

April 15-17, 2025
Shanghai
New International
Expo Centre

Factsheet
Information for exhibitors 2025

Scan code
to understand
Exhibition Details





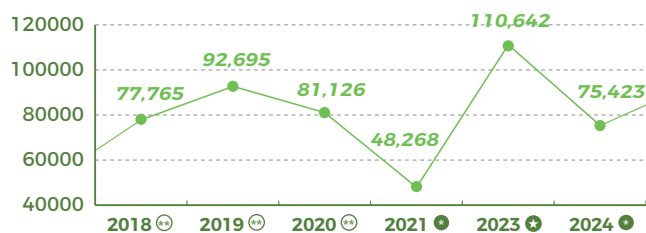
electronica China is the leading trade fair for the electronics industry in Asia. It provides the industry with more display options and opportunities, as well as more participation from related application fields. More application demos for vertical industries will be included to create a cross-industry platform that is helpful to the entire industry chain from product design to application. More than ten forums focusing on cutting-edge topics in vertical industries will also be held during the exhibition, covering electric vehicles, automotive electronics, third-generation semiconductors, embedded systems, artificial intelligence and computing power, industrial IoT, energy storage, smart manufacturing, medical electronics, connectors, automotive wiring harnesses, and motor drives.

Planet e: for a successful future

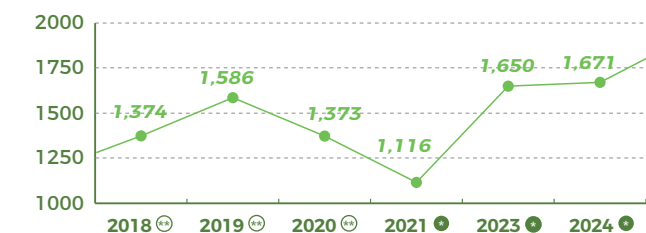
- Comprehensive range of products and services
- Leading business platform: high quality of buyers and decision-makers in upper management who are preparing for and conducting business transactions
- From components to systems, applications and services: everything here revolves around the world of electronics
- Technical forums with prominent speakers: topics covering automotive, power electronics, medical technology and connectors

Previous key figures

Number of visitors



Number of exhibitors



Exhibition space 2024*: 100,000 sqm

* Figures of electronica China only.

productronica China takes place separately from 2021 onwards.

** Figures include numbers of electronica China and productronica China.

* Co-located with LASER World of PHOTONICS CHINA, analytica china, Vision China (Shanghai).

electronica China 2022 was postponed due to COVID-19

The entire electronics universe at one place

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

- | | |
|---|---|
|  Industrial Electronics / Industrial Control |  Internet of Things (IoT) |
|  Automotive electronics and EV |  Household appliance |
|  Consumer electronics |  Aviation & space technology |
|  Communication systems |  Military electronics |
|  Electricity and New Energy |  Lighting engineering |
|  Medical technology |  Rail transit |
|  Computers & peripherals |  Security & protection systems |
|  Mechanical engineering |  Intelligent building |
|  Mobile phone |  Smart City |

