



MESSE
MÜNCHEN

Factsheet

Information for exhibitors 2023

Fusion, ushering a smart future



electronica South China

Oct.30-Nov.1, 2023

Shenzhen World Exhibition & Convention Center

e-southchina.com



Exhibition profile

BASIC INFORMATION

Date: Oct.30-Nov.1, 2023

Venue: Shenzhen World Exhibition & Convention Center
(Baoan New Hall)

Concurrent exhibitions:

South China Circuit Board International Trade and Procurement Fair
Vision China (Shenzhen)
productronica South China
South China Advanced Laser Technology and Application Exhibition



1100+ Exhibitors

* Figures include numbers of e-southchina and combined exhibitions.



electronica South China is a member exhibition of LEAP Expo, mainly targeting the Guangdong-Hong Kong-Macao Greater Bay Area, it also covers the south China, southwest China and southeast Asian markets. electronica South China promotes "Fusion and Innovation" and presents leading technologies and applications, including 5G, IoT, automotive, 3rd-Gen semiconductors, carbon neutrality, industrial automation, machine vision, wearable electronics, consumer electronics and smart home appliances, etc. The show congregates the leading players in the industry, attracts quality buyers and industry professionals, brings innovation and vitality to the electronic industry in south China.

INTERDISCIPLINARY EXHIBITION THEMES

- Semiconductors
- Embedded systems
- Sensor technology
- Microelectromechanical Systems
- Relays
- Switches and connectors
- Passive components
- Displays
- PCBs
- Other circuit carriers and EMS
- Automotive electronics and testing
- Wireless
- Power supplies
- Test and measurement
- Micronano systems (MEMS)
- Assemblies and subsystems
- Artificial intelligence technology
- Internet of things technology

