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Connecting Global Competence



2016展后报告

Post show report

即刻扫描关注



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Welcome to Planet e.

欢迎来到e星球

国际电子元件、系统和应用展

International Trade Fair for Electronic Components, Systems and Applications

electronicachina.com.cn | electronica-china.com

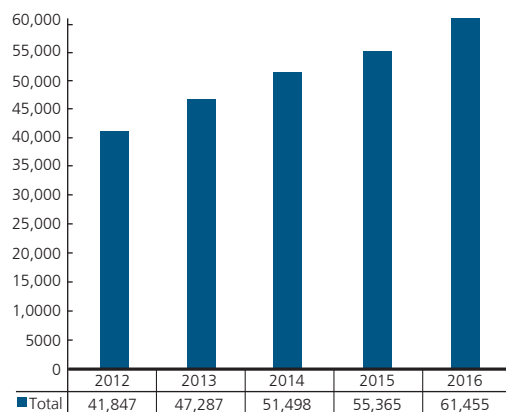
 **electronica China** 2016

慕尼黑上海电子展

重要数据 Key facts and figures

2012至2016年观众数量逐年递增*

Visitor numbers from 2012 to 2016*



2016观众：61,455名（同比增长11%）

Visitors: 61,455 (YOY 11% increase)

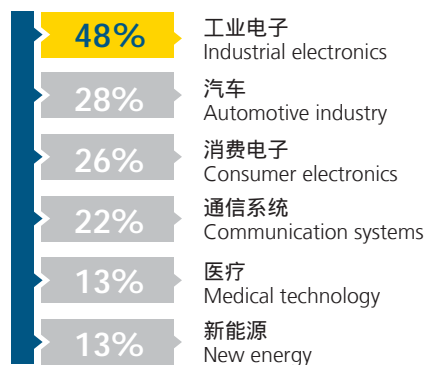
观众对展会的总体评价*

Overall assessment from visitors*



观众来源（按应用领域分）*

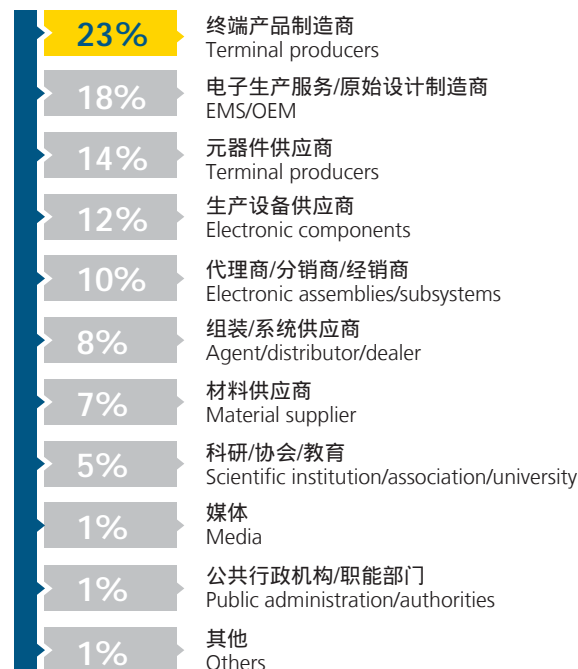
Visitor analysis (by industry-multiple choices)*



观众分析（专业观众：61,455名） Visitor analysis (visitors: 61,455)

