

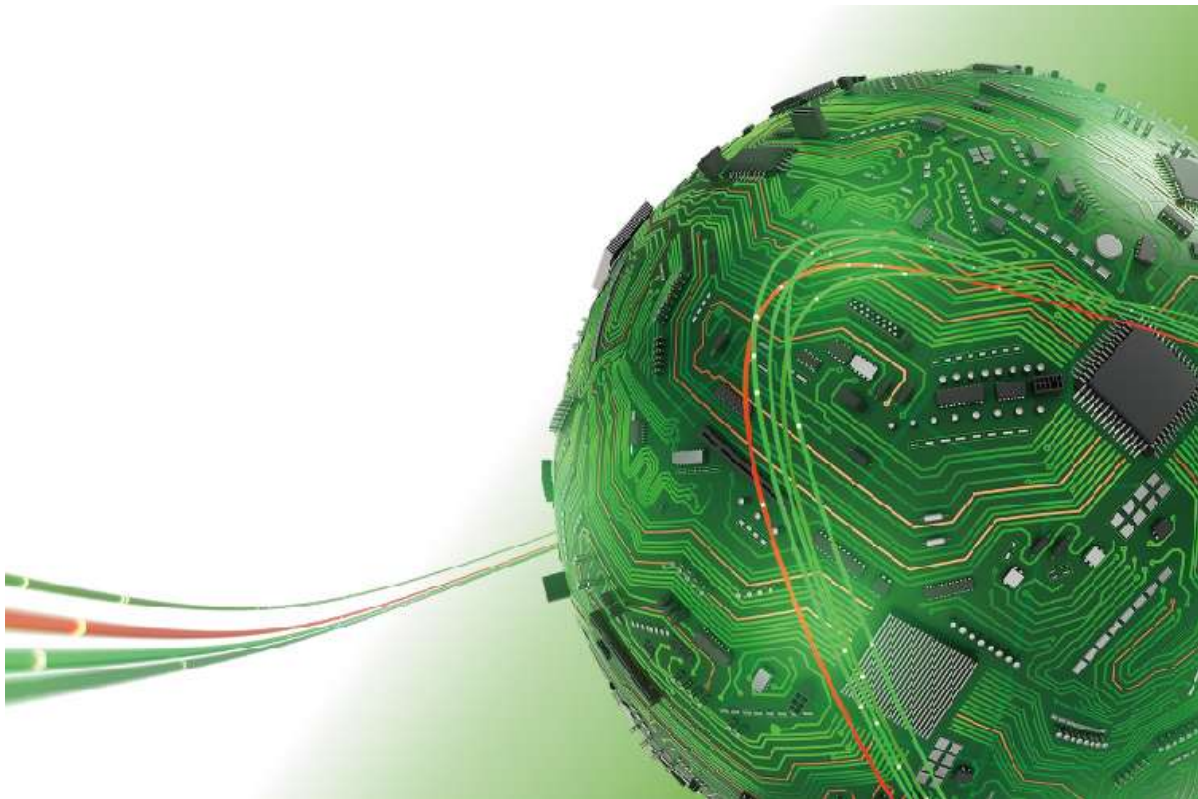
electronica Shanghai 2027
April 14–16, 2027
Shanghai New International Expo Centre (SNIEC)

International Pavilion 2027

organized by Messe München GmbH

Book now

Early Bird Deadline: 30.08.2026
Application Deadline: 18.12.2026



International Pavilion 2027

Inspired by the success of the concept launched in 2019 at **electronica India**, **Messe München** will **organize the first edition of the International Pavilion at electronica Shanghai 2027**.

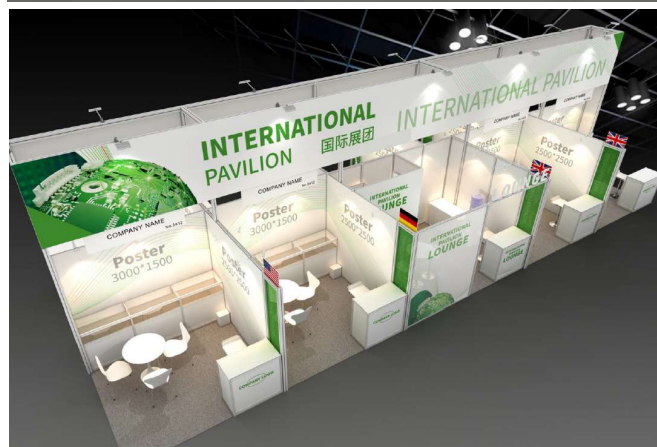
The **International Pavilion** at **electronica Shanghai** is a new measure meant to support companies from countries from all over the world to gain access to the Chinese market.

This offer addresses exclusively to companies, which do not have the opportunity to take part in a national or regional pavilion and are not granted governmental support from their own country/region.

Your benefits

- ✓ Step into the **Chinese electronics market**
- ✓ Present your company at the **leading trade fair for the electronics industry in Asia**
- ✓ Enjoy **easy first steps** in the Chinese market in the frame of the International Pavilion
- ✓ Take advantage of our **costs-efficient offer** and exclusive package
- ✓ **Increase your visibility** under the branded roof of the International Pavilion
- ✓ Count on our **comprehensive and individual support** before and during the shows

The design



Your exclusive package*

Stand	✓ White system walls with aluminum beams, 2.5-meter height ✓ Carpeting ✓ Furniture (depending on stand size): 3–6 office chairs, 1 round table, 1 bar stool, 3–6 glass showcases, 1 lockable counter ✓ Electricity, 1-2 LED lights 50W, 5-10 LED lights 15W, 500W power socket for each individual booth ✓ Stand size options starting with 9 m²
Branding	✓ International Pavilion overall branding ✓ Country flag, company name and booth number on fascia board
Communication	✓ Your company details, hall / stand number in the Exhibitor Directory ✓ WeChat promotion of the International Pavilion ✓ E-mailing promotion of the International Pavilion ✓ One-page advertising of the International Pavilion in the Visitor Guide ✓ Your company logo in the Visitor Guide (floor plan and exhibitor list)
Onsite Services	✓ International Pavilion lounge with coffee/tea and water dispenser ✓ Host/ess at the International Pavilion lounge ✓ Internet access ✓ Stand cleaning (last build-up day and all show days) ✓ Contact person at the fairs

Prices

Application category	Package price per m ²
Early bird (until 30 st August 2026)	EUR 395 / m² (including 6% taxes)
Regular (until 18 th December 2026)	EUR 435 / m² (including 6% taxes)

* The package prices are fixed and will not be modified. The overall stand design of the pavilion cannot be changed. Additional orders and changes *inside the individual booth* area are possible at one's own expense.

Your contact



Anne Dautremant

Exhibition Manager

Phone: +49 89 949-20322

E-mail: anne.dautremant@messe-muenchen.de