



Messe München

Connecting Global Competence

Factsheet

Information for exhibitors 2021

Fusion, ushering a smart future

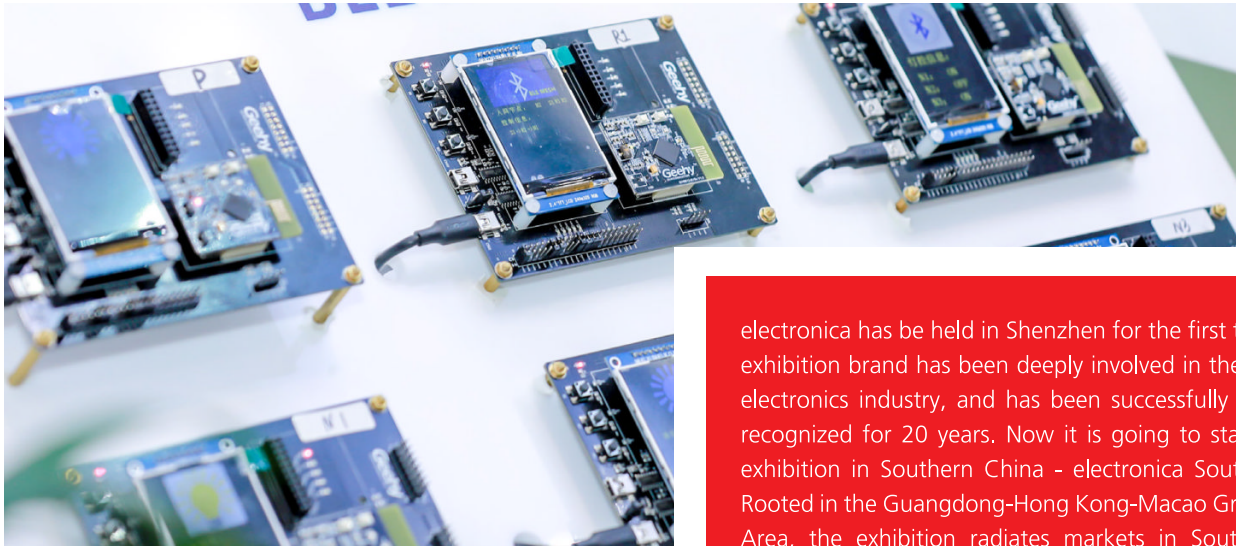


electronica South China

December 27-29, 2021

Shenzhen World Exhibition & Convention Center

e-southchina.com



Exhibition profile

BASIC INFORMATION

Date: December 27-29, 2021

Venue: Shenzhen International Convention and Exhibition Center
(Baoan New Hall)

Exhibition space: 40,000 square meters

Number of exhibitors: 500 (expected)

Concurrent exhibitions:

South China Circuit Board International Trade and Procurement Fair

Vision China (Shenzhen)

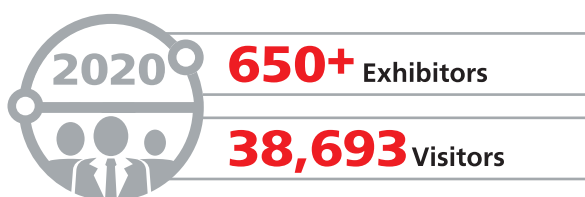
productronica South China

South China Advanced Laser Technology and Application Exhibition

electronica has been held in Shenzhen for the first time! The exhibition brand has been deeply involved in the Chinese electronics industry, and has been successfully held and recognized for 20 years. Now it is going to start a new exhibition in Southern China - electronica South China. Rooted in the Guangdong-Hong Kong-Macao Greater Bay Area, the exhibition radiates markets in South China, Southwest and Southeast Asia. It focuses on cutting-edge technologies and applications such as 5G, Internet of Things, Bluetooth, automobiles, industrial electronics, wearables, consumer electronics, and smart home.

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



* Figures include numbers of electronica South China and combined exhibitions.

