Tires & Customising**

日期 Date	2026/04/12 12 April 2026	时间 Time	13:30-17:30	地点 Venue	北京首都机场东康得思酒店一层宴会厅1 1F, Cordis Ballroom 1, Cordis Beijing Capital Airport
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支持单位 Support(s)	中国橡胶工业协会营销工作委员会 中国汽车维修行业协会养护装饰美容分会 Marketing Committee, China Rubber Industry Association Maintenance, Decoration and Beauty Branch, China Automotive Maintenance and Repair Trade Association
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时间 Time	题目 Topic	讲者 Speaker
13:30	中国轮胎2026市场数据解读未来渠道趋势 Interpretation on 2026 Market Data of China's Tire Industry and Future Channel Trends	雷昌纯, 中国橡胶工业协会秘书长 Lei Changchun, Secretary-General, China Rubber Industry Association
13:50	破局盈利难题·重构车后生态——汽修门店盈利新方案发布 Breaking through Profitability Challenges · Rebuilding the Aftermarket Ecosystem - New Profit Solutions for Auto Repair Shops	苏怡, 中国汽车维修行业协会连锁经营分会秘书长、国工云出行网络科技服务 (深圳) 有限公司董事长 Su Yi, Secretary General of the Franchise Management Branch of the China Automobile Maintenance Association, Chairman of Guogong Cloud Travel Network Technology Service (Shenzhen) Co Ltd
14:10	持续创新, 全域增长 筑新“渠道&终端”全新业态 Sustained Innovation, Omnichannel Growth - Building a New Business Model for "Channels & Terminals"	王玉萍, 零公里集团总裁 Wang Yuping, President, Zero Kilometer Lubricant Group
14:30	汽车后市场IP打造方法论 The Methodology of IP Building in the Automotive Aftermarket	林少杰, 上海领结站汽车服务有限公司创始人 Lin Shaojie, Founder, Shanghai Tie Club Auto Service Co Ltd
14:50	汽修门店月毛利提升3-5万的核心密码: 抓好美车四件套 The Key to Boost Monthly Gross Profit by RMB 30,000-50,000 in Repair Shops: Mastering the Four Core Car Care Services	李亚均, 亿迈&卡士曼汽美工作室创始人, MXX魅希星品牌联合创始人兼CEO Li Yajun, Founder, Yimai & Kashiman Car Beauty Studio, Co-founder and CEO of MXX Meixixing Brand
15:10	2026汽服新媒体战略新思维 New Thinking on Social Media Strategy for Automotive Services 2026	周同, 西安机场企业管理咨询有限公司, 汽场学院创始人 Zhou Tong, Founder, Xi'an Auto Service Enterprise Management Consulting Co Ltd
15:30	改装门店如何打造高转化率的服务场景 How Modification Shops Create Service Scenes with High Conversion Rates	鄧民伟, 杰特熙华北公司总经理 Zhi Minwei, General Manager, JTC North China Company
15:50	底盘云联盟 助力门店产值百万增长 Chassis Cloud Alliance — Empowering Stores to Achieve Million-Level Revenue Growth	詹世强, 稳先生底盘连锁创始人 Zhan Shiqiang, Founder, Wenxiansheng Chassis Chain
16:10	破局与重构: 从“单品类深耕”到“多品类生态” Breaking Through and Rebuilding: From "Deep Cultivation in a Single Category" to "Multi-Category Ecosystem"	吴玉军, 中凯汽车销售服务有限公司创始人 Wu Yujun, Founder, Zhongkai Automotive Sales and Service Co Ltd

