

**July 1–3, 2026**  
**Shanghai**  
**New International**  
**Expo Centre**

**Factsheet**  
Information for exhibitors 2026

Scan QR for  
Exhibition Details





electronica Shanghai is important 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.

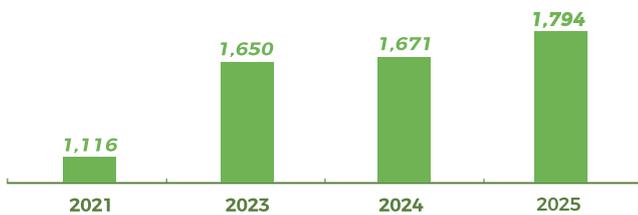
### Show Highlights

- Comprehensive range of products and services
- Leading business platform: high quality of buyers and 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.

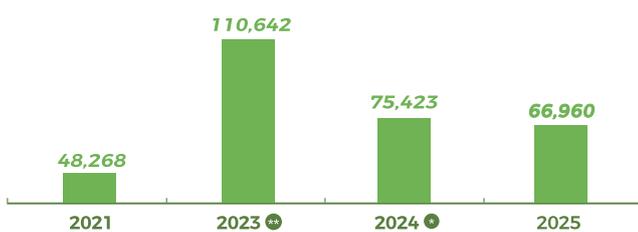
### Previous key figures

2025 Exhibition space : 100,000 sqm

#### Number of exhibitors



#### Number of visitors



electronica Shanghai 2022 was postponed due to COVID-19

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

### 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
- 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

electronica Shanghai | July 1–3, 2026  
Shanghai New International Expo Centre

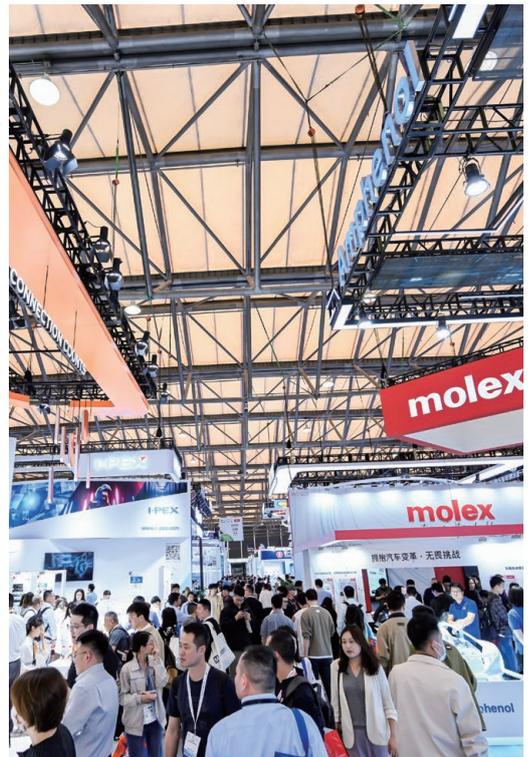
**N1–N5**

**W1–W5**

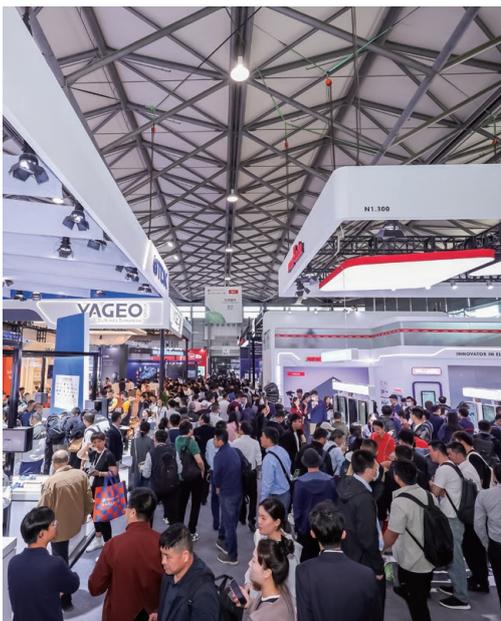