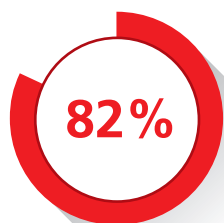


KEY INDUSTRIES

- Consumer electronics
- Industrial electronics
- Automotive industry
- Communication systems
- 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

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High evaluation and satisfaction



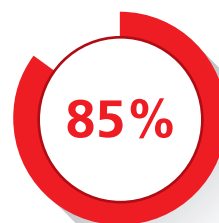
Exhibitors give positive comments on **e**lectronica South China



Exhibitors are willing to recommend **e**lectronica South China to business partners and friends

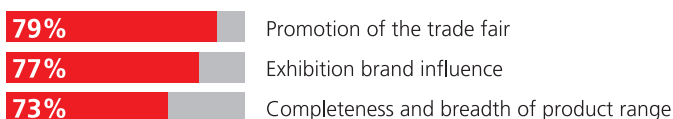


Exhibitors believe their participation is very rewarding



Exhibitors plan to participate again in **e**lectronica South China 2021

EXHIBITORS—OVERALL ASSESSMENT*



EXHIBITORS—BUSINESS GOALS REACHED*



The visitors are very likely or have decided to continue to visit **e**lectronica South China 2021

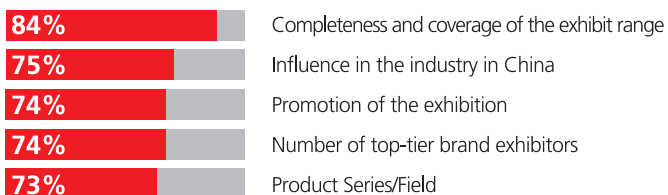


The visitors will recommend **e**lectronica South China to their colleagues

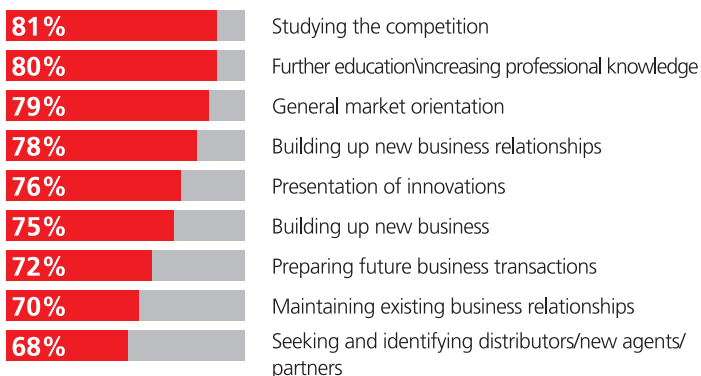


The visitors believe their participation is very rewarding

VISITORS—OVERALL ASSESSMENT*



VISITORS—BUSINESS GOALS REACHED*



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Satisfied exhibitors



This is my first participation in eelectronica South China. The exhibitors and visitors are highly professional. During the exhibition, we hope to meet potential exhibitors in China and jointly develop the future market of automotive semiconductors. We are going to launch two new products, so we will continue to participate in eelectronica South China next year. We also hope that more people will get to know our products and the Bosch brand.

Junyue Wang, Manager of Automotive Electronics Products, Market and Development Strategy, Semiconductor and Sensor (China), Bosch Automotive Products (Suzhou) Co., Ltd.



The eelectronica South China show is an annual event for the electronics industry, and a platform of new products for the exhibitors. Huawei Power Supply adopts an open and cooperative mentality in our communication with industry partners, looking forward to more cooperation.

Feng Zhang, Vice President & Chief Strategy Officer, Digital Power Product Line, Huawei Technologies Co., Ltd.



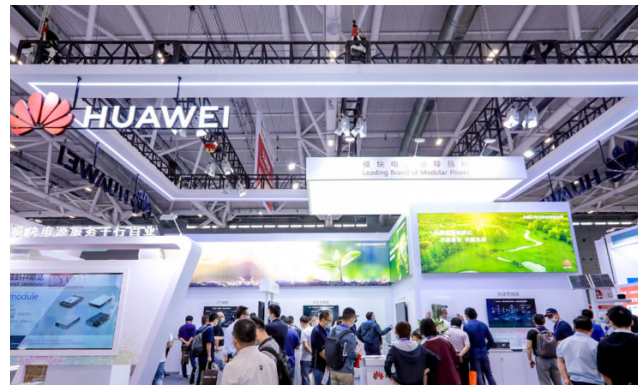
I am impressed by eelectronica South China this year. First of all, there is a particularly large number of semiconductor exhibitors this year, accounting for about 40% of the exhibitors. Secondly, most of the products launched are high-end products used in automotive or in 5G and AI industries. This is particularly encouraging, because it means that the chip design industry in China is targeting at high-end markets. Thirdly, there are a lot of visitors, which is especially valuable given the current economic environment and the Covid-19 epidemic prevention and control measures. The visitors are in high spirits, and automotive-grade electronics, industrial electronics and 5G electronics are the most popular among them. This means that the Chinese technology industry has not been impacted by the Covid-19 epidemic in the first half of the year, but after years of development, it is constantly climbing to the top market. eelectronica South China is a great communication platform and an opportunity to show our strengths.

