



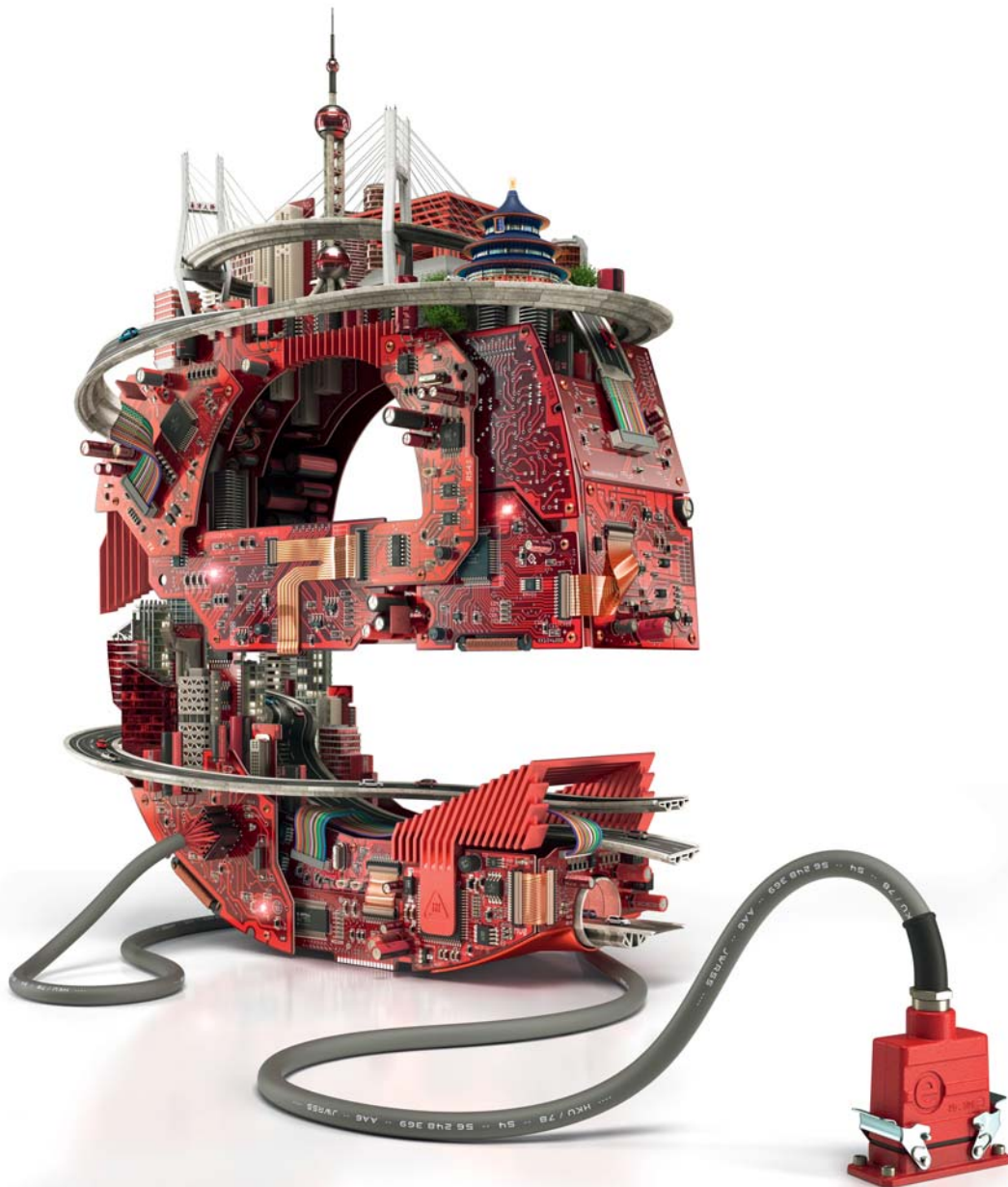
Messe München

Connecting Global Competence

Factsheet

Information for exhibitors 2020

Connecting everything- smart, safe & secure



March 18–20, 2020
Shanghai New International Expo Centre
electronica-china.com



electronica China 2020

International Trade Fair for Electronic Components,
Systems, Applications and Solutions

Planet e

Connecting everything - smart, safe & secure

electronica China is the leading trade fair for the electronics industry in Asia. It's the industry's most important gathering and brings the future to the world, a place that stands out as best for business promotions and the latest trends in the electronics industry.

