

长安汽车拉美市场用户及需求研究项目公开寻源公告

为寻求优秀的供应商进行合作，支撑公司海纳百川战略，确保长安汽车海外市场（墨西哥/智利/秘鲁/哥伦比亚）用户及需求研究项目顺利进行，现对该项目进行供应商寻源，欢迎符合条件的供应商报名参加。

项目名称：

长安汽车墨西哥/智利/秘鲁/哥伦比亚用户及需求研究项目

一、项目概况及介绍

为支持公司海外战略，补充对海外用户及需求的研究，计划在墨西哥/智利/秘鲁/哥伦比亚开展用户基础研究，了解用户特征及汽车需求，构建海外用户基础数据库

二、供应商资质要求

1. 取得合法经营的法人或其他组织，提供有效营业执照或授权文书,原件备查
2. 未在长安汽车黑名单范围内；未被长安汽车列入暂停业务等不适合参与项目的风险管理项。提供承诺函法人签字或加盖鲜章，详见寻源公告附件。
3. 未被“信用中国”列入失信被执行人名单，提供信用中国（网址：www.creditchina.gov.cn）近一个月内的信用中国完整报告。公司注册地在中国以外的请提供承诺函，法人签字或加盖鲜章，承诺函详见寻源公告附件。
4. 供应商非“三无”供应商（“三无”供应商是指无实缴注册资本、无参保人员、无生产经营场所等无生产加工能力的“空壳”供应商）（提供：国家企业信用信息公示系统查询报告，网址：<https://www.gsxt.gov.cn/corp-query-homepage.html>，如查询结果于实际不符，针对实缴注册资本请提供银行入账回单（转账记录备注投资或实缴）加盖公章；针对参保人员信息请提供社保局出具的社保证明加盖公章）。
5. 近 5 年（2021 年 9 月-2026 年 9 月）为大型汽车企业集团（如一汽、东风、长安、上汽、北汽、广汽、吉利、长城、奇瑞、红旗、蔚来、理想、小鹏、小米、比亚迪、丰田、本田、雷克萨斯、大众、通用、现代、起亚、日产、雷诺、福特、奔驰、宝马、特斯拉等）提供 2 个拉美市场调研案例，均需为汽车市场用户需求、使用场景研究/实车车展调研/汽车品牌监测等相关汽车调研类型（优先提供墨西哥/智利/秘鲁/哥伦比亚区域相关案例；优先提供奇瑞/比亚迪/吉利等头部企业案例），至少一个案例合同金额在 80 万人民币及或等值美元以上，提供能证明以项目案例的合同。

6. 报名方为全球性调研/咨询企业：提供拉丁美洲(巴西、墨西哥、智利)、欧洲(英国、意大利、挪威)、中东非(沙特阿拉伯、阿联酋、南非)、东南亚(泰国、澳大利亚、印度尼西亚)中至少 1 个区域的分支机构营业执照（优先提供拉丁美洲分支机构相关材料），原件备查；提供当地分支机构的营业执照，原件备查

7. 项目配备项目总监 1 人，具备汽车行业市场咨询、市场调研、行业研究 8 年以上从业经历，主导过汽车行业品牌监测/汽车人群及需求研究经验；资深研究人员至少 3 人，具备汽车行业市场咨询、市场调研、行业研究 5 年以上经验。以上人员信息提供人员简历，未经甲方书面同意，中标方不得擅自更换项目组成员。本项目严禁任何形式的整体转包，研究方案设计、调研执行、样本检核、数据分析及报告撰写等核心业务必须由中标方统筹完成。

三、报名时间：2026 年 9 月 18 日 17:00（北京时间）截止，具体以云平台系统截止时间为准

一、报名联系人

联系人：张老师

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咨询邮箱：zhangyu16@changan.com.cn

二、报名方式：在墨西哥采购官网递交以上资质证明材料，请务必在寻源时间内提交本公告上的要求至官网（重要！），模板详见附件。

Project Name:

Changan Automobile User and Demand Research Project in Mexico, Chile, Peru, and Colombia

I. Project Overview and Introduction

To support the company's overseas strategy and supplement research on overseas users and their needs, we plan to conduct basic user research in Mexico, Chile, Peru, and Colombia to understand user characteristics and automotive demand, and to build a data base of overseas users.

