

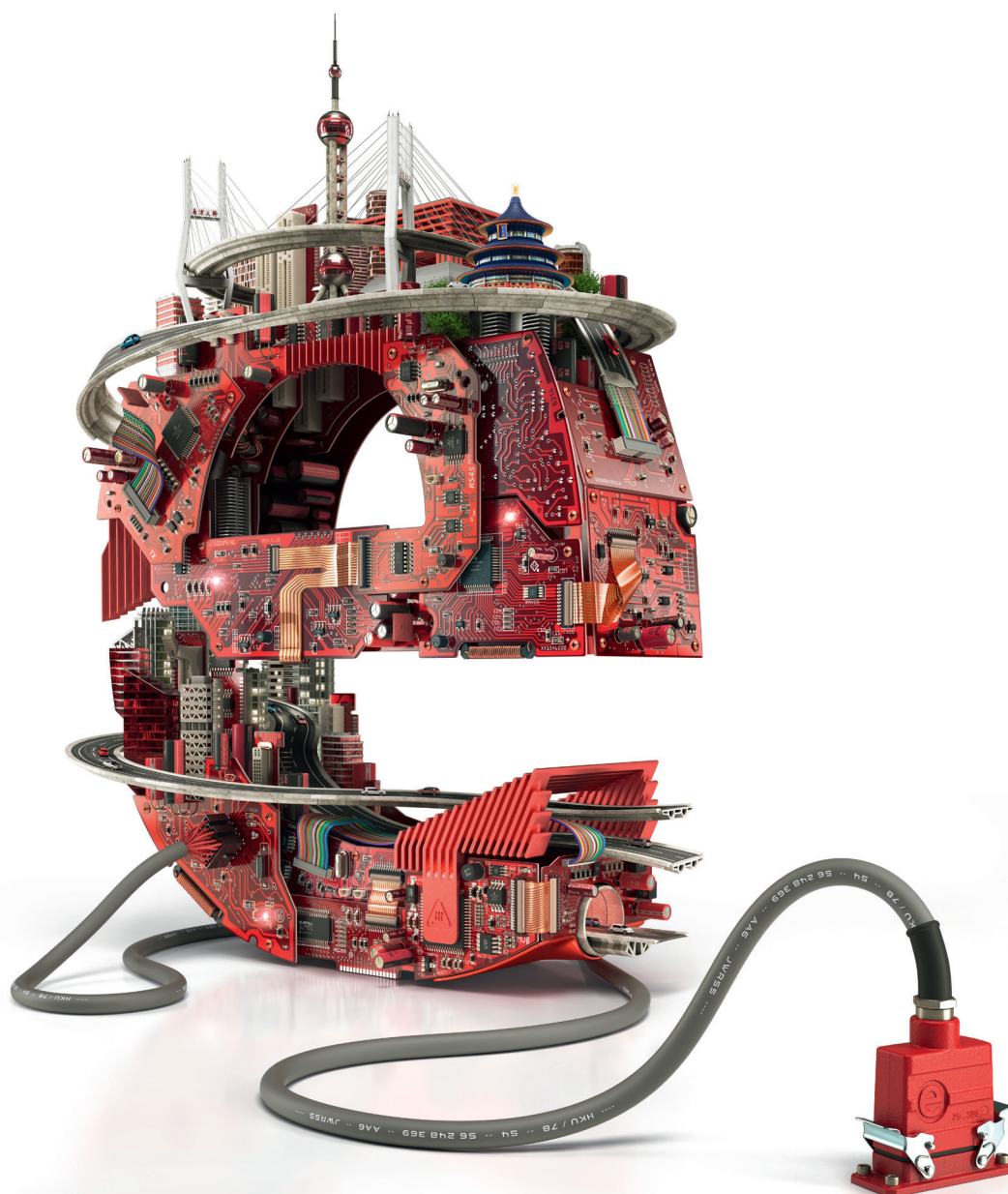


Messe München

Connecting Global Competence

International Connector Electronics Innovation Forum

Fusion, ushering a smart future



March 18–20, 2020

Shanghai New International Expo Centre

electronica-china.com



electronica China

General Information

**Date:**

March 19th, 2020

**Venue:**

Hall C5, On-site Forum

**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

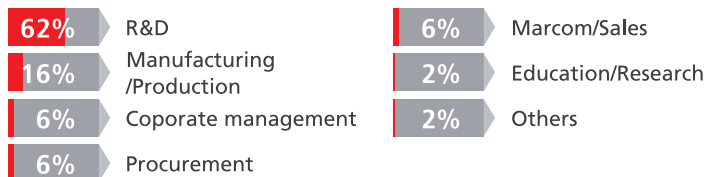
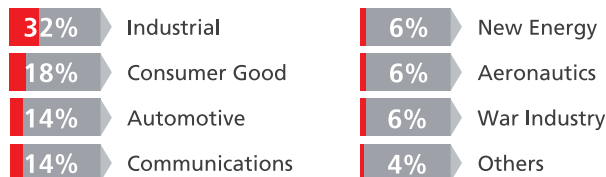
- The Latest Development of Connector Basic Generic Technologies, Such as Design, Materials, Process, Testing, etc.
- Connector Industry Reliability System Engineering Application Model (Failure Analysis, Test Verification, Quantitative Design, Failure Prevention)
- Military and Civilian Integration Applications and Innovative Development of Connector Products (High Current, High Voltage, Heat Resistance, Flame Retardant, High Density, Miniaturization, High Speed Transmission and Environmental Resistance)
- Innovative Development of Intelligent Manufacturing in Connector Industry (Big Data, Artificial Intelligence, Intelligent Production Assembly, Intelligent Online Detection, Internet Technology Services, Smart Logistics, etc.)
- Integrated Innovation and Application Research of Connectors in Rail Transit, New Energy Vehicles, etc.
Innovative Development and Market Dynamic Analysis of Connectors for 5G Mobile Communication Equipment
- The Development Opportunities and Challenges Brought by the 5G Smart Era to the Connector Industry

2019 Sample List

BYD Co., Ltd.
Shanghai Automobile Group Co., Ltd. Passenger Car Company
RIO Co., Ltd.
Hunan CRRC Times Electric Vehicle
Zhengzhou Yutong Bus Co., Ltd.