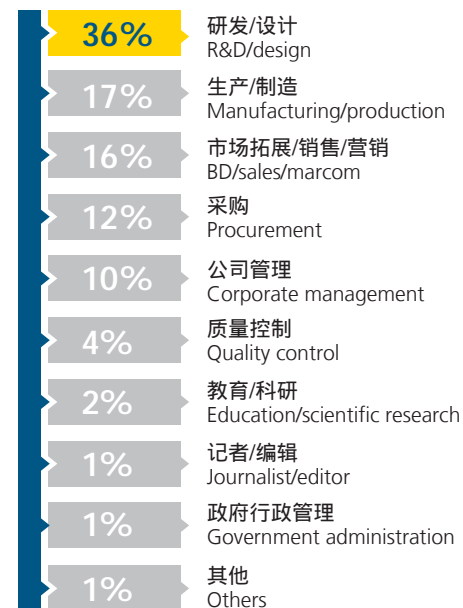
观众来源（按企业性质）*

Visitor analysis (by type of business)*



观众来源（按工作性质）*

Visitor analysis (by job responsibility)*



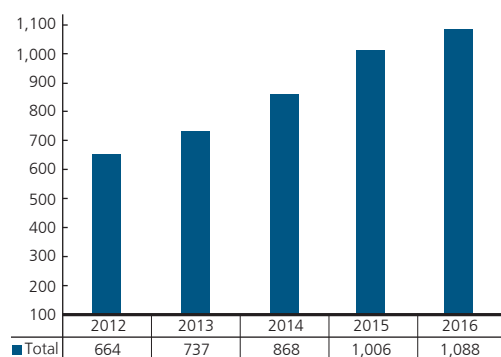
* 数据来自慕尼黑上海电子展及慕尼黑上海电子生产设备展

* Figures include numbers of **e**lectronica China and **p**roductronica China.

展商反馈 Exhibitor feedback

2012至2016年展商数量逐年递增*

Exhibitor numbers from 2012 to 2016*



2016展商：1,088家（同比增长8%）

2016展出面积：62,000 平方米

国际展团：德国展团、日本展团

Exhibitors: 1,088 (YOY 8% increase)

Exhibition space: 62,000 sqm

International pavilions: Germany, Japan

您对于展会的总体评价如何*

How would you assess e!electronica China 2016 overall?



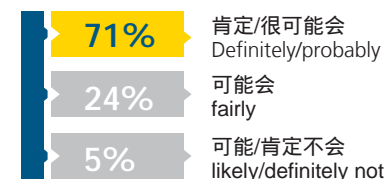
您在以下几个方面的评价如何...?*

How would you assess e!electronica China 2016 regarding...?*



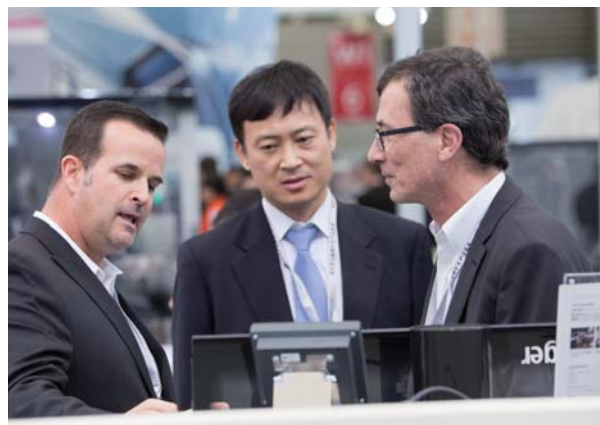
您明年是否会继续参展*

Will you exhibit at next e!electronica China?



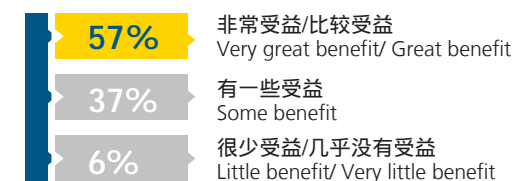
您的参展目的是...?*

What are your business goals reached...?*



通过参加2016慕尼黑上海电子展您的公司会受益多少？

How much does it benefit your company to exhibit at e!electronica China 2016?



* 数据来自2016慕尼黑上海电子展展商调研

* Figures include numbers of e!electronica China 2016.