Planet e: for a successful future

- Comprehensive range of products and services
- Leading business platform: the high-quality of buyers and decision-makers in upper management who are preparing for and conducting business transactions
- From components to systems, applications and services: everything here revolves around the world of electronics
- Technical forums with prominent speakers: topics covering automotive, power electronics, medical technology and connectors

The entire electronics universe at one place

INTERDISCIPLINARY EXHIBITION THEMES

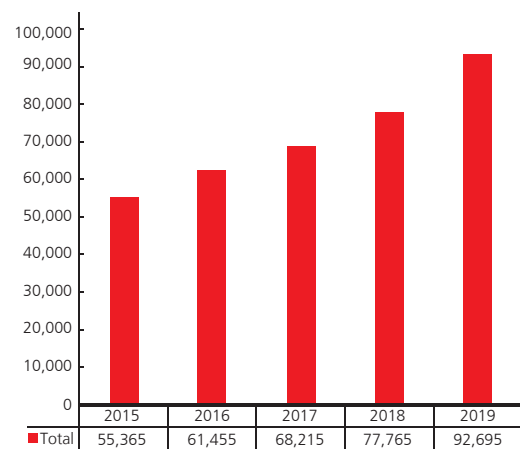
- Semiconductors
- Embedded systems
- Displays
- Sensor technology
- Test and measurement
- Electronic Design (ED/EDA)
- Passive components
- Information gathering and services
- Electromechanics/system peripherals (connectors, relays, switches, keyboards and casing technology)
- Power supplies
- PCBs, other circuit carriers and EMS
- Assemblies and subsystems
- Automotive
- Wireless
- Micronano systems (MEMS)

KEY INDUSTRIES

- Industrial electronics
- Automotive industry
- Consumer electronics
- Communication systems
- New energy
- Medical technology
- Computers & peripherals
- Mechanical engineering
- Internet of Things (IoT)
- Household appliance
- Aviation & space technology
- Military electronics
- Lighting engineering
- Rail transit
- Security & protection systems
- Intelligent building

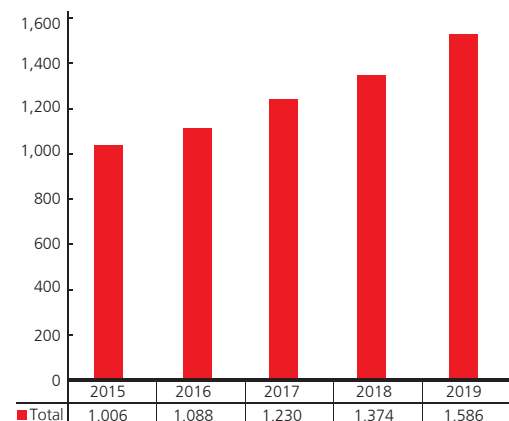
A detailed list of exhibition themes is available here: electronica-china.com

VISITOR NUMBERS FROM 2015 TO 2019*



Visitors: 92,695 (YOY 19.2% increase)

EXHIBITOR NUMBERS FROM 2015 TO 2019*



Exhibitors: 1,586 (YOY 15.4% increase)

Exhibition space: 90,000 m² (YOY 12.5% increase)

Pavilions: Germany, Taiwan, China

* Figures include numbers of electronica China and productronica China.



Planet e: A cosmos of diverse interests

VISITOR ANALYSIS (BY TYPE OF BUSINESS)*

21%	End-product manufacturers
20%	Electronic manufacturing services/Original design manufacturers
15%	Component suppliers
13%	Manufacturing equipment suppliers
8%	Assembly/System supplier
8%	Agent/Distributor/Dealer
7%	Material suppliers
4%	Scientific research/Industry association/Education
1%	Media
1%	Public administration/Public service department
2%	Others

