

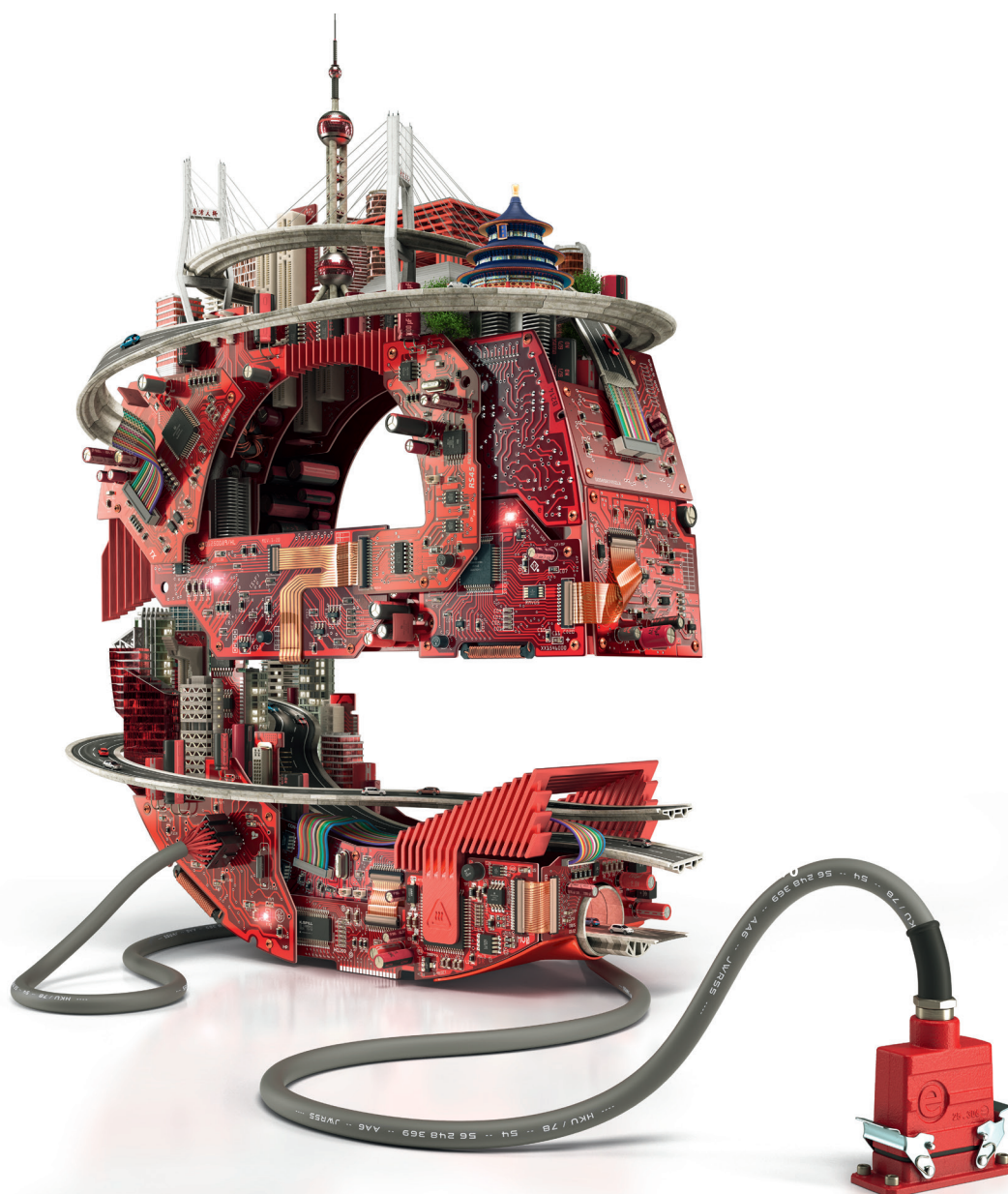


Messe München

Connecting Global Competence

# China International Automotive Electronics Conference

Fusion, ushering a smart future



March 18–20, 2020

Shanghai New International Expo Centre

[electronica-china.com](http://electronica-china.com)



**electronica China**

## General Information



**Date:**

March 18th, 2020



**Venue:**

Room M19 in Hall E2 (2nd Floor)



**Organizer:**

Messe München Shanghai Co., Ltd.



**Material Submission Deadline:**

- Bilingual info of subject and speaker, presentation abstract of 250 words: December 31, 2019
- Complete PPT submission: January 30, 2020



**Language:**

Chinese or English, no simultaneous interpretation  
(Non-Chinese speakers are recommended to use bilingual slides)

## Topics

- **Artificial Intelligence & Automated Driving**
  - Smart Chips for Vehicle & Automatic Driven
  - Logic Control IC
  - Environmental Sensing Technology for ADAS and Automatic Driving System (Camera, LiDAR, MMW Radar)
  - Multi-sensor Integration & Multi-source Information Fusion
  - High Precision Map and Positioning
  - HMI Technology for Intelligent Connected Vehicle
- **Internet of Vehicles Technology**
  - Application of 5G Technology in IoV
  - V2X Technology
  - Thoughts of Telematics Platform Development
- **Testing Technology for Intelligent Connected Vehicle**
- **Development Status and Trend of Intelligent Networked Automotive Technology**