展商评价 Exhibitor Statement

半导体主题展区 Semiconductor

慕尼黑上海电子展我们每年都参加，今年的人数比往年更多了，可以看到相当多的智能应用都在慕尼黑上海电子展上展出，可以遇到许多非常专业的同行以及客户，观众提出的问题也十分专业，大家都很关心整个行业的发展趋势和解决方案，给了我们一个很好的机会与大家一起共享我们的研究成果以及满足了业界专业人士的需求。

We have participated in eelectronica China every year. The visitor number has grown by a very large percentage this year. We can see a lot of smart applications here at eelectronica China. There are a lot of peers and customers here. The visitors also raise very specific questions. All the people are eager to know the trends and solutions in the industry. The trade show gives us a very good opportunity to share our research findings and meet the needs of the professionals.



王均峰，瑞萨电子（中国）有限公司，市场策略中心综合营销部，副部长
Junfeng Wang, Deputy Group Manager of Mass Market Group
Marketing Strategy Center, Renesas Electronics (China) Co., Ltd.

无源元件主题展区 Passive Component

对慕尼黑上海电子展的第一感觉是观众数量特别的多，尤其和台湾、韩国等其他亚洲展览相比，能很明显感觉到观众的热情。慕尼黑上海电子展给我们一个机会和平台让普通观众和爱好者能够更深入地了解我们的产品和技术。我相信慕尼黑上海电子展每年都会这么红火和热闹，祝慕尼黑上海电子展越办越好！

Our first impression is that there are really a lot of visitors, especially in comparison to similar shows in Taiwan, Korea and other Asian countries. We can feel the enthusiasm of the visitors. eelectronica China offers us a great opportunity to exhibit our products and technology to the professional visitors. I believe eelectronica China will remain popular also in the future. I wish it all the best.



大井久，太阳诱电（上海）电子贸易有限公司，中华圈统括，董事长
Hisashi Oi, General Manager of Greater China, Chairman,
TAIYO YUDEN (SHANGHAI) TRADING CO., LTD.



微纳系统及传感器技术主题展区 Micronano system & Sensor Technology

慕尼黑上海电子展今年举办相当成功，参观者络绎不绝，展会的影响力逐渐变大，创新科技驱动整个电子行业平稳发展。我们肯定会参加下一届展览，相信还会遇到更多的优质买家。

eelectronica China 2016 is very successful and continues to be the premier showcase of innovation in Asia, offering a multifaceted experience to the visitors. It gets bigger and better every year.



曲永雷，博世（中国）投资有限公司，亚太区总经理
Patrick Qu, General Manager APAC, Bosch (China) Investment Ltd.

开关及连接技术主题展区 Switch & Interconnection Segment

今年是WAGO首次参加慕尼黑上海电子展，对于观众的质量和数量，我们非常满意，仅仅第一日就有很多观众来我们展位沟通，包括技术上的问题与服务上的问题。另外展商质量也比较高。整个展会效果大大超出了我们的预期。

It is our first participation in eelectronica China. We are very satisfied with the quantity and quality of visitors. Since the first day, there are a lot of visitors at our booth discussing on techniques and services. The exhibitors are also market leaders. The outcome has clearly surpassed our expectations.



张维，万可电子（天津）有限公司，产品管理部（IC & IF）- IC产品经理
Wei Zhang, IC Product Manager of Product Management (IC & IF),
WAGO Electronic (Tianjin) Co., Ltd.

同期活动 Accompanying programs

- ▶ 中国国际汽车电子创新技术大会
China International Automotive Electronics Conference
到场人数 Audience : 818
- ▶ 国际电动车创新发展论坛
International Forum on Innovation and Development of Electric Vehicle
到场人数 Audience: 851
- ▶ 国际电力电子创新论坛
International Power Electronics Innovation Forum
到场人数 Audience: 806
- ▶ 国际连接器创新论坛
International Connector Innovation Forum
到场人数 Audience: 370
- ▶ 国际医疗电子创新论坛
International Medical Electronics Innovation Forum
到场人数 Audience: 446
- ▶ 国际嵌入式系统创新论坛
International Embedded System Innovation Forum
到场人数 Audience: 424
- ▶ 传感器与物联网应用研讨会
Sensors and IoT Application Seminar
到场人数 Audience: 300