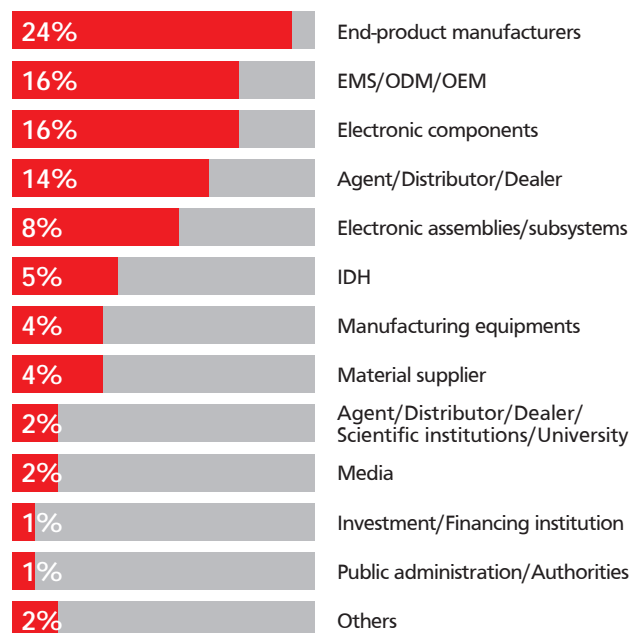
KEY INDUSTRIES

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

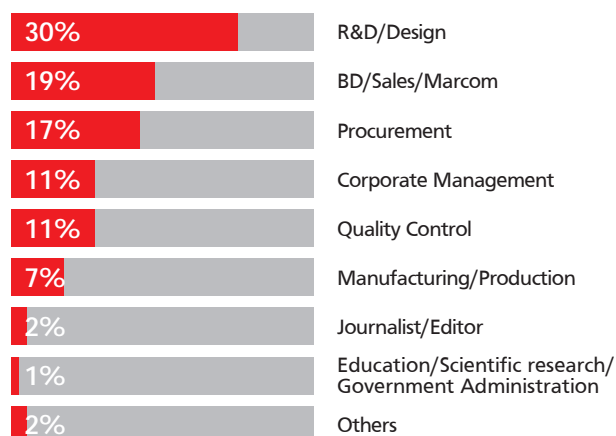
→ e-southchina.com

High evaluation and satisfaction

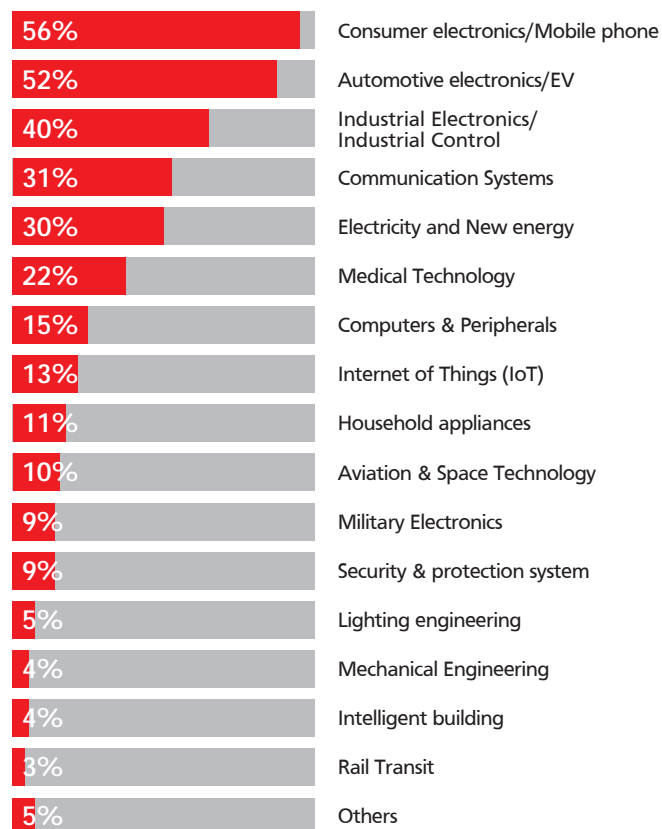
VISITOR ANALYSIS (BY TYPE OF BUSINESS)*



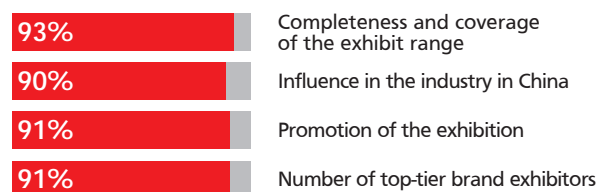
VISITOR ANALYSIS (BY JOB RESPONSIBILITY)*



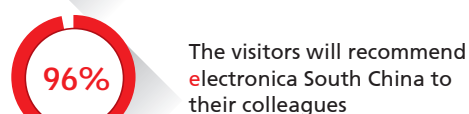
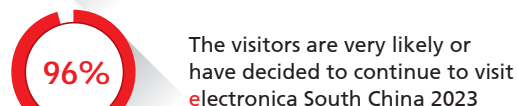
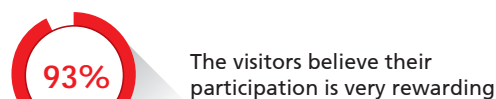
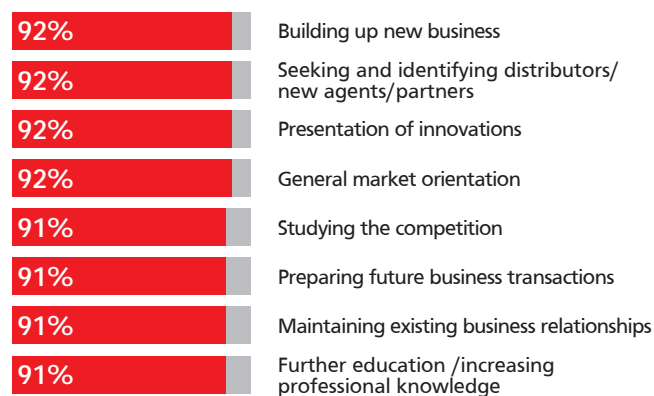
VISITOR ANALYSIS (BY INDUSTRY-MULTIPLE CHOICES)*



VISITORS—OVERALL ASSESSMENT*



VISITORS—BUSINESS GOALS REACHED*



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Satisfied exhibitors



I found a lot of manufacturers at electronica South China 2022, and I can feel the high hopes of them toward the future market. There are also more and more visitors in the halls. It is clear that not only the exhibitors are full of hopes for the market and this exhibition, but the visitors are also enthusiastic about technological developments.