Yun Yang, Product Director, BYD Semiconductor Co., Ltd.



There are many visitors at the show, and they are very professional. We are very happy to be part of them. We will continue to support eelectronica South China, and hope our customers can put forward more suggestions and have more conversations with us on our products, so we can develop a new generation of updated and better products.

Lei Chen, Deputy General Manager, Dosilicon Co., Ltd.



eelectronica China is very influential and active in the electronic community of East China, especially in the two major fields of industrial and automobile electronics. This year, the first eelectronica South China is launched in Shenzhen, and ChipOn, as a chip manufacturer focusing on automobiles and industrial-grade 8-32-bit MCU for more than ten years, has made contact with many users in these fields in its first exhibition at eelectronica South China. So it is a perfect match. We believe eelectronica China will give full play to their advantages and continue to develop in South China, and it will provide an excellent electronics platform with the most cutting-edge technology and the best quality service.

Hengyang Lu, FAE, Shanghai ChipON Micro-Electronic Co., Ltd.

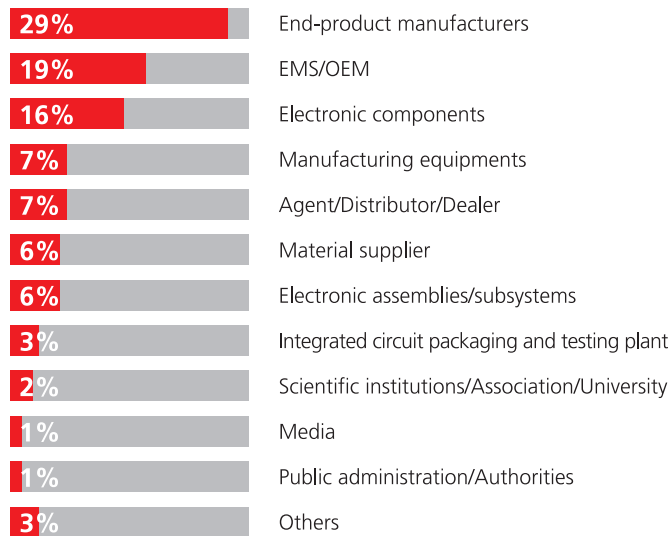


Compared with eelectronica China, eelectronica South China is based in South China, and covers the entire South China and Southeast Asian markets, providing a communication platform for exhibitors and customers. I saw many exhibitors at the show, and I think that is good, because Shenzhen is the center of entrepreneurship in China, and chip designing and manufacturing require creativity. Apart from R&D, we need to use the platform of eelectronica South China to promote our products to overseas markets, so that more people will know the development of the Chinese semiconductor industry, and our products can be sold all over the world. We will definitely participate in eelectronica South China again next year. I hope that there will be more well-known exhibitors next year and we can have more in-depth exchanges with customers.