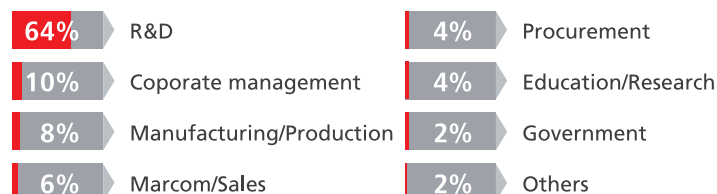
## 2019 Sample List

SAIC Motor Technical Center  
SAIC General Motors Corporation Limited  
SAIC Commercial Vehicle Technology Center  
FAW Group Corporation (First Automotive Works)  
NextEV Automotive Co., Ltd.  
Zhejiang Geely Holding Group  
Shaanxi Automobile Group Co., Ltd.  
Jiangling Motor Co., Ltd.  
United Automotive Electronics Co., Ltd.  
Continental Automotive Investment (Shanghai) Co., Ltd.  
Pan Asia Technical Automotive Center Co., Ltd.  
Yanfeng Visteon Automotive Electronics Co., Ltd.  
DIAS Co., Ltd.  
APTIV (China) Investment Co., Ltd.  
Dongfeng Electric Drive Systems Co., Ltd.  
ECS Engineered Control Systems (Shanghai) Co., Ltd.  
ZF (China) Investment Co., Ltd.  
Weichai Power Co., Ltd.  
Dongfeng Cummins Engine Co., Ltd.  
United Technologies Research Center(China) Ltd.  
Yanqing Power Technology (Shanghai) Co., Ltd.  
Nandou Six Star System Integration Co., Ltd.  
Kunshan Kaidi Automobile Electronics Co., Ltd.  
Shenzhen Inovance Technology Co., Ltd.

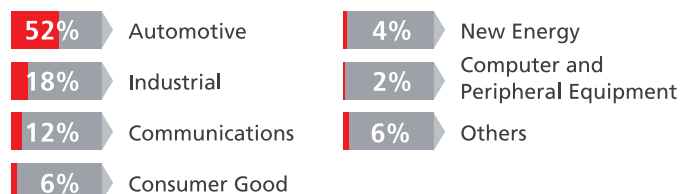
## 2019 Audience analysis

Attendance audience: **365**

### ■ By Job function



### ■ By Industry



## 2019 Speaker Team



Datang Gohigh Data  
Network Technology  
Co., Ltd.

**Jinlin Hu**  
Deputy General Manager  
of Vehicle interconnection



Shanghai Motor Vehicle  
Inspection Certification  
& Tech Innovation Center

**Feng Yu**  
Executive Director



Littelfuse, Inc.

**Leo Dai**  
Field Application Engineer



Geometrical-PAL

**Qian-Hao Huang**  
Principal Engineer



Calterah Semiconductor  
Technology (Shanghai)  
Co., Ltd.

**Hongquan Liu**  
Marketing Director



HAMAMATSU PHOTONICS  
(CHINA) Co., LTD.

**Jason Zhang**  
Marketing Promotion  
Engineer



PhotonIC Technology,  
Inc.

**Patrick Chiang**  
CTO



Henkel (China) Co., Ltd.

**Yaixin Mei**  
Technical Customer  
Support Engineer



SAIC MAXUS

**Minjie Tian**  
Director of Intelligent  
Connected Vehicle



Shanghai Baolong Automotive  
Technology Co., Ltd.

**Wei Li**  
Director

## Forum sponsorship packages

Benefits	Platinum Sponsor CNY 50,000	Gold Sponsor CNY 35,000
<b>■ During the show</b>		
Slot price (about 30 min, including Q&A)	✓	✓
Poster / Roll-up (production excluded)	✓	✓
Logo on backdrop	✓	✓
Gift Sponsorship (production excluded and distribution time arranged by organizer)	✓	✓
Speech Brochure distribution	✓	✓
Advertisement on the Visitor Guide (it is free of charge and nearly every visitor who attends the fair uses it to have a better orientation)	Inside page, 1/1 (4c)	Inside page, 1/2 (4c)
Sponsors' advertising video will be shown during lunch time or before the forum (five mins at most, only two exhibitors)	✓	
Desktop exhibit	✓	
<b>■ Before the show</b>		
Newsletter with the information of sponsor (more than twice)	✓	✓
Speech information promotion on the WeChat group	✓	✓
Speech information promotion on the conference page of official website	✓	✓
Tailor-made email delivery (once)	✓	
Press release publish via WeChat (once)	✓	
Banner on conference webpage	✓	

## Single sponsorship

Benefits	Price
Slot price (about 30 min, including Q&A)	CNY 25,000
Tailor-made email deliveries to the pre-registrants	CNY 3,000
Logo on backdrop	CNY 5,000
Desktop exhibit, one table per sponsor (placed outside the venue)	CNY 8,000
Gift Sponsorship (production excluded)	CNY 3,000
Poster / Roll-up (production excluded)	CNY 3,000
Speech Brochure distribution (production excluded)	CNY 5,000
Conference stationery sponsorship (production excluded)	CNY 5,000
Tote bag sponsorship (production excluded)	CNY 5,000

## Contact

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