部分买家名单 Partial list of Interviewees

- ▶ 观致汽车
Qoros Automotive Co. Ltd.
- ▶ 上海汽车乘用车公司
SAIC MOTOR
- ▶ 联合汽车电子有限公司
UAES
- ▶ 强生（中国）医疗器械有限公司
Johnson & Johnson
- ▶ 上海西门子医疗器械有限公司
Shanghai Siemens Medical Equipment Ltd.
- ▶ 飞利浦（中国）投资有限公司
Philips (China) Investment Co., Ltd.
- ▶ 华为终端有限公司
HUAWEI
- ▶ 上海电气输配电集团股份有限公司
Shanghai Electric Power Transmission & Distribution Group
- ▶ 佳能（苏州）有限公司
canon-suzhou
- ▶ 美的集团
Midea Group
- ▶ 飞利浦照明电子（上海）有限公司
Philips Lighting
- ▶ 华晨宝马汽车有限公司
BMW Brilliance Automotive Ltd.
- ▶ 东风日产
Dongfeng NISSAN
- ▶ 大陆汽车电子（长春）有限公司
Continental AG
- ▶ 美敦力医疗
Medtronic, Inc.
- ▶ 柯惠（中国）医疗器械技术有限公司
Covidien
- ▶ 乐金电子中国研发中心
LG Electronics China R&D Center
- ▶ 烽火通信科技股份有限公司
FiberHome Technologies Group
- ▶ 施耐德电气（中国）有限公司
Schneider Electric China
- ▶ 中航工业雷电院
China Leihua Electronic Technology Research Institute
- ▶ 宁波方太厨具有限公司
Ningbo Fotile Kitchen Ware Co., Ltd.
- ▶ 舟方灵长征火箭技术有限公司
Zhoufangling Long March Launch Vehicle Technology Co., Ltd.
- ▶ 东风汽车技术中心
Dongfeng Automobile Co., Ltd.
- ▶ 上海法雷奥汽车电器系统有限公司
Shanghai Valeo
- ▶ 泛亚汽车技术中心有限公司
Pan Asia Technical Automotive Center
- ▶ GE医疗
GE Healthcare
- ▶ 通用电气中国研发中心
General Electric Company
- ▶ 上海孚昂新能源科技有限公司
Shanghai Full-on New Energy Technology Co., Ltd.
- ▶ 联想集团有限公司
Lenovo Group Ltd.
- ▶ 罗克韦尔自动化(中国)有限公司
Rockwell Automation China
- ▶ 中国航天动力技术研究院
Academy of Aerospace Solid Propulsion Technology
- ▶ 上海赛博电器有限公司
Group SEB (Shanghai) EA Co., Ltd.
- ▶ 上海理光办公设备有限公司
Shanghai Ricoh Office Equipment Co., Ltd.

中国国际汽车电子创新技术大会

China International Automotive Electronics Conference

“ 在此次展会上通过与ST、瑞萨等厂商的交流，获取了芯片厂商对于ADAS和全液晶仪表的相关信息。现场汽车论坛的听众非常多，几个会场都爆满了，只能站着听会，不过内容精彩也是非常值得的。慕尼黑上海电子展在汽车行业的影响力越来越大，这次公司组团来了很多工程师，也受到了主办方非常周到的接待。 ”

“ I gained a lot of information about ADAS and full LCD display panel after communicating with exhibitors such as ST and Renesas. There are too many audience to stand at the meeting room, but it's very worthwhile to participate in. electronica China becomes more and more influential in the automotive application and I received a very thoughtful reception during the trade fair. ”

黄松恩，电子部工程师，泛亚汽车技术中心有限公司
Song en Huang, electronics engineer, Pan Asia Technical Automotive Center Co., Ltd.