16:30	终端门店，破局唯一之路：升级 Terminal Stores: The Only Way to Break Through — Evolution	余红桥，安睿商学院院长 Yu Hongqiao, Dean of I-Reach Business School
16:50	移动互联网十年，揭开卡车后市场未来增长密码 A Decade of Mobile Internet: Unlocking the Code for Future Growth in the Truck Aftermarket	张玉武，中国物流与采购联合会装备委员会顾问 Zhang Yuwu, Former Advisor of the Equipment Committee of the China Federation of Logistics & Purchasing
17:10	《讨论圈》：中国汽车后市场产业链2026筑新业态的新变局 - 产品创新在终端市场风口在哪里 - 内卷市场下的品牌和渠道核心价值 - 汽配产业链赋能终端门店的核心点 - 汽配经销商新业务，如何创新  Panel Discussion: New Changes in the Forging of a New Ecosystem in China's Automotive Aftermarket Industrial Chain 2026 - Where Are the Opportunities for Product Innovation in the Terminal Market - The Core Breakthrough Value of Brands and Channels in a Hyper-Competitive Market - The Key Points for Empowering Terminal Stores Within the Auto Parts Industry Chain - How Can Auto Parts Distributors Innovate When Building Up New Businesses	主持人：俞士耀，勺子学院院长 讨论嘉宾： 洪耿戈，星鼎荟汽车后市场企业家俱乐部理事长 孙耀辉，石家庄市华利经贸有限公司总经理 纪林茂，汽配峰，上海优配邦信息科技有限公司联合创始人 陈彬，油电轮（山东）供应链管理有限公司创始人 王海春，新疆好动力汽配创始人  Moderator: Yu Shiyao, Dean of Spoon Academy Speakers: Hong Gengge, Chairman, Xingdinghui Auto Aftermarket Entrepreneurs Club Sun Yaowei, General Manager, Shijiazhuang Huali Economic and Trade Co Ltd Ji Linmao, Co-founder, Auto Parts Summit, Shanghai UAP Bang Information Technology Co Ltd Zhu Xinguo, Founder, Xiamen Xinbaohang Automotive Service Co Ltd Chen Bin, Founder, Oil-Electric-Tire (Shandong) Supply Chain Management Co Ltd Wang Haichun, Founder, Xinjiang Haodongli Auto Parts

**分论坛三：出海时代—中国汽车后市场出海及跨境全球化实践论坛**  
 China Auto Aftermarket Going Global and Cross-border Practices Forum

<b>日期</b> Date	2026/04/12 12 April 2026	<b>时间</b> Time	13:30-15:30	<b>地点</b> Venue	北京首都机场东海康得思酒店一层宴会厅3 1F, Cordis Ballroom 3, Cordis Beijing Capital Airport
<b>支持单位</b> Support(s)	基安斯（上海）智能科技有限公司 MCAA 魔方汽配出海联盟 GNSGO (Shanghai) Intelligent Technology Co Ltd MCAA Magic Cube Auto Parts Going Global Alliance				
<b>时间</b> Time	<b>题目</b> Topic			<b>讲者</b> Speaker	
13:30	2025中国整车及零部件进出口分析及2026市场预测 Analysis of China's Complete Vehicle and Parts Import and Export in 2025 and 2026 Market Forecast			孙晓红，中国机电产品进出口商会汽车国际化专业委员会秘书长 Sun Xiaohong, Secretary-General, Automotive Internationalization Professional Committee, China Chamber of Commerce for Import and Export of Machinery and Electronic Products	
13:50	eBay欧美汽配跨境电商出口新机遇 New Opportunities for eBay Cross-Border E-Commerce Exports of Auto Parts in Europe and the US Market			Jeff Zhao, eBay大中华区跨境事业部品类经理 Jeff Zhao, Category Manager of the Cross-Border Business Division of eBay Greater China	
14:10	德国汽车后市场产业现状及配件贸易解读 Current State of the German Auto Aftermarket Industry and Insights into Parts Trade			Wassim Malas, Laudin Internationaler Handel公司首席执行官 Wassim Malas, CEO, Laudin Internationaler Handel GmbH	
14:30	东欧及塞尔维亚出海市场数据分析 Data Analysis of the Going Global Markets towards Eastern Europe and Serbia			仇大海，GNSGO, CEO Qiu Dahai, CEO, GNSGO	
14:50	出海新赛道 售后筑根基，海外新能源售后服务体系搭建分享 Venturing into New Frontiers, Solidifying Foundations Through After-Sales: Insights into Building After-Sales Service Systems for New Energy Vehicles in Global Markets			梁翔，乌兹别克斯坦 DIDI 汽车服务连锁总经理，湖北华耀集团海外事业部总经理 Liang Lixiang, General Manager of DIDI AutoService, Uzbekistan and General Manager of Overseas Business Unit, Hubei Huayao Group	
15:10	后市场企业出海路径解读 - 如何做好品牌升级 Interpretation on the Overseas Path of Aftermarket Enterprises - How to Realize Brand Upgrading			张威，蔚赢设计创始人 Zhang Wei, Founder of WinDesign	