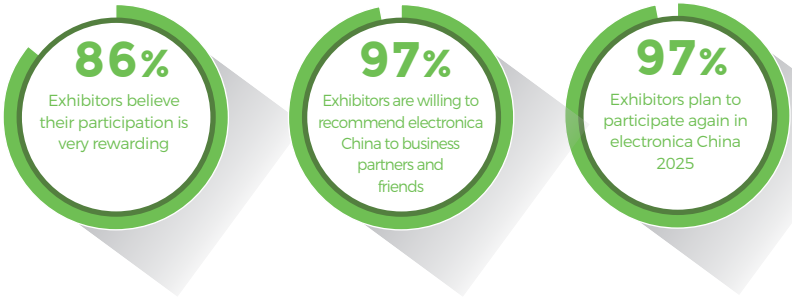
Fairgrounds map



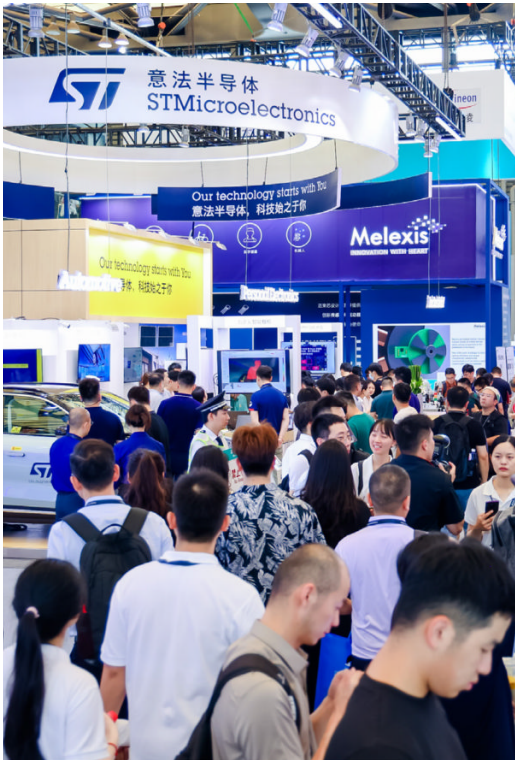
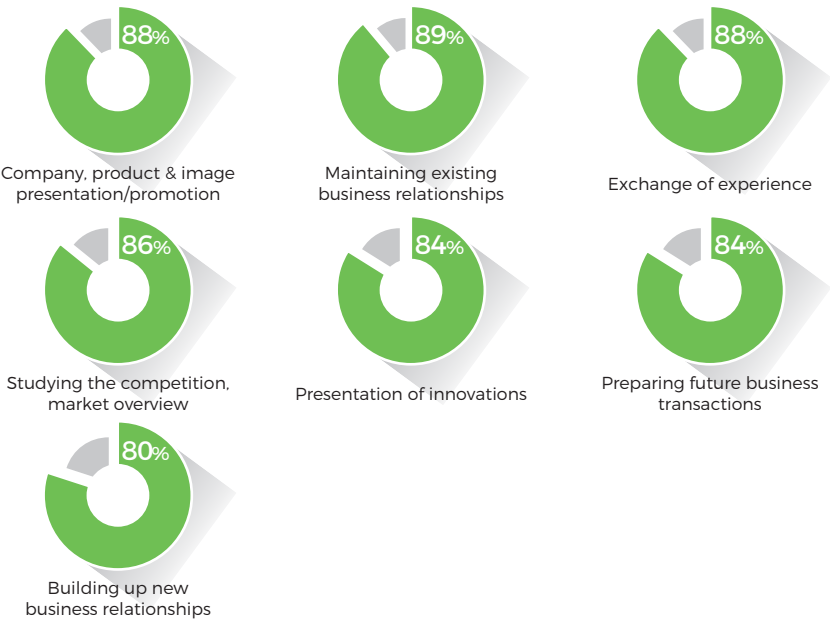
半导体 Semiconductors	N4-N5
传感器与半导体 Sensors & Semiconductors	N3
电源 Power Supplies	N3
测试测量 Test & Measurement	N3
半导体制造 Semiconductor Manufacturing	N3
智慧科技园 Smart Hi-Tech Park	N3
智慧出行 Smart Mobility	
智慧工厂 Smart Factory	
智慧物联 Smart IoT	
智慧能源 Smart Energy	

分销商 Distributors	N2
无源器件 Passive Components	N1-N2
显示 Display	N1
连接器、开关、线束线缆 Connectors, Switches, Cable Harness	W3-W5
印刷电路板 PCB	W5
电子制造服务 EMS	