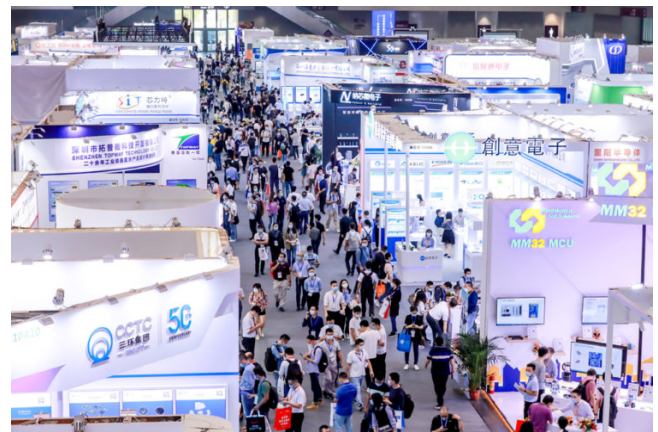
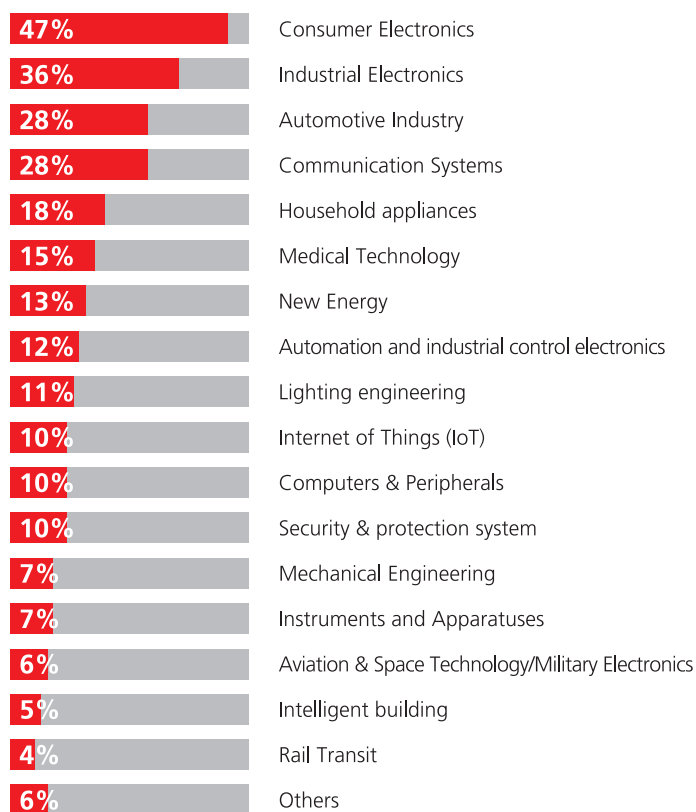
Huangzhong Ni, President, Shenzhen SCY Electronics Co., Ltd.

Planet e: A cosmos of diverse interests

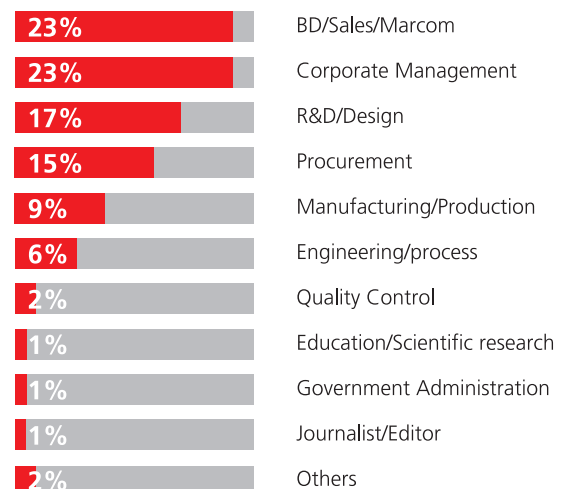
VISITOR ANALYSIS (BY TYPE OF BUSINESS)*



VISITOR ANALYSIS (BY INDUSTRY-MULTIPLE CHOICES)*



VISITOR ANALYSIS (BY JOB RESPONSIBILITY)*



Innovation Hi-Tech Park



Smart Mobility Hi-Tech Park

An exclusive exhibition area for outstanding automotive electronics companies. It showcases automotive electronics technologies and solutions including semiconductors, sensors, radars, and automotive components. It serves as a place for visitor in the automotive industry to make efficient and informative communication.

Excerpt of exhibitors



IoT Hi-Tech Park

The IoT Park features outstanding companies of artificial intelligence and the Internet of Things, and exhibit IoT-related new technologies and solutions, including chips, intelligent identification, sensors, blockchain, and edge computing.

Excerpt of exhibitors



China Hardcore Chip Hi-Tech Park

The eelectronica South China has joined hands with Chip Master to create a "China Hardcore Chip Hi-Tech Park", which provides a stage for outstanding Chinese chip companies and their products and innovations. We look forward to more Chinese chip companies braving the wind and waves, and achieve high despite the adversities!

Excerpt of exhibitors



* eelectronica South China 2020

Accompanying innovation forums



Automotive Day

- New energy vehicles
 - Analysis of new energy vehicle market trend and production capacity, as well as the market of new energy technologies in different segments
 - Analysis of customer acceptance trend
 - The technical development and manufacturing capacity of related electronic devices in China
 - Fast charging/wireless charging technology and the respective markets in China
 - Battery safety management technology
 - Development and application of integrated bridge technology for electric vehicles
- Intelligent Connected Car
 - The development approaches of auto driving technology, breakthroughs and trends
 - Innovations of automotive radar chips and components and their applications
 - Lidar/millimeter wave radar solutions for autonomous driving, and their developmental stage in China
 - The integration of autopilot sensor technology
 - Current 5G technology and its applications in autonomous driving
- Internet of Vehicles Security
- Internationalization of new energy vehicles