**分论坛四：2026中国汽车后市场区域市场与流量升级终端破卷大会**  
 China Automotive Aftermarket Regional Market & Traffic Upgrade: The Ultimate Anti-Involution Forum 2026

<b>日期</b> Date	2026/04/12 12 April 2026	<b>时间</b> Time	15:30-18:00	<b>地点</b> Venue	北京首都机场东海康得思酒店一层宴会厅3 1F, Cordis Ballroom 3, Cordis Beijing Capital Airport
15:30	中国省市汽车维修行业协会助力区域维修终端及渠道成长 - 各省市汽车维修行业协会的价值 - 区域下沉市场落地性研讨 - 维修门店及渠道对当地赋能的需求 - 联动区域资源，下沉市场落地关键  China's Provincial and Municipal Automobile Maintenance Industry Associations Empowering Regional Repair Terminals and Channel Growth - The Value of Provincial and Municipal Automobile Maintenance Industry Associations - Practical Discussions on Tapping into Regional Lower-Tier Markets - The Demand of Repair Shops and Channels for Local Empowerment - Leveraging Regional Resources – Key to Successful Penetration of Lower-Tier Markets			主持人：戴展，MCAA 魔方汽配出海联盟创始人 讨论嘉宾： 李零，西安机动车服务行业协会秘书长 韩玉国，济南汽车维修行业协会秘书长 冯和，湖北省汽车售后服务行业协会会长 高凤英，山西省汽车维修行业协会秘书长  Moderator: Dai Chen, Founder, MCAA Magic Cube Autoparts Alliance Going Global Alliance Speakers: Li Ling, Secretary General of Xi'an Motor Vehicle Service Industry Association Han Yuguo, Secretary General of Jinan Automobile Maintenance Industry Association Feng He, President of Hubei Automobile After-sales Service Industry Association Gao Fengying, Secretary General of Shanxi Automobile Maintenance Industry Association	
16:00	2026新全球环境下，国际润滑领域新趋势 New Trends in the International Lubrication Field Under the New Global Environment of 2026			王严绪，化学博士、华亿中能（杭州）能源有限公司创始人 Wang Yanxu, Doctor of Chemistry, Founder of Huayi Zhongneng (Hangzhou) Energy Co Ltd	
16:20	2026汽后门店流量新密码：AI + 短视频运营撬动业绩增长实战分享 2026 New Traffic Code for Auto Aftermarket Stores: Practical Sharing on Leveraging AI + Short Video Operations to Drive Performance Growth			谭晓芹，领检（北京）科技有限责任公司创始人 Tan Xiaolin, Founder, Lingjian (Beijing) Technology Co Ltd	
16:40	2026汽修老板新思维 - 破局维修盈利核心密码 New Thinking for Auto Repair Owners in 2026 - The Core Code to Break the Profit Dilemma of Maintenance			康中华，车匠人豪华车专修改装连锁创始人 Kang Zhonghua, Founder, Car Craftsman Luxury Car Specialized Repair and Modification Chain	
17:00	2026内卷市场下汽车后市场老板的角色认知 Role Cognition of Automotive Aftermarket Owners in the 2026 Intensely Competitive Market			董亚杰，卡迈智汽车商学院院长、懂车行汽修服务连锁创始人 Dong Yajie, Dean, Car-Manager Automotive Management Consulting (Beijing) Co Ltd	
17:20	提升汽修厂复购率，提升汽修厂品牌认可度 How to Enhance Repurchase Rate and Brand Recognition from Auto Repair Shops			郭佳景，GT润滑油（英国）有限公司首席顾问 Guo Jiajing, Chief Consultant, GT Lubricants (UK) Co Ltd	
17:40	从零散到系统进阶：模块化养护项目构建维修利润增长点 From Fragmentation to Systematic Advancement: Building Profit Growth Points for Repairs through Modular Maintenance Programs			高宇超，北京神彩泛亚科技有限公司副总经理 Gao Yuchao, Deputy General Manager, SENKIA Technology Company Limited	