

July 1-3, 2026
Shanghai
New International
Expo Centre

Factsheet

Information for exhibitors 2026

Scan QR for
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, smart vehicles, artificial intelligence (AI), embodied intelligence, green energy, smart factories, Internet of Things Plus (IoT+), smart wearables, industrial Internet, wireless communications, data centers, smart homes, etc.

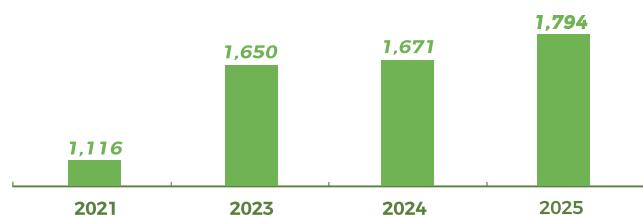
Show Highlights

- 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 cutting-edge technologies and hot application fields.

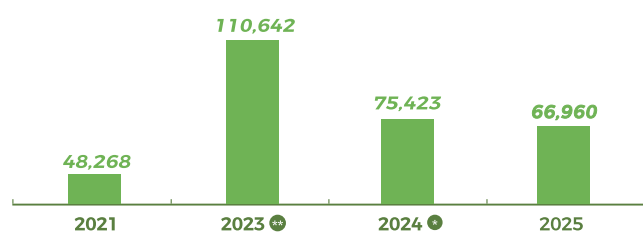
Previous key figures

2025 Exhibition space : 100,000 sqm

Number of exhibitors



Number of visitors



electronica China 2022 was postponed due to COVID-19

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

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Exhibition Categories

- Semiconductors
- Embedded systems
- Sensor technology
- Micro-and nanosystems
- Relays
- Passive components
- Connectors, Switches, Cable Harness
- Displays
- PCBs and other circuit carriers
- Power supplies
- Test and measurement
- EMS electronic manufacturing services
- Assemblies and subsystems
- Automotive
- Wireless
- Services
- Artificial intelligence technology
- Internet of things technology

Application Fields

- | | | | |
|--|---|--|-------------------------------|
| | 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 | | Artificial intelligence |

Fairgrounds Map



electronica China | 2026.7.1-3
Shanghai New International Expo Centre

N1-N5

W1-W5



■ Connectors, Switches, Cable Harness

W1-W4

■ Power Supplies

W5

■ Test & Measurement

W5

■ Distributors

W5, N2

■ Passive Components

N1-N2

■ Display

N1

■ Component Manufacturing

N2

■ Sensors

N3

■ Semiconductor Manufacturing **N3**

■ PCB EMS

N3

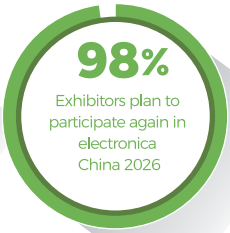
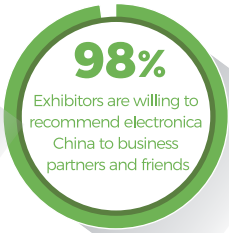
■ Semiconductors

N3-N5

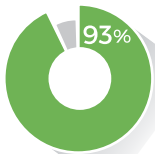
■ Embedded System

N4

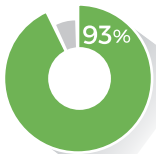
Exhibitor survey analysis



BUSINESS GOALS REACHED



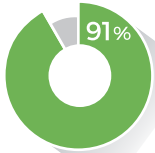
Company, product & image presentation/promotion



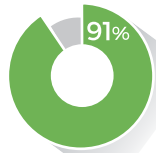
Maintaining existing business relationships