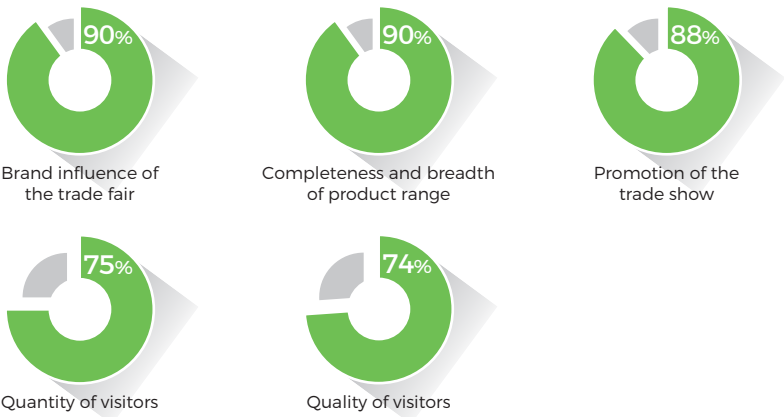
Exhibitor feedbacks



BUSINESS GOALS REACHED



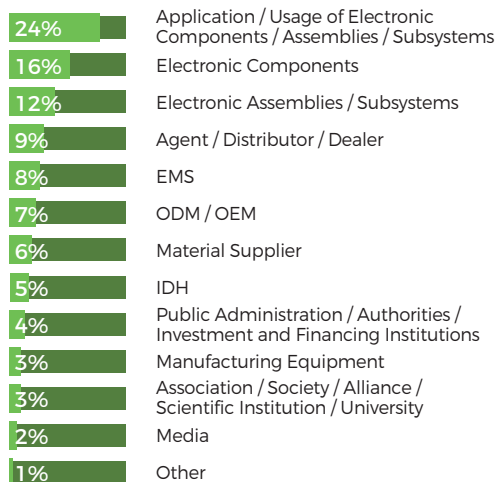
ASSESSMENT OF ELECTRONICA CHINA REGARDING



* Source: Exhibitors survey at electronica China 2024.

Visitor analysis

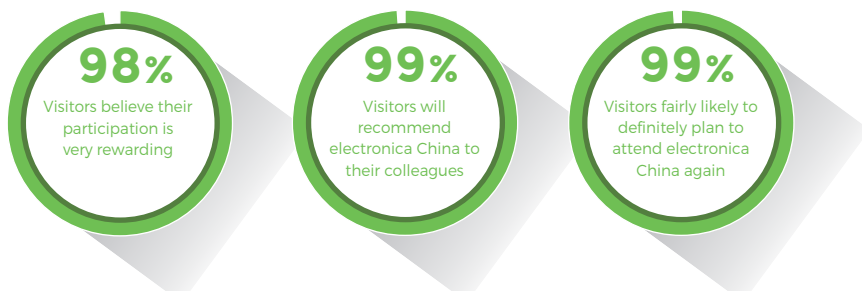
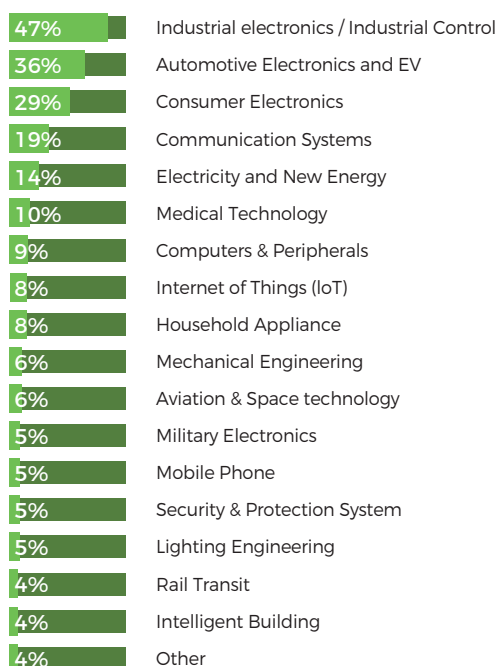
BY TYPE OF BUSINESS