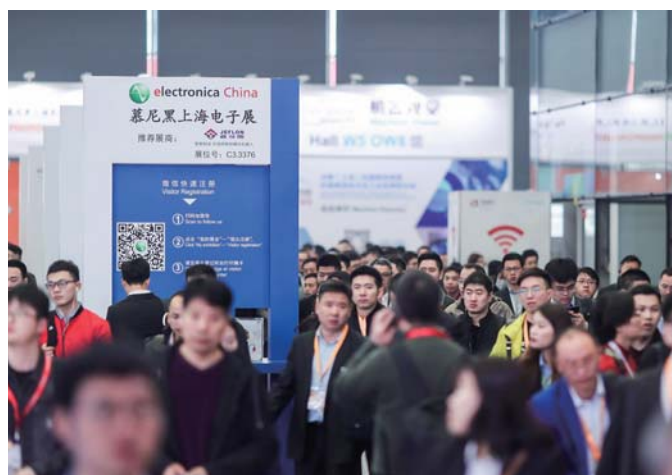
VISITOR ANALYSIS (BY JOB RESPONSIBILITY)*

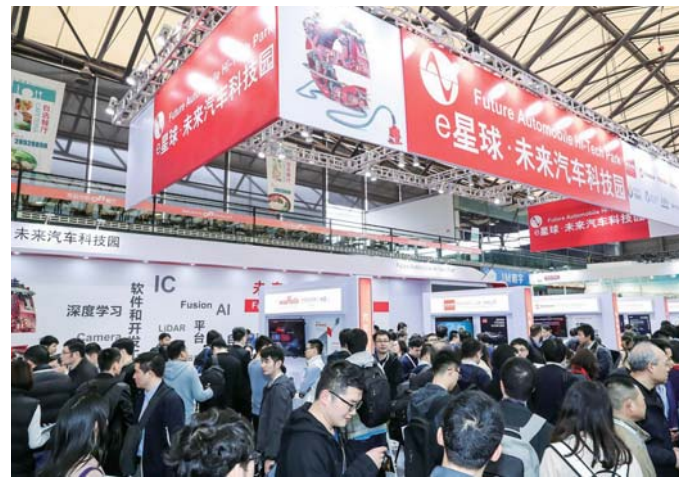
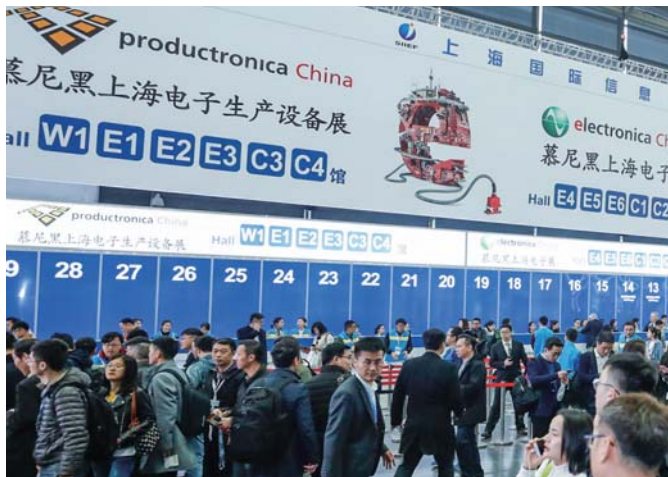
31%	R&D/Design
19%	Production/Manufacturing
18%	Market development/Sales/Marketing
12%	Corporate management
12%	Procurement
3%	Quality control
2%	Education/Scientific research
1%	Government administration
1%	Journalist/Editor
1%	Others

VISITOR ANALYSIS (BY INDUSTRY-MULTIPLE CHOICES)*

51%	Industrial electronics	7%	Household appliance
27%	Automotive industry	7%	Aviation & space technology
26%	Consumer electronics	6%	Military electronics
19%	Communication systems	5%	Lighting engineering
16%	New energy	5%	Rail transit
11%	Mechanical engineering	5%	Security & protection systems
10%	Medical technology	4%	Intelligent building
10%	Computer and peripherals	1%	Others
9%	Internet of Things (IoT)		

* Source: visitor registration analysis at eElectronica China and productronica China 2019





High evaluation and satisfaction

EXHIBITORS—OVERALL ASSESSMENT*

88%	Coverage of exhibits
87%	Brand influence of the exhibition
85%	Exhibition promotion
81%	Visitor number
76%	Visitor quality

EXHIBITORS—BUSINESS GOALS REACHED*

89%	Maintaining existing business relationships
89%	Exchange of experience
88%	Corporate image and product promotion
86%	New product release
85%	Preparing for future business transactions
85%	Market competitor research
82%	Establishing new business relationships

88% exhibitors benefited a lot from electronica China **97%** exhibitors plan to participate in the next electronica China