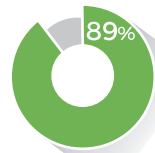
Exchange of experience



Studying the competition, market overview



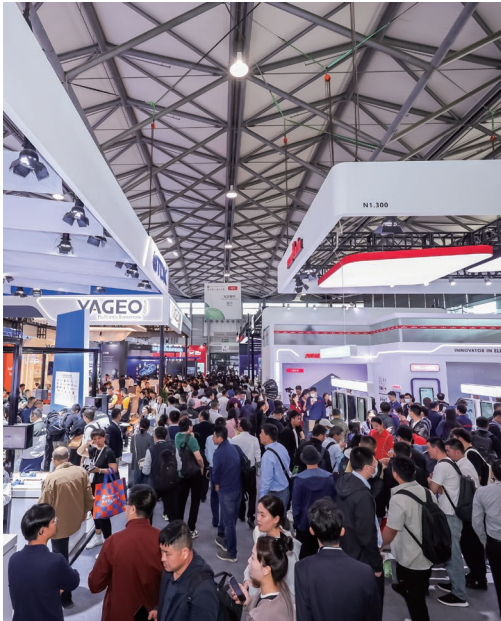
Presentation of innovations



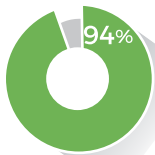
Preparing future business transactions



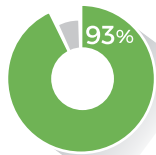
Building up new business relationships



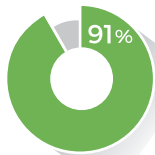
ASSESSMENT OF ELECTRONICA CHINA REGARDING



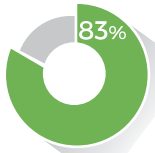
Completeness and breadth of product range



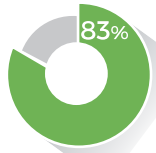
Brand influence of the trade fair



Promotion of the trade show



Quantity of visitors

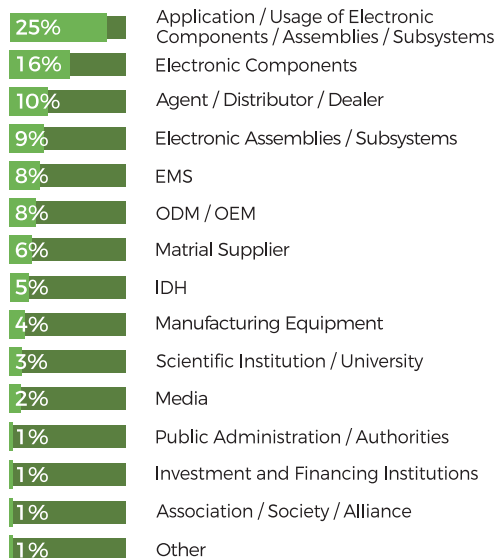


Quality of visitors

* Source: Exhibitors survey at electronica China 2025.

Visitor analysis

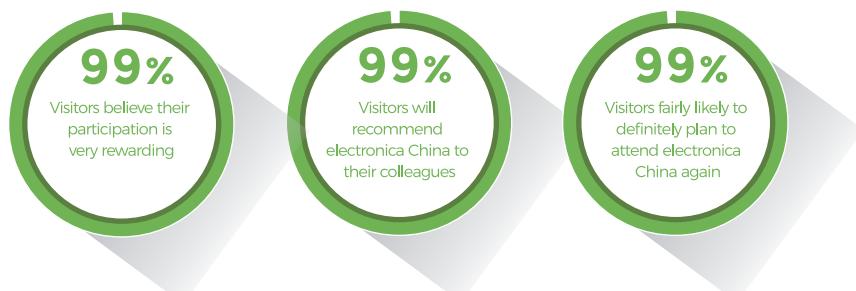
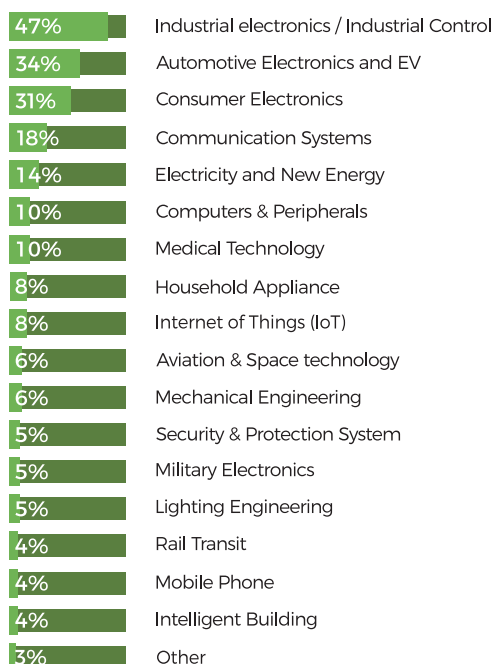
BY TYPE OF BUSINESS