主要合作媒体 Media relationship



- ▶ 《今日电子》
- ▶ 《电子产品世界》
- ▶ 《国际电子商情》
- ▶ 《电子工程专辑》
- ▶ 《无线电技术》
- ▶ 《中国电源博览》
- ▶ 《电源资讯》
- ▶ 《环球磁电》
- ▶ 《便携产品设计》
- ▶ 《电子工艺技术》
- ▶ 《国际线缆与连接》
- ▶ 《电子元件与材料》
- ▶ 《汽车零部件》
- ▶ 《国际汽车设计及制造》
- ▶ 《汽车与配件》
- ▶ 《亚太线缆与连接》
- ▶ 《医疗设备商情》
- ▶ 《工业设备商情》
- ▶ 《LED技术》
- ▶ 《仪器仪表商情》

杂志广告 Advertisement



社交媒体 Social media

- ▶ 微博粉丝数：约6,000
Weibo followers: about 6,000
- ▶ 微信粉丝数：约25,000
Wechat followers: about 25,000
- ▶ 平均阅读率：8.2%
Ave. reading rate: 8.2%



慕尼黑上海电子展

手机短信 SMS

- ▶ 数据量：约100,000 (截止2016年5月)
Database: about 100,000 (as of May, 2016)
- ▶ 内容：展商推广和参观信息提醒
Content: exhibitor and visitor promotion



搜索引擎营销 SEM

- ▶ 更精准、更有效
More precision, more effective
- ▶ 及时传递企业参展信息
Information delivery to the key customers



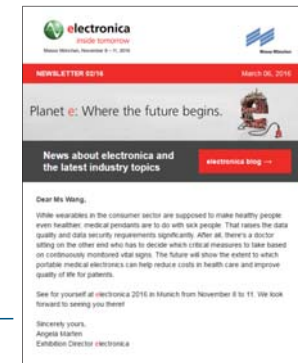
呼叫中心 Call center

- ▶ 为展商定制化服务
Customized service for exhibitors
- ▶ 有效的点对点邀请
More effective match-making
- ▶ 基于每届展会的预登记观众和我们庞大的数据库，展开定向观众邀请和匹配，是参展效果再度提升
Improve the exhibition effect upon the visitor database and pre-registered visitors