VISITORS—OVERALL ASSESSMENT*

97%	Chinese exhibitor number
97%	Exhibit range
97%	Exhibition brand influence
96%	Exhibition promotion
95%	Leading exhibitors
94%	Visiting information provided by the organizer
92%	International exhibitors
92%	On-site registration process

VISITORS—BUSINESS GOALS REACHED*

96%	Understanding market trends
95%	Market competitor research
95%	Getting more experience/improving expertise
94%	Preparing for future business transactions
94%	Maintaining existing business relationships
94%	Learning about new product releases
93%	Establishing new business relationships
93%	Searching for distributor/new agent/partner

96% visitors are satisfied with the electronica China

98% visitors plan to attend electronica China again

* Source: exhibitor and visitor survey at electronica China 2019

Recognition from key players



Yangong Bai, Sales Manager, Customer Technical Support, ams Semiconductor (Shenzhen) Co., Ltd.

We have attended almost every **e**lectronica China, so you can say AMS is a regular exhibitor. **e**lectronica China is very influential now, and we can find all the key accounts here.



Honglei Chen, Product Manager, Isolation Products Division, Broadcom

I think **e**lectronica China is very popular and there are a lot of visitors at the exhibition. **e**lectronica China is a great communication platform and we will definitely come again next year.



Kiyohiko Higashiyama, Vice President, Kyocera China

We are very satisfied with the results. The visitor flow at **e**lectronica China was great even on the first morning. From what we saw in the halls, we had a very strong feeling about China's rapid development and the strong vitality of the Chinese market.



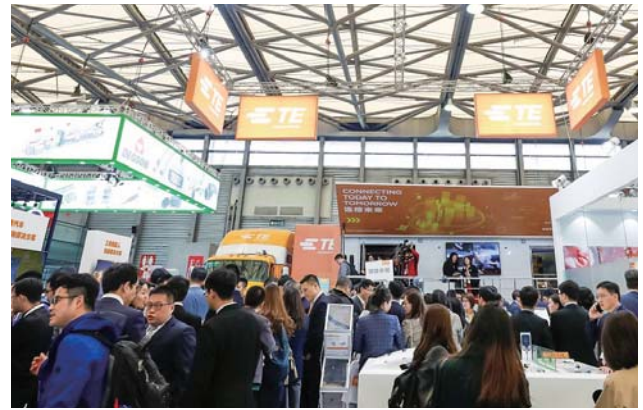
Alex Wang, Product Marketing Director of Sensing & IoT Business, Honeywell

electronica China is very professional and covers the entire industry. The visitor number at **e**lectronica China 2019 on the first day is obviously more than the last two years.



Peter Wang, Business Development Director, Analog Devices

Actually, this is the first time Analog Devices attended **e**lectronica China. I am very excited. **e**lectronica China is not only an electronic exhibition, but also an exhibition of the entire industrial chain.



Edward Tsaur, Director of Marketing APAC, TE Connectivity

electronica China has always been a very important event on our agenda for our business development in China as well as Asia. The exhibition is improving every year in both its size and quality. **e**lectronica China offers a very good platform where TE can present its latest products with the most advanced exhibiting technology. We hope to grow together with **e**lectronica China and win the future.



Lizhong Chen, Business Development Manager, Vicor Trading (Shanghai) Co., Ltd.

The visitor flow at **e**lectronica China has grown, I think. I think it is a very good platform. It is also one of the most professional exhibitions in the industry, so we have come again this year.



Shengpo Song, Marketing Manager of DC Segment, Phoenix Contact

electronica China is one of the biggest exhibitions we are most concerned about. This year, my first impression was that there were a large number of professional visitors. Judging from the results we made, both the number and quality of the visitors made significant growth compared with previous years. We reached a lot of cooperation intentions and we will continue to participate next year, probably with a bigger booth.