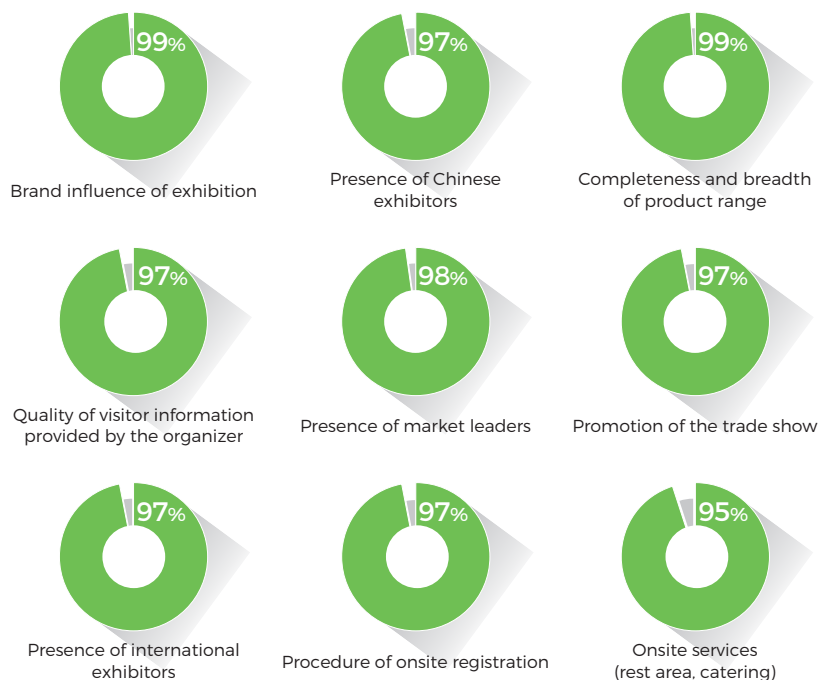
BY JOB RESPONSIBILITY



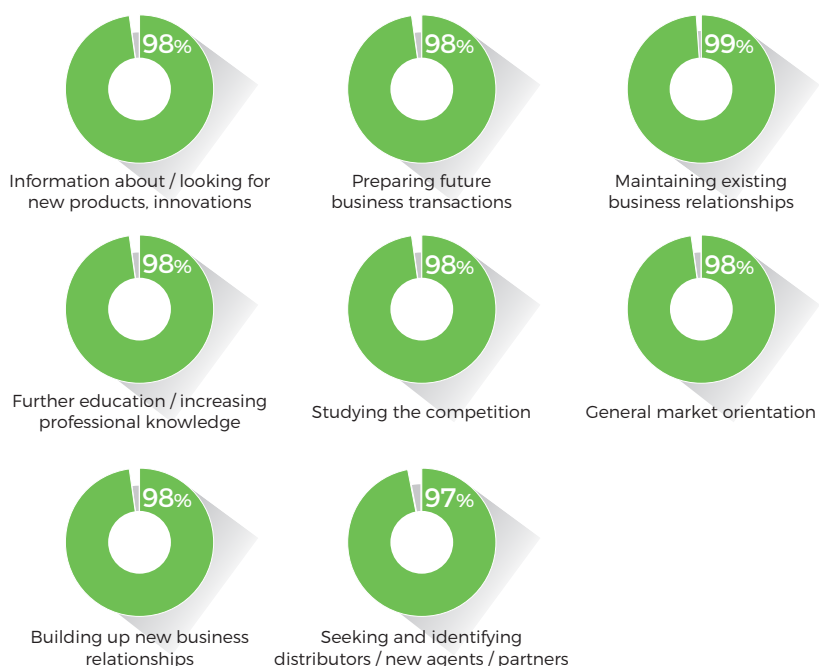
BY INDUSTRY-MULTIPLE CHOICES



ASSESSMENT OF ELECTRONICA CHINA REGARDING



BUSINESS GOALS REACHED



* Source: Exhibitors survey at electronica China 2024.

Exhibitor statements



electronica China attracted more visitors and exhibitors this year. This signals to us that we can find some economic recovery from the perspective of the exhibition. We are satisfied with electronica China this year because it has a wider visitors and better results. We will continuously participate in electronica China, a high-end and well-reached exhibition! Since 2014/15, we have been committed to increasing exhibits displayed at electronica China and will participate in the exhibition next year!