II. Supplier Qualification Requirements

1. Must be a legal entity or other organization with valid business operations; provide a valid business license or authorization document, with the original available for inspection.

2. Must not be on Changan Automobile's blacklist; must not have been subject to risk management measures by Changan Automobile, such as suspension of business operations, that render the entity ineligible to participate in the project. Provide a letter of commitment signed by the legal representative or bearing an official seal; see the attachment to the sourcing announcement for details.

3. Must not be listed as a "discredited person subject to enforcement" on "Credit China." Provide a complete credit report from Credit China (website: www.creditchina.gov.cn) issued within the last month. Companies registered outside of China must provide a letter of commitment, signed by the legal representative or bearing a fresh official seal; see the attachment to the sourcing announcement for details on the letter of commitment.

4. The supplier must not be a "three-no" supplier ("three-no" suppliers refer to "shell" suppliers lacking production and processing capabilities, such as those with no paid-in registered capital, no employees enrolled in social insurance, and no production or business premises). Provide: a query report from the National Enterprise Credit Information Publicity System (website: <https://www.gsxt.gov.cn/corp-query-homepage.html>). If the query results do not match actual circumstances, please provide a bank deposit slip (with the transfer note indicating "investment" or "paid-in capital") bearing the company's official seal for verified paid-in registered capital; for social insurance enrollment information, please provide a social insurance certificate issued by the Social Insurance Bureau bearing the company's official seal).

5. Provide two market research case studies from the past five years (September 2021–September 2026) for major automotive enterprise groups (such as FAW, Dongfeng, Changan, SAIC, BAIC, GAC, Geely, Great Wall, Chery, Hongqi, NIO, Li Auto, Xpeng, Xiaomi, BYD, Toyota, Honda, Lexus, Volkswagen, General Motors, Hyundai, Kia, Nissan, Renault, Ford, Mercedes-Benz, BMW, Tesla, etc.) over the past five years (September 2021–

September 2026). Both cases must pertain to automotive market research, such as studies on user needs and usage scenarios, on-site auto show surveys, or automotive brand monitoring (preference will be given to cases related to Mexico, Chile, Peru, or Colombia; with priority given to cases involving leading companies such as Chery, BYD, and Geely). At least one case must have a contract value of 800,000 RMB or the equivalent in USD; please provide the contract verifying the project case.

6. Applicants must be global research/ consulting firm: Provide business licenses for branches in at least one of the following regions—

Latin America (Brazil, Mexico, Chile), Europe (United Kingdom, Italy, Norway), the Middle East and Africa (Saudi Arabia, United Arab Emirates, South Africa), or Southeast Asia (Thailand, Australia, Indonesia) (preference given to materials related to Latin American branches); originals must be available for inspection; Provide the business licenses of the local branches; originals must be available for inspection.

7. The project must be staffed by one Project Director with at least 8 years of professional experience in automotive industry market consulting, market research, and industry research, and who has led automotive brand monitoring and research on automotive consumer demographics and needs; and at least three senior researchers with at least 5 years of experience in automotive industry market consulting, market research, and industry research. Resumes for the above personnel must be provided. The successful bidder may not replace project team members without the written consent of Party A. Any form of full subcontracting is strictly prohibited for this project; core tasks—

including research proposal design, survey execution, sample verification, data analysis, and report writing—must be coordinated and completed by the successful bidder.

Registration Deadline: September 18, 2026, at 17:00 (Beijing Time); the exact deadline shall be determined by the cloud platform system

Registration Contact

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Registration Method: Submit the above qualification documents via the Mexico Procurement Official Website. Please ensure that all requirements specified in this notice are submitted to the official website within the sourcing period (Important!). See the attachment for the template.