Accompanying innovation forums

Automotive Day

Conference theme: New technologies and trends in new energy and connected automated vehicles

- Electric vehicles
- CAV/IAVs

International Smart Manufacturing Ecosystem Summit

- PCB industry and smart factory
- The potentials of digital twins
- Accelerating towards Industry 4.0
- Analysis of the changes in semiconductor usage in intelligent manufacturing
- Basic technical issues in intelligent manufacturing
- Industry 4.0-oriented ASM smart factory solution for back-end devices
- Optocoupler and its applications in industrial robot servo controller
- AI-based industrial decision automation

China International Automotive Electronics Conference

- Intelligent & connected vehicles
- Automotive electronics industry
- Automotive testing
- Security and electronics
- Electronic control of powertrain system for traditional automobile

International Embedded Systems Innovation Forum

- Industrial IoT and IoT security
- Embedded AI technology
- Wearable technology and application

International Medical Electronics Innovation Forum

- Status and trend of medical electronics
- Wearable device and IoT for healthcare
- AI in medicine

International Forum on Innovation and Development of Electric Vehicle

- Driving motor
- Motor control technology
- Power electronic converter
- Charging pile
- SBMS & system integration
- Wireless charging

International Power Electronics Innovation Forum

- New device of power electronics and innovation technologies for power supplies
- Power supplies application and key technologies of smart grid
- Charging control technologies of new energy vehicles - the core of smart transportation electrification

International Connector Innovation Forum

- Development trend of connector technology (heavy-current, high-density, miniaturized, high-frequency and high-speed, etc.)
- Innovative development and market dynamic analysis of connectors for 5G mobile communication equipment
- Integrated innovation and application research of connectors in rail transit, new energy vehicles, etc.
- Innovative development of intelligent manufacturing in connector industry
- The latest development of connector basic generic technologies, such as design, materials, process, testing, etc.

Sensor and IoT Innovation Application Seminar

- Trends in Global MEMS/sensor industries
- Innovative applications of MEMS/sensors in consumer, automotive and industrial applications
- Exploring the emerging industrial circle of the Internet of things
- Exploring the development processes of IoT and sensor industries

IPC PCB Design Seminar

- Application of machine learning technology in the improvement of multivariate memory bus simulation analysis
- How to deal with the problems in automatic crosstalk scanning, impedance scanning and DRC+ in high-speed SI sign-off
- The connection between product failure and PCB design
- Reliability design and DFM case analysis of PCB manufacturing
- The role of DFM analysis in board design and manufacturing
- PCB manufacturing reliability design



Hall assignment 2020

Co-located trade fairs



As the industry's most important gathering for innovative electronics manufacturing, productronica China takes visitors into future technologies, industry trends and rapidly growing markets. It displays cutting-edge technologies in cable processing, dispensing, EMS, materials, SMT, coil winding, ESD, clean room, test and measurement, automation and component manufacturing, etc.

productronica-china.com



As Asia's largest trade show for lasers, optics and photonics, LASER World of PHOTONICS CHINA has always taken a leading role in the industry and showcased its entire spectrum in four categories: Laser Systems for Production Engineering, Lasers and Optoelectronics, Optics and Manufacturing Technology for Optics, Imaging and Optical Metrology. From fundamental research to industrial applications, LASER World of PHOTONICS CHINA dedicated itself to the development and innovation of all fields in the industry, providing you with the best platform for finding solutions in light.

world-of-photonics-china.com

electronica China | E4, E5, E6, C2, C3, C4, C5

- 1-10** Corporate Brand Halls
- E4** Future Automobile Hi-Tech Park
- E5** Smart Factory Hi-Tech Park
- E6** IoT Hi-Tech Park
- E6 & C5** Switch & Interconnection Technology
- E5 & C4** Passive Components
- E5** Distributor
- E4 & C4** Semiconductors & IC
- E4** Power Supplies
- E4** Micronano Systems & Sensor Technology
- E4** Test & Measurement
- C2** PCB

productronica China | W1, E1, E2, E3, C1, C2, C3

- 1-10** Corporate Brand Halls
- E3** Cable Processing Manufacturing
- E3** Connector Manufacturing
- E3** Components Manufacturing
- E2&C1** SMT
- E2** SiP
- E1** Robots & Integrators
- E1** Intelligent Logistics
- E1** PLC
- E1** Softwares & Systems
- E1** Industrial Sensors
- E1&C1** Automation & Motion Control
- W1&C1** Dispensing
- W1&C1** Chemical Materials
- C2** EMS

GLOBAL NETWORK

Messe München has globally active subsidiaries and foreign representatives serving 115 countries, so you can contact Planet e through any of our representatives. The current address list is available here: electronica.de/representatives
Besides [electronica China](#), Messe München organizes other leading electronics exhibitions in rapidly growing markets for electronics. This allows exhibitors to profit from the know-how of Messe München in other regions of the world.
electronica.de/electronicnetwork



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