

electronica China is the leading trade fair for the electronics industry in Asia. It provide 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.

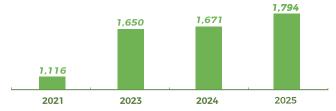
Show Highlights

- Comprehensive range of products and services
- Leading business platform: high quality of buyers and decisionmakers 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 cuttting-edge technologies and hot application fields.

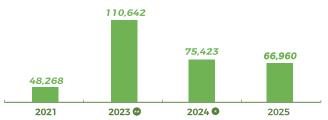
Previous key figures

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
- Airtificial intelligence technology
- Internet of thins technology

Application Fields



Industrial Electronics / Industrial Control



Automotive electronics and EV



Consumer electronics



Communication systems



Electricity and New Energy



Medical technology



Computers & peripherals



Mechanical engineering



Mobile phone



Internet of Things (IoT)



Household appliance



Aviation & space technology



Military electronics



Lighting engineering



Rail transit



Security & protection systems



Intelligent building



Artificial intelligence

Fairgrounds Map



Shanghai New International Expo Centre

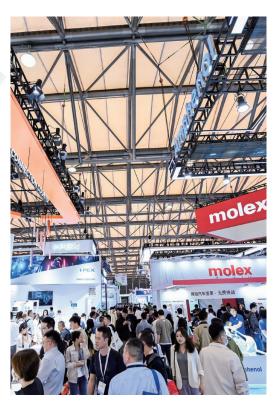


Exhibitor survey analysis



98%
Exhibitors are willing to recommend electronica
China to business partners and friends

98%
Exhibitors plan to participate again in electronica China 2026



BUSINESS GOALS REACHED



Company, product & image presentation/promotion



Studying the competition, market overview



Building up new business relationships



Maintaining existing business relationships



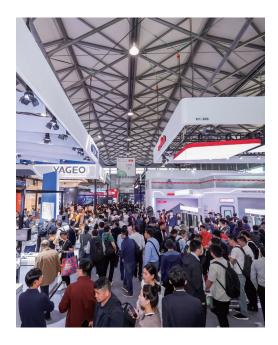
Presentation of innovations



Exchange of experience



Preparing future business transactions



ASSESSMENT OF ELECTRONICA CHINA REGARDING



Completeness and breadth of product range



Quantity of visitors



Brand influence of the trade fair



Quality of vistors



Promotion of the trade show

^{*} Source: Exhibitors survey at electronica China 2025.

Visitor analysis

BY TYPE OF BUSINESS

Application / Usage of Electronic Components / Assemblies / Subsystems **Electronic Components** Agent / Distributor / Dealer Electronic Assemblies / Subsystems EMS ODM / OEM

IDH

Manufacturing Equipment Scientific Institution / University

Matrial Supplier

Public Administration / Authorities

Investment and Financing Institutions

Association / Society / Alliance

Other

BY JOB RESPONSIBILITY

R&D / Design

Business development / Sales / Marketing

Procurement

Production / Manufacturing

Corporate management

Quality control

Education / Scientific research

Journalist / Editor

Government adminstration

Others

BY INDUSTRY (Multiple Choices)

Industrial electronics / Industrial Control

Automotive Electronics and EV

Consumer Electronics

Communication Systems

Electricity and New Energy

Computers & Peripherals

Medical Technology

Household Appliance

Internet of Things (IoT)

Aviation & Space technology

Mechanical Engineering

Security & Protection System

Military Electronics

Lighting Engineering

Rail Transit

Mobile Phone

Intelligent Building

Other



Visitors will recommend lectronica China to their colleagues

Visitors fairly likely to definitely plan to attend electronica China again

ASSESSMENT OF ELECTRONICA CHINA REGARDING



Completeness and breadth



Brand influence of exhibition

of product range





Presence of Chinese

exhibitors

Quality of visitor information provided by the organizer





Presence of international Procedure of onsite registration



Onsite services (rest area, catering)

BUSINESS GOALS REACHED



General market orientation



Studying the competition



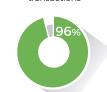
Preparing future business transactions



Further education/increasing professional knowledge



Seeking and identifying distributors/new agents/partners



Maintaining existing business



Building up new business relationships



Information about/looking for new products, innovations

^{*} Source: Visitor survey at electronica China 2025.

360° Crossmedia Marketing

Trade media



*In no particular order.

Self-Media Channel Promotion: 工科男孙老师、谈三圈









Social media

Official WeChat account: 200,000+ followers, Average reads: 2,000+ person-time Press release on media WeChat account: 250+ articles, Average reads: 3,000+ person-time

WeChat



Official WeChat



Official WeChat

慕尼黑 上海电子展 服务站

Exhibition cooperation WeChat subscription

- 高速射频百花潭
- 硬件十万个为什么
- AI电堂科技
- 电子产品世界
- 达尔闻说
- 今日半导体
- 电子工程世界
- Techsugar探索科技 储能头条
- TopSemic ■ 硬件攻城狮
- strongerHuang
- 记得诚
- 电子通
- 芯师爷
- 半导体芯闻
- 电子发烧友

- 电子技术应用
- 电力电子技术与新能源
- 物联网智库
- IOT物联网技术
- 老虎说芯
- 机器人大讲堂 ■ 剑指工控
- 储能100人
- 光伏咨讯
- 光伏产业网
- 机器人在线
- AI科技大本营
- 智能制造
- 工业机器人
- 漫话IC



360° Crossmedia Marketing

External Promotion Channel



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Tencent Promotion

Impressions:

13,468,527

Clicks:

125,203



Baidu Promotion

Impressions:

16,147,096

Clicks:

495,026



Offical 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











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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