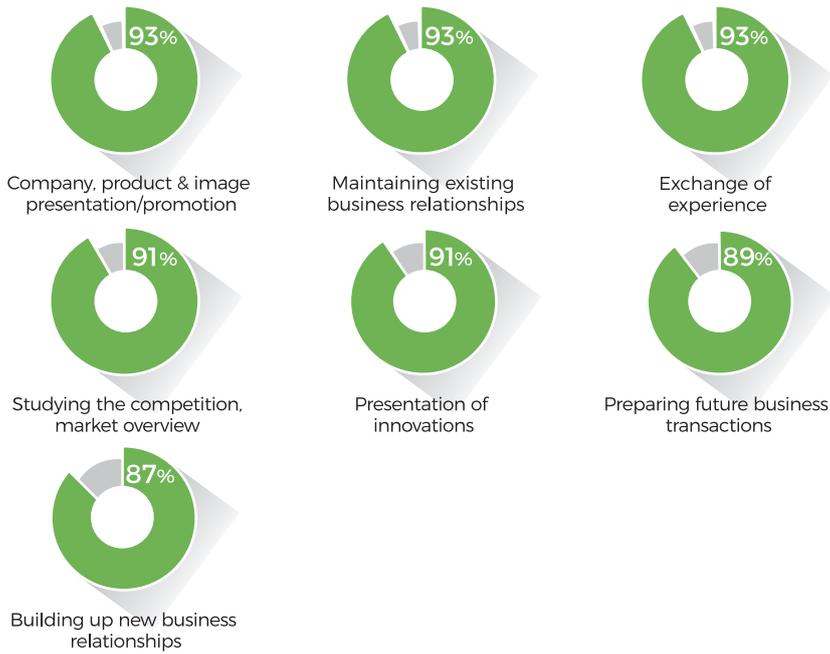


<span style="color: green;">■</span> Connectors, Switches, Cable Harness	<b>W1–W4</b>	<span style="color: pink;">■</span> Sensors	<b>N3</b>
<span style="color: yellow;">■</span> Power Supplies	<b>W5</b>	<span style="color: lightblue;">■</span> Semiconductor Manufacturing	<b>N3</b>
<span style="color: blue;">■</span> Test & Measurement	<b>W5</b>	<span style="color: darkgreen;">■</span> PCB EMS	<b>N3, W4</b>
<span style="color: brown;">■</span> Distributors	<b>W5, N2</b>	<span style="color: purple;">■</span> Semiconductors	<b>N3–N5</b>
<span style="color: orange;">■</span> Passive Components	<b>N1–N2</b>	<span style="color: magenta;">■</span> Embedded System	<b>N5</b>
<span style="color: darkorange;">■</span> Display	<b>N1</b>		
<span style="color: darkred;">■</span> Component Manufacturing	<b>N2</b>		

# Exhibitor survey analysis



## BUSINESS GOALS REACHED



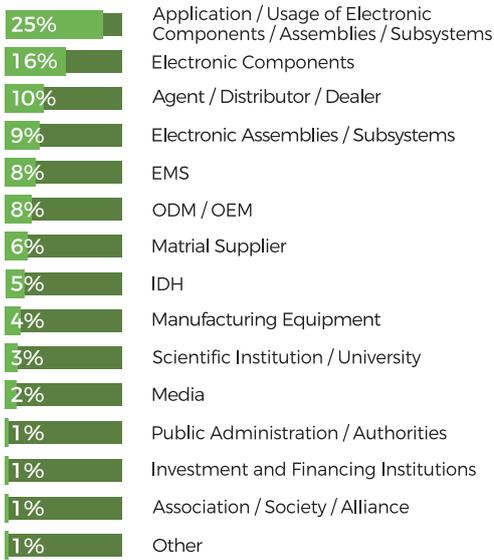
## ASSESSMENT OF ELECTRONICA SHANGHAI REGARDING



\* Source: Exhibitors survey at electronica Shanghai 2025.