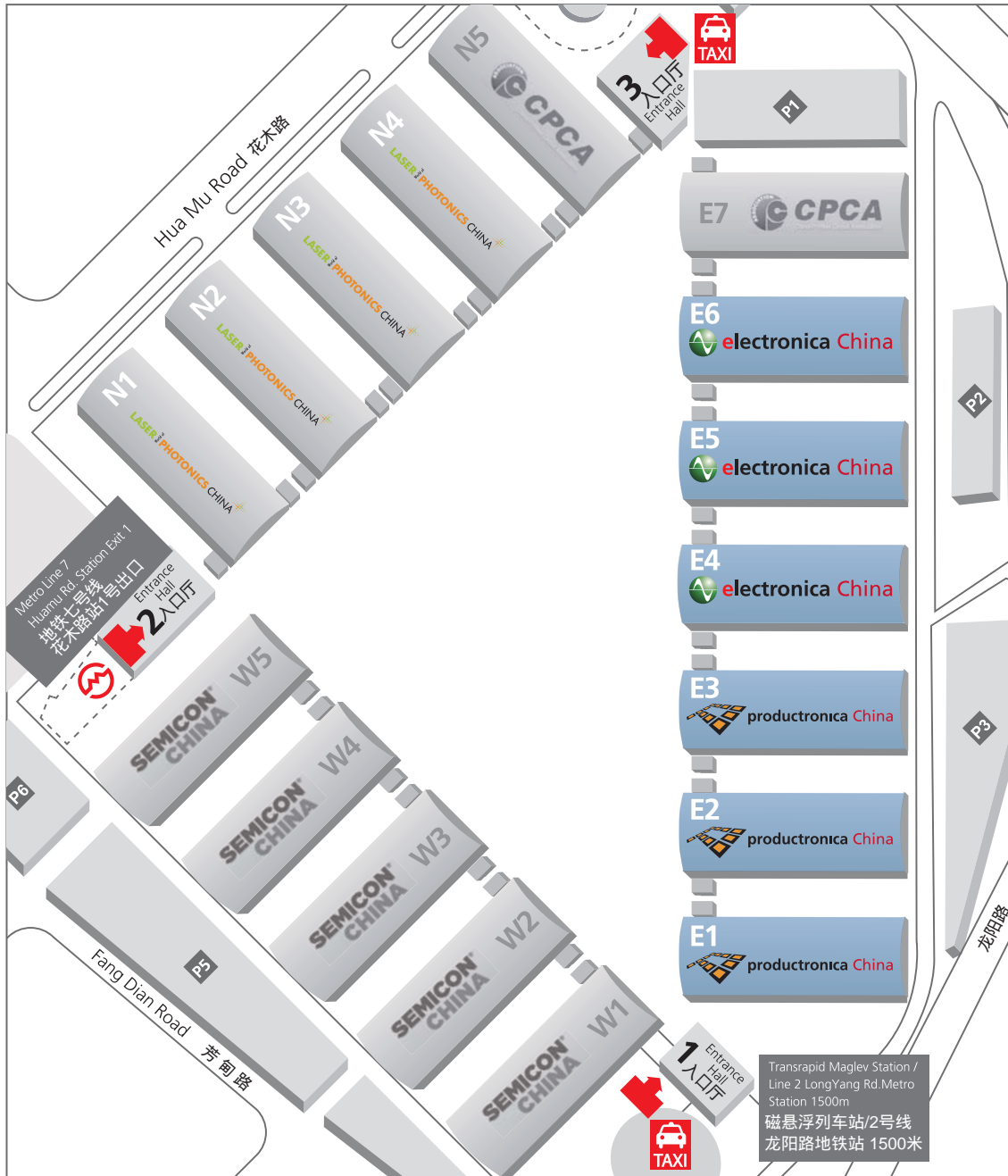
电子通讯 eDM

- ▶ 发送量：200,000条数据 (截止2016年5月)
Database: about 200,000 (as of May, 2016)
- ▶ 频率：每周一次
Frequency: Each week



360°
全方位宣传
Overall Marketing Plan

2017展馆布局图 Discover Planet e.



electronica China 慕尼黑上海电子展

- 半导体
- 电源
- 微纳米及传感技术
- 嵌入式系统
- 测试测量
- 汽车电子与测试
- 无源元件
- 开关和连接器技术
- 线束和线缆

E4 E5 E6

- Semiconductors
- Power suppliers
- Micronano systems & sensor technology
- Embedded system
- Test and measurement
- Automotive electronics & testing
- Passive components
- Switch & interconnection technology
- Cable & wire

productronica China 慕尼黑上海电子生产设备展

- 表面贴装技术
- 点胶注胶
- 材料
- 线束加工和连接器制造技术
- 印刷电路板
- 元器件制造
- 电子制造自动化
- 运动控制
- 电子制造服务

E1 E2 E3

- SMT
- Dispensing
- Materials
- Technologies for cable processing & connector manufacturing
- PCB
- Component manufacturing
- EMA
- Motion control
- EMS

活动 EVENT

2017年3月14-16日 March 14-16, 2017

开放时间 Opening hours

周二-周三 9:00-17:00 Tuesday-Thursday: 9:00-17:00

地点 Venue

上海新国际博览中心 上海市浦东新区龙阳路2345号

Shanghai New International Expo Centre (SNIEC),

2345 Longyang Road, Pudong New Area, Shanghai

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全球业务网

GLOBAL NETWORK

慕尼黑博览集团秉承先进的全球化经营理念, 在115多个国家拥有全资子公司和海外办事处。

除慕尼黑上海电子展外, 慕尼黑博览集团还在全球范围举办多场电子领域的专业性展览, 这不仅满足了快速发展的电子市场的需求, 也使展商能在不同地区的专业技术展中收获更多。

Messe München has globally active subsidiaries and foreign representatives serving 115 countries, so you can contact Planet e from anywhere on earth. The current address list is available here: electronica.de/representatives

Besides eelectronica 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