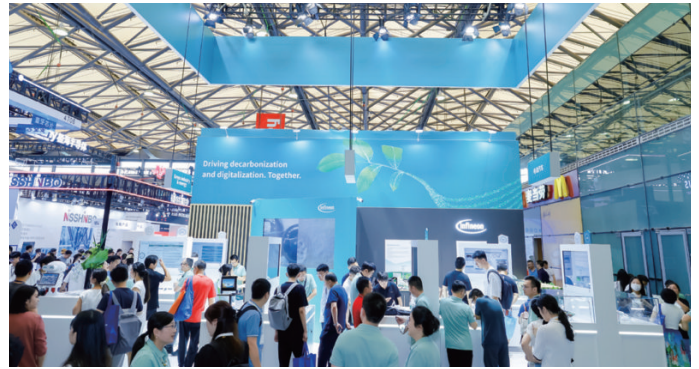
Olaf Scale, CEO (Germany)
Rosenberger Asia Pacific Electronic Co., Ltd.

I believe this year's electronica China is larger in scale compared to previous years, with more overseas exhibitors. This is very beneficial for promoting the industry's development. At the same time, I saw many new generation products launched by emerging domestic semiconductor peers at this exhibition. We also focused on the new products introduced by our overseas partners and the level of innovation and progress made by major industry players. The platform provided by electronica China is very attractive to us, and we look forward to meeting everyone again at the next show in April!

Steve Si
Senior Sales Manager (United states), Qorvo

This year, I feel that there are more exhibitors compared to last year, and the enthusiasm of our industry peers is very high. In addition to exhibiting, electronica China also brought us related forums and interviews, allowing us to further understand new trends in the industry and market. The influence of electronica China in the industry is growing, and we will increase our support and participation in the show!

Chengjun Zhou
Senior Marketing Manager (Germany)
Infineon Technologies Co., Ltd.



The number of visitors and exhibitors can manifest how popular the current electronica China is. The scale, level, and visitors' engagement of the electronica China have been significantly improved. After being held for years, electronica China has enjoyed popular support, and many leading enterprises in industrial application would choose to participate in the exhibition. We hope to continue cooperating with electronica China in the future!

Zhen Zhu
Marketing Manager of Industrial
Automation Industry (United States)
ADI

Today is the first day of electronica China, and the crowd is bustling. As a grand event in the electronics industry, various sectors are showcasing their top products and presenting their future product plans. Our customers are also actively participating in the show, exploring the development trends of upstream supply chain products. Over the years, we have consistently participated in electronica China, hoping to establish better communication and exchange models with our peers and customers through this exhibition, discussing the future development of the industry, product forms, technical challenges, and potential cooperation opportunities. We hope to promote the exploration and exchange with customers and industries through this exhibition. With the acceleration of AI product iteration, we hope to bring more and updated product research and development through the platform of electronica China every year!

Haohan Chen
Business Director (China)
Luxshare Precision

360° Crossmedia* Marketing

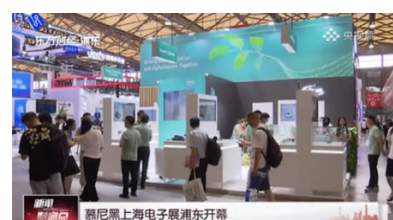
Media partners

Industry media



*In no particular order.

Public media



Self-Media Channel Promotion: 谈三圈

Video view:

Tik Tok:

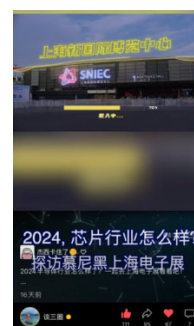
146,000+

Bilibili:

58,000+

WeChat:

18,000+



Social media

Official WeChat account: **180,000+** followers, Average reads: **2,000+** person-time

Press release on media WeChat account: **200+** articles, Average reads: **2,500+** person-time

WeChat



Official WeChat Account
e星球



Official WeChat Account
e星球服务站

Exhibition cooperation WeChat subscription

- 硬件十万个为什么
- 射频百花潭
- 芯师爷
- 猎趣网
- 电子发烧友
- 电子产品世界
- Techsugar探索科技
- AI电堂科技
- 电子创新网
- 21IC电子网
- 传感器专家网
- 极客网
- 中电网
- 电子工程世界
- 电子变压器资讯
- IC交易网
- 半导体芯闻
- 新电子
-



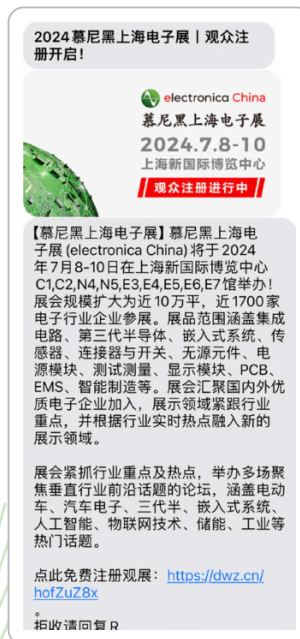
360° Crossmedia* Marketing

Outdoor advertisement



eDM

Database: **300,000+** data
Frequency: **1-3** times/week



SMS

Database: **500,000+** data
Frequency: **1-2** times/month



Live

Vphoto page-views: **102,286** person-time
Live viewers on
www.elecfans.com: **60,000+** person-time

Live viewers on Xin Master: **441,697** person-time
Live viewers on Yesky: **204,159** person-time



GERMANY. CHINA. INDIA.

Global Electronics Network

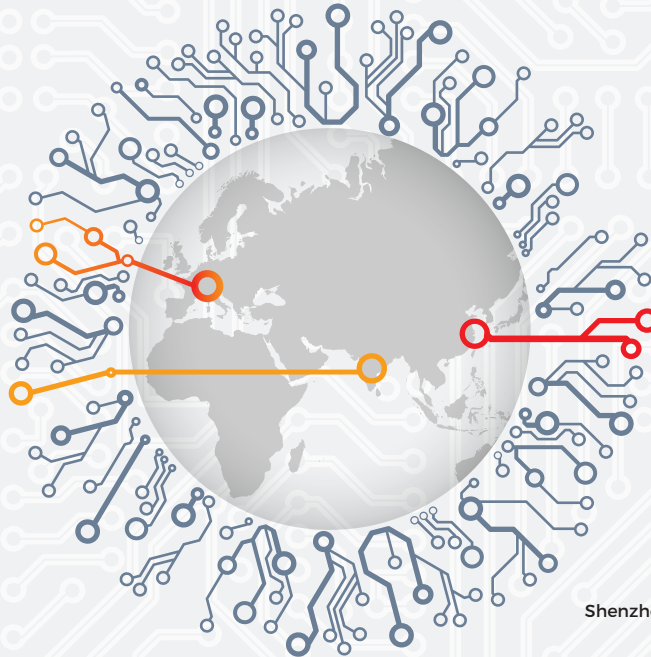
 **electronica**
Munich, Germany | 11.12-15, 2024

 **productronica**
Munich, Germany | 11.18-21, 2025

 **LOPEC**
Munich, Germany | 2.25-27 2025

 **electronica India**
 **productronica India**
New Delhi, India | 9.18-20, 2024

 **SmartTech ASIA**
New Delhi, India | 9.18-20, 2024



 **electronica China**
4.15-17, 2025
Shanghai New International Expo Centre

 **productronica China**
3.26-28, 2025
Shanghai New International Expo Centre

 **electronica South China**
10.14-16, 2024
Shenzhen World Exhibition & Convention Center

 **productronica South China**
10.14-16, 2024
Shenzhen World Exhibition & Convention Center

 **electronicAsia**
國際電子組件及生產技術展
10.13-16, 2024 | Hongkong, China

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