Shaanxi Heavy Vehicle Co., Ltd.
AIWAYS Co., Ltd.
Handeng Automobile Co., Ltd.
Ningbo Fusheng Automobile Co., Ltd.
Tianhai Automotive Electronics Group Co., Ltd.
Kostal (Shanghai) Management Co., Ltd.
APTIV Shanghai Co., Ltd.
Yazaki (China) Investment Co., Ltd.
Chongqing Yanfeng Andaotuo Auto Parts System Co., Ltd.
Huawei Technologies Co., Ltd.
Vivo Mobile Communications Co., Ltd.
Samsung Group
Fiberhome Communication Technology Co., Ltd.
HBC Technologies Co., Ltd.
Hangzhou Hikvision Digital Technology Co., Ltd.

2019 Audience analysis

Attendance audience: **463**

■ By Job function**■ By Industry**

2019 Speaker Team



Rosenberger Asia
Pacific Electronic
Co., Ltd.

Jallen Zhang
Field Application Manager



YanfengVisteon
Automotive Electronics
Co., Ltd.

Ryan Tan
TQCM/VAVE Specialist



Beijing University of Posts
and Telecommunications

Liangjun Xu
PHD supervisor



Amphenol AssembleTech
(Xiamen) Co., Ltd.

Martin Li
Engineering Manager



DuPont China Holding
Co., Ltd.
Shanghai Branch

Richard Chang
AP Marketing Manager
-Electrical& Electronics



WAGO Electronic
(Tianjin) Co., Ltd.

Jin Hu
Product Manager



TE Connectivity

Barney Mao
Manager HEMS
Product Management,
Automotive



Littelfuse

Henry Yu
Senior Technical
Marketing Engineer



Powerway Alloy

Chong Siew Huat
Metallurgy Doctor



KMD Group

Tony Gan
Technical
Marketing Manager



Taiwan Electronic
Connection Association

Yungchuan Peng
Secretary General

Forum sponsorship packages

Benefits	Platinum Sponsor CNY 50,000	Gold Sponsor CNY 35,000
■ During the show		
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	✓	
■ Before the show		
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

Ms. Queena Wang
 Tel: +86 21 2020 5592
 E-mail: queena.wang@mm-sh.com