

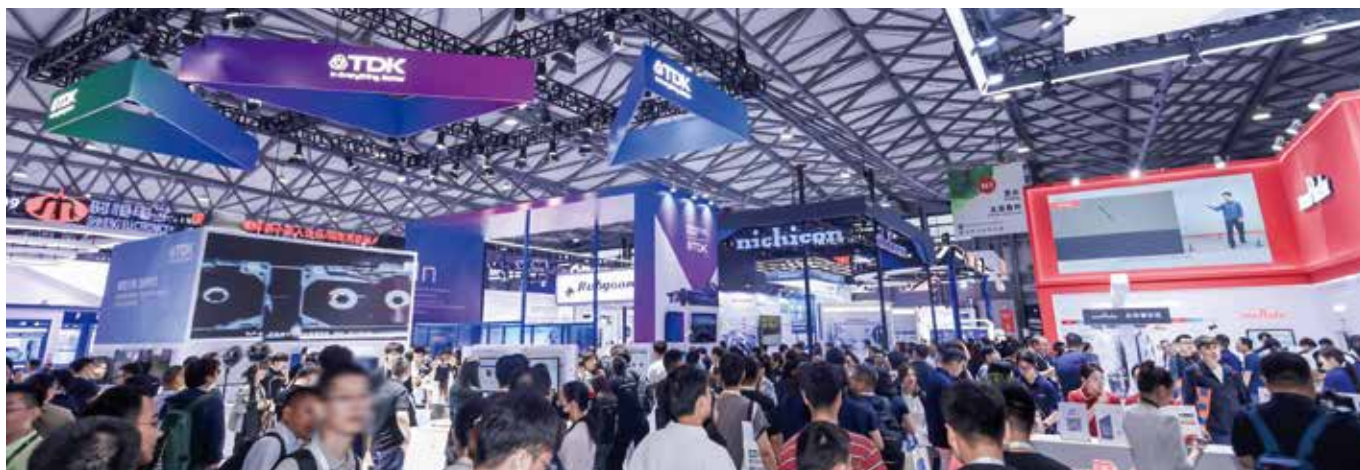
April 14–16, 2027
Shanghai
New International
Expo Centre

Factsheet

Information for exhibitors 2027

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.