STMicroelectronics Ltd.



This is the first time we participate in electronica South China, and we can see many Chinese and international semiconductor manufacturers have come. I believe that the Chinese semiconductor industry will get better and better, and offer more outstanding products. We will definitely continue to participate in influential electronic exhibitions such as electronica South China.

Geehy Semiconductor Co., Ltd



It is not easy for electronica South China to be successfully held this year. This is the first time we participate in the exhibition, and we hope that through this platform we can make our presence to the world! We will not miss the next electronica South China, and electronica China as well! Welcome to electronica South China.

Novus Semiconductors Co., Ltd.



I feel that the visitors are as enthusiastic as in previous years. The entire electronics industry has been looking forward to the electronica South China show for a long time, because this is a grand event in the industry. We hope to share some developments in the industry here. We have seen that after these years, people are relying on the professional work of electronica South China. We have cooperated with the show for many years, and we will continue to come next year.

Shanghai Hestia Power Inc



On the whole, electronica South China is very good. It is not only a platform for customer and supplier communication, but also a chance for peer exchanges. I hope there will be more customers at the exhibition next year, and I hope that 2Pai Semiconductor will bring more outstanding new products to electronica South China.

2Pai Semiconductor Co., Limited



This year, electronica South China is co-located with China High-Tech Fair, and it is very big with a lot of surprises. We had high expectations for the exhibition because on the one hand, we want to talk to end customers and find out their needs; and on the other hand, we can exchange with our colleagues from the entire industry, through which we can harvest more new ideas. I hope we will see more colleagues, talk to each other, compete with each other, and make progress together.

Nanjing SART Science & Technology Development Co.,Ltd

Accompanying innovation forums

A series of "Innovation Forums" focusing on important and fast -developing user markets such as automotive electronics, Internet of Things, electric vehicles, 5G, power electronics, and medical electronics will be held along with the exhibition. The forums will promote the interaction between electronics suppliers and customers, as well as a platform of technological innovation.



International Embedded Systems Innovation Forum

Theme

- AI and AIoT applications
- Industrial IoT and AIoT security technology
- Design and implementation of industrial and automotive electronics functional safety
- MCU and motor control technology and application
- Technology and solutions for wearable devices and medical products



International Medical Electronics Innovation Forum

Theme

- Current and future development in the medical electronics industry
- Medical AI and 5G
- Medical electronics and health IoT



International Innovation Forum on the Advanced Power Semiconductors in the time of Carbon Neutrality

Theme

- Technological development of new power components
- Development and features of wide bandgap components
- Applications of new power components



The "5G+ Industrial Internet" Integrated and Innovative Development summit Forum

Theme

- The current application of 5G technology in the digital economy integration of electronics manufacturing enterprises
- The current and future applications of 5G technology in core production phases
- Promote the research and development of fundamental software and hardware, e.g. industrial 5G chips/modules/gateways and smart sensors



ADAS and Autonomous Driving Forum

Theme

- ADAS applications and developments
- L3-L5 autonomous driving technology
- Autonomous driving policies, regulations, standards and demonstration applications
- High-precision positioning, high-precision maps
- Progresses in machine vision, RADAR, LIDAR and other sensor technologies
- Integration of multiple and multi-domain sensors in automotive
- Domain controller and self-driving chips
- Integrated driving and parking technology, AVP



International EV driving and Charging Technology Innovation Forum

Theme

- Electric vehicle drive and control
- Power battery and charging technology
- Intelligent power systems



South China Automotive Electronics Supply and Demand Matchmaking Meeting

The organizers will collect the needs of OEMs and tier one parts suppliers, and provide face to face communication opportunities, in order to help all parts to reduce costs in communicate more efficiently and find suitable partners more quickly.