Global IoT Technology Innovation Summit

- Major IoT Market and Technology Developments
- Bluetooth 5.1 Market Trends
- Smart Home Gateway Technology Developments
- Major Challenges and Developments in the Smart Home Market
- Deep Learning Development of Face Recognition
- Methods of Platform and OS-independent IOT System Software Development
- Market Developments of Bluetooth 5.0 Technology
- Smart Hotel/Smart Campus Solutions
- Market Opportunities of IOT Video Recognition Technology
- MacBee: Chinese protocol developed specifically for Internet of Things
- Last-mile IoT solutions
- Latest LoRaWAN Standards and Market Prospects
- Overseas Logistics and Public Service IOT Solutions (electricity, water supply, PNG supply)



Smart Home Sub-forum - Global IoT Technology Innovation Summit

- Trends in Smart Home Solutions
- Low-Power Wi-Fi Solutions for Smart Homes
- Integrated Smart Home Solutions
- Huawei Smart Home Ecological Chain Expansion Solutions
- Trends in Smart Home Technology Demand And Solutions
- Smart Home + Device Transformation Solutions
- Smart Home Market Trends and Solutions



International Power Electronics Innovation Forum

- Frontier power semiconductor and power supply technology - New materials, new devices and new applications
- Offshore wind power conversion and grid connection
- Intelligent motion control - Intelligent drive, intelligent power supply and robot



International Medical Electronics Innovation Forum

- Current status and trends of the medical electronics industry
- Wearable medical electronics and health IoT
- Medical AI and 5G



International Connector Innovation Forum

- Common technology shared by the connector industry chain
- Applications of reliability system engineering in the connector industry
- Basic research on the application of "data sharing and win-win cooperation" in the connector industry chain
- The civilian applications of military technology
- Innovative development of intelligent manufacturing technology in the connector industry
- Innovation of connector technology and its new applications (rail transit, new energy vehicles, 5G communications, public health, etc.)
- The opportunities and challenges brought by the 5G and smart technology to the connector industry



International Embedded System Innovation Forum

- Artificial Intelligence: Embedded AI chips, AIOT and its applications, RISC-V ecological construction
- Internet of Things: IoT security, industrial IoT, Internet of Vehicles and MCU IoT development trend



GERMANY. CHINA. INDIA.

Global Electronics Network



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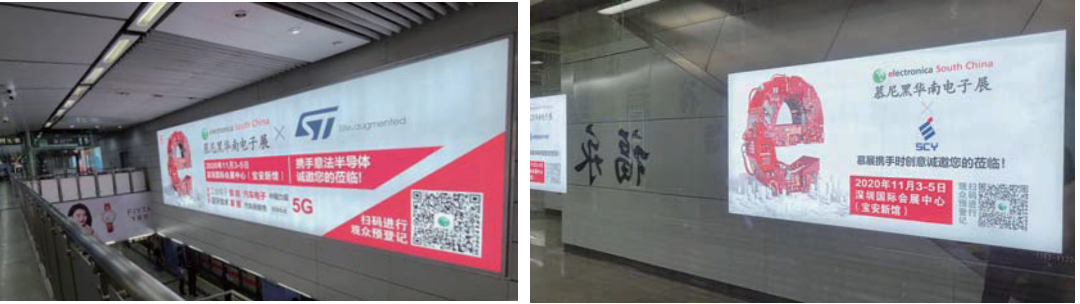
Media partners

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

Industry media



Outdoor advertisement



Social media

Official WeChat account: **80,000+** followers

Page-views: **15,000+** person-time

Press release on media WeChat account: **100+** articles

Total page-views: **80,000+** person-time

WeChat



微信公众号
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
- 射频百花潭
- 芯师爷
- 猎芯网
- 电子发烧友
- 电子产品世界
- Techsugar探索科技
- 微网
- 电子创新网
- 21IC电子网
- 变频器世界
- 电子技术应用
- 中电网
- 高速先生
- 电子变压器资讯
- IC交易网
- 半导体行业观察
- 新电子
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Industry activities

Annual industry promotion

activities: **150+** events



eDM

Database: **8,000,000+** data

Frequency: 1-3 times/week



Live

Vphoto page-views: **30,000+** person-time

Live viewers on www.elecfans.com: **100,000+** person-time



*media reports of eelectronica South China 2020