# Visitor analysis

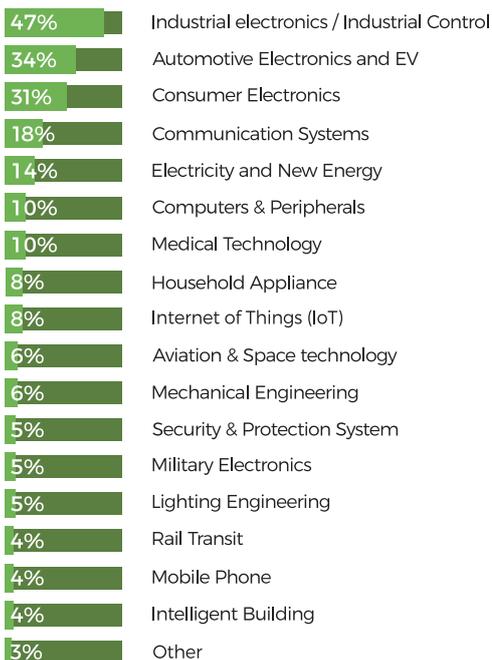
## BY TYPE OF BUSINESS



## BY JOB RESPONSIBILITY



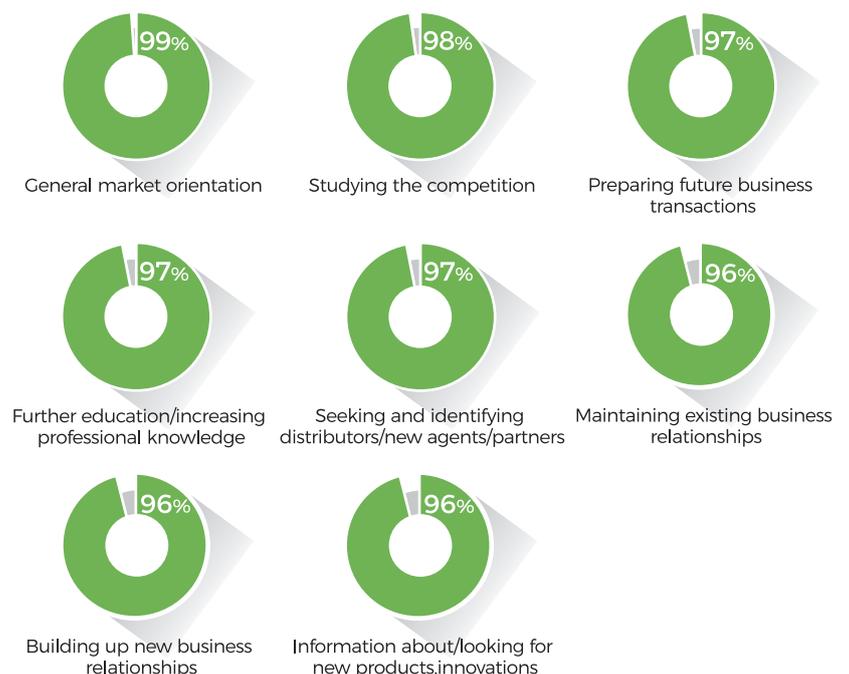
## BY INDUSTRY (Multiple Choices)



## ASSESSMENT OF ELECTRONICA SHANGHAI REGARDING



## BUSINESS GOALS REACHED



\* Source: Visitor survey at electronica Shanghai 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 Account  
**e星球**



Official WeChat Account  
**慕尼黑上海电子展服务站**

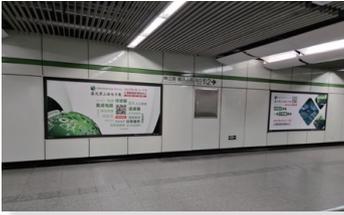
### Exhibition cooperation WeChat subscription

- 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
- 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
- 汽车电器杂志社
- 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
- 储能头条
- 储能100人
- 光伏资讯
- 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



### 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 (IEMML)

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

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