Hardcore China Chip Leaders Summit and Automotive Chip Technology Innovation and Application Forum

The summit and forum focus on the current Chinese chip industry, future opportunities, innovative products and technologies. We gather the leaders from the entire semiconductor industry chain, including executives, project leaders, electronic engineers, investors, senior researchers and industry leaders from the electronics manufacturing industry. Explore the future of the industry by the perspective of globalization. Discuss how to grasp the opportunities while chips are increasingly localized and the market is emerging in China together.

360° CROSSMEDIA* MARKETING

Media partners

Press releases on media websites: **2,000+** articles



Social media

Official WeChat account: **110,000+** followers, Page-views: **15,000+** person-time

Press release on media WeChat account: **150+** articles, Total page-views: **100,000+** person-time

WeChat



Wechat public account

e星球



Official WeChat Account

e星球服务站



WeChat Mini Program

慕尼黑上海电子展

Exhibition cooperation

WeChat subscription

- 硬件十万个为什么
- 变频器世界
- 射频百花潭
- 电子技术应用
- 芯师爷
- 中电网
- 猎芯网
- 高速先生
- 电子发烧友
- 达尔闻说
- 电子产品世界
- IC交易网
- Techsugar探索科技
- 器械之家
- 创易栈
- 新电子
- AI电堂科技
- 21IC电子网



360° CROSSMEDIA* MARKETING

Industry activities

Annual industry promotion activities:

150+ events



Exhibitor Interview

Questioned exhibitors: **6**

Total exposure: **150,000+**

(TikTok, WeChat Video number, Master station, WeChat moments, WeChat group)



eDM

Database: **10,000,000+** data

Frequency: 1-3 times/week



Live

Online photo album page-views:

29,630+ person-time

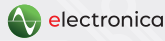
Live viewers on Ofweek:

38,870+ person-time



GERMANY. CHINA. INDIA.

Global Electronics Network



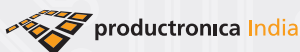
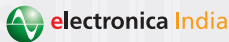
Munich, Germany | Nov.12-15, 2023



Munich, Germany | Nov.14-17, 2023



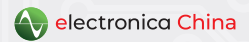
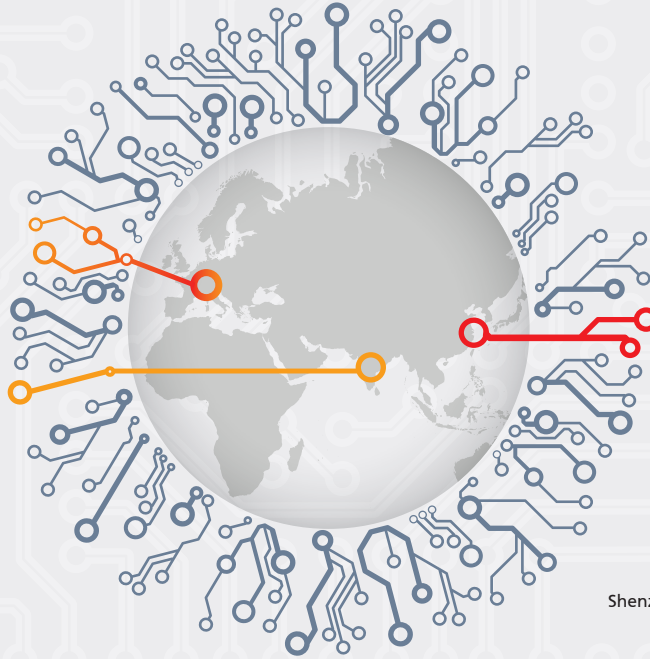
Munich, Germany | Mar.1-2, 2023



Bengaluru, India | Sep 13-15, 2023

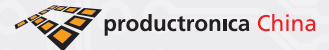


Bengaluru, India | Sep 13-15, 2023



Jul.11-13, 2023

National Exhibition and Convention Center (Shanghai)



Apr.13-15, 2023

Shanghai New International Expo Centre



Oct.30-Nov.1, 2023

Shenzhen World Exhibition & Convention Center



Oct.30-Nov.1, 2023

Shenzhen World Exhibition & Convention Center



Oct.13-16, 2023 | Hongkong, China

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