New Launch

eAC Automotive China

China International Exhibition and Congress for Automotive Electronics, Systems and Solutions

Driving Future Mobility

April 14-16, 2021
Shanghai New International Expo Centre

Under the roof of electronica China
Automotive topics grow together with electronica China

**Background**

1. China’s automotive electronics industry has unique and powerful advantages in East China. It has the most advanced automotive electronics suppliers and many domestic and international high-quality OEMs.

2. More and more companies change their market strategy and invest in vertical markets such as the automotive electronics industry in East China. However, the Chinese market is currently in want of a comprehensive exhibition aiming at automotive electronics applications.

3. Changes in visitor requirements: Visitors from the automotive industry hope to enhance their visiting results and inspire their innovations through high-end forums, automotive electronics exhibitions and supporting programs.

4. Electronica China and productronica China have built a leading trade platform for electronic components, systems and manufacturing in China as well as the Asian-Pacific region. Automotive electronics has been one of the hottest and ongoing industry topics for many years and a main area of interest for exhibitors and visitors at electronica China.

5. There are no successful automotive electronics exhibitions on the Chinese market currently.
Basic Information

<table>
<thead>
<tr>
<th>Exhibition</th>
<th>electronica Automotive China</th>
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</thead>
<tbody>
<tr>
<td>Date</td>
<td>April 14-16, 2021</td>
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<tr>
<td>Venue</td>
<td>Shanghai New International Expo Centre (SNIEC)</td>
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<tr>
<td>Exhibition Scale</td>
<td>20,000 m²</td>
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<tr>
<td>Exhibitor No.</td>
<td>300 exhibitors</td>
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Positioning

electronica Automotive China, take “Driving Future Mobility” as its theme, is an effective platform for the industry leaders to showcase the latest technology and solutions of automotive electronic components, system solutions & integration and technology trends (new energy vehicle, autonomous driving, connected vehicle, concept car, intelligent travel, intelligent transportation).

Audience analysis

Based on 25,960 participants in automotive industry in the 2020 exhibition

<table>
<thead>
<tr>
<th>By Type of Business</th>
<th>By Type of Job</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>29%</strong> Tier One</td>
<td><strong>44%</strong> R&amp;D / design</td>
</tr>
<tr>
<td><strong>22%</strong> Tier Two</td>
<td><strong>32%</strong> BD/sales / marketing</td>
</tr>
<tr>
<td><strong>17%</strong> OEM</td>
<td><strong>4%</strong> Engineering management</td>
</tr>
<tr>
<td><strong>7%</strong> Software and services</td>
<td><strong>3%</strong> Test / experiment</td>
</tr>
<tr>
<td><strong>5%</strong> Testing</td>
<td><strong>3%</strong> Quality management</td>
</tr>
<tr>
<td><strong>4%</strong> Media</td>
<td><strong>3%</strong> Production manufacturing</td>
</tr>
<tr>
<td><strong>3%</strong> OEM (new force)</td>
<td><strong>3%</strong> Journalist / editor</td>
</tr>
<tr>
<td><strong>3%</strong> Education / research</td>
<td><strong>3%</strong> Teacher / Student</td>
</tr>
<tr>
<td><strong>2%</strong> Governments administration</td>
<td><strong>2%</strong> Others</td>
</tr>
<tr>
<td><strong>2%</strong> Financial investment</td>
<td></td>
</tr>
<tr>
<td><strong>7%</strong> Others</td>
<td></td>
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</tbody>
</table>
Testimonials

Feng Zhang, Vice President / General Manager, Digital Energy Line / Digital Energy Strategy and Business Development, Huawei Technology Co., Ltd.

This is the first time Huawei participated in electronica China as an exhibitor, and it is quite beyond my expectations. The exhibition is very crowded. In one word, it is prosperous. I hope the epidemic would be gone at this time next year, so there will be more visitors and the exhibition will be more popular.

Cheng Zhihua, Minister of Procurement, Nanjing Meijun Electronics Technology

Automotive Day is very high-end. The speakers are all outstanding Chinese experts and heads of research institutes. They can give us important information about the prospects and technical trends of the automotive industry. During the Automotive Day, the experts gave me confidence about the prospects of the new energy market. There may be more specific technology sharing followed, and they will be more intriguing for automotive electronic controller developers like us. I believe that at Automotive Day I will get the information I want.

Jack Zhu, Senior Hardware Expert Research & Engineering Driver Assistance Systems, Saic Volkswagen Automotive Co., Ltd.

I listened to some lectures in the morning at Automotive Day. I feel that most of them are about new energy, the Internet of Things and discussions on policy. I feel that the central government may be more concerned about this, and the topics meet the needs of us car manufacturers. I am more concerned about technology, but we also need to know the policy.

Yichen Ying, Senior Engineer, China Automobile Application Technology Department, RENESAS ELECTRONICS (CHINA)

If I were to describe electronica China in one word, it would be “professional”. I have attended electronica China for several times, and I have found that both the exhibitors and visitors are very professional. We will continue to exhibit at electronica China. I hope that the visitors from the electronics industry will have a better harvest next year.

Xiaofeng Zhu, Semiconductor and Sensor / Automotive Electronic Product Manager, Bosch (China) Investment Co., Ltd.

I think electronica China 2020 is still very popular. Although the first half of this year has been seriously affected by the Covid-19 epidemic, but the number of visitors has not decreased, indicating that the exhibition is still very attractive. In fact, we can see that the visitors this year are a lot more professional. Next year, we will definitely continue to participate in electronica China. I hope that the visitors from the electronics industry will have a better harvest next year.
Features of the Exhibition

Diverse Communication and Exhibition Forms

The exhibition area consists of independent booths, demonstration areas of selected products, presentation areas, and demo areas. From vehicle components to automotive electronics solutions, electronica Automotive China offers diversified communication and exhibition forms and brings rich exchange opportunities to the visitors and stimulates industry inspiration.

High-end Industry Forum

The exhibition can make use of the resources of electronica China, including the successful automotive electronics innovation forums and Automotive Day technology events held in recent years, and the experts, manufacturers, professionals and media resources in both the automotive and electronics industries.

Rich Resources in the Automotive Electronics Industry

High-end forums will be held along with the exhibition. Policymakers or members of the expert group of the automotive industry association will be invited to give their interpretation of relevant policies. Senior representatives and technology heads from automobile companies will share about industry trends and new technologies.

Strong Brand Influence

The 56-year-old electronica brand has gained wide recognition and support from the global electronics industry. Leading exhibitors at the electronica series showcase front-end technologies and products and have always been the barometer of the industry.

Sino-foreign Cooperation Provides Professional Services

Messe Muenchen is one of the world’s largest exhibition companies, and has rich overseas resources and professional event promotion and organization capabilities. It will cooperate with authoritative Chinese automotive electronics industry associations and societies to enable high-level exchanges and win-win cooperation.

Powerful Marketing Platform and Services

electronica China has an advanced digital marketing system that integrates its own electronics industry database and internal and external marketing channels to provide 360° integrated marketing services for electronics companies, both online and offline.
Contact Us

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