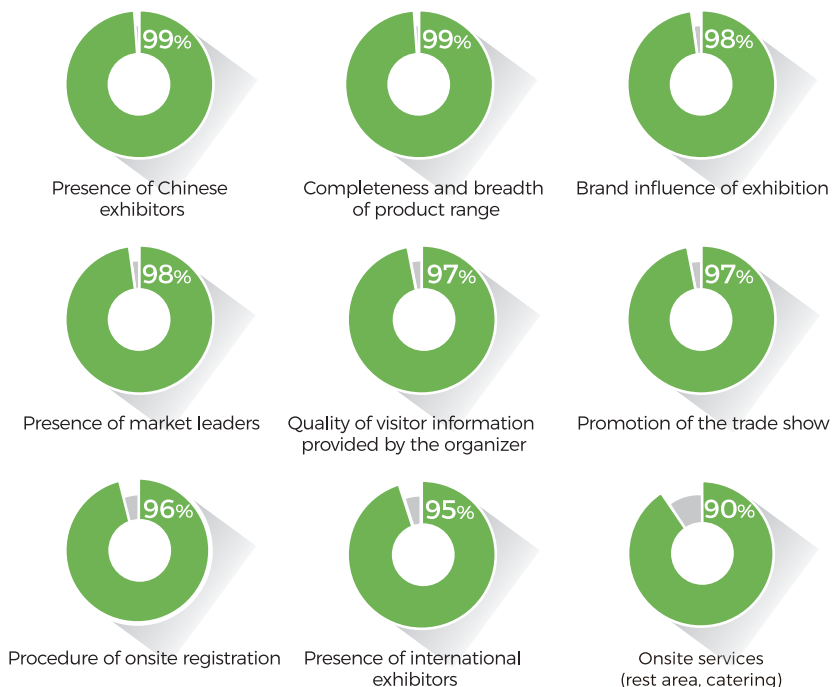
BY JOB RESPONSIBILITY



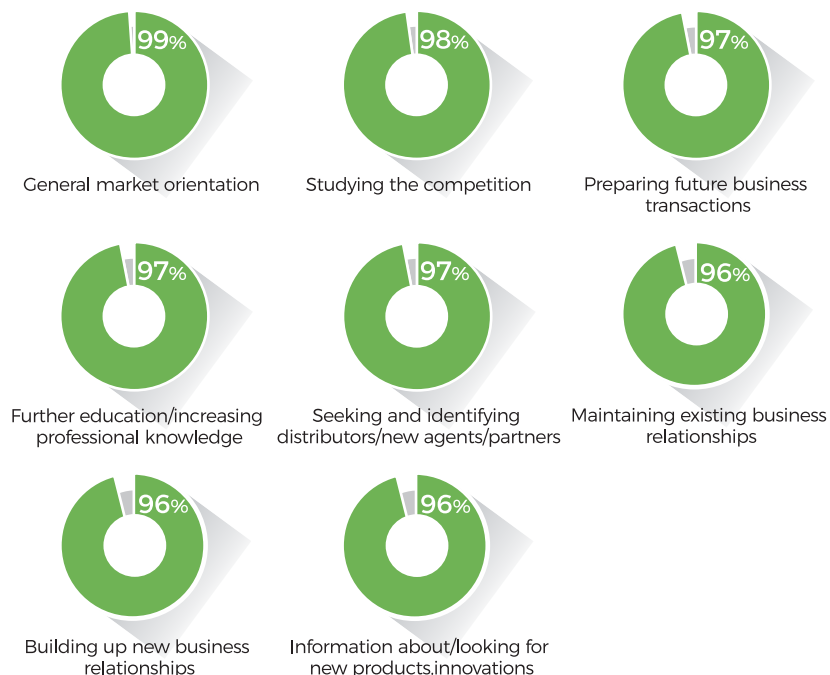
BY INDUSTRY (Multiple Choices)



ASSESSMENT OF ELECTRONICA CHINA REGARDING



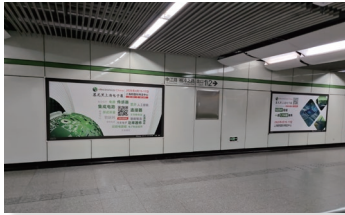
BUSINESS GOALS REACHED



* Source: Visitor survey at electronica China 2025.

360° Crossmedia Marketing

External Promotion Channel



Tencent Promotion

Impressions:
13,468,527
Clicks:
125,203



Baidu Promotion

Impressions:
16,147,096
Clicks:
495,026



Official Promotion Channel

eDM

Database:
600,000+ data
Frequency:
1-3 times/week

SMS

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

Live

Vphoto page-views: **705,087** person-time

Live viewers on
www.elecfans.com: **50,000+** person-time

Live viewers on EEPW: **43,905** person-time





MESSE
MÜNCHEN

GERMANY. CHINA. INDIA.

Global Electronics Network



Nov. 10-13, 2026
Munich, Germany



Apr. 8-10, 2026
Greater Noida, India (IEML)

Sep. 16-18, 2026
Bengaluru, India (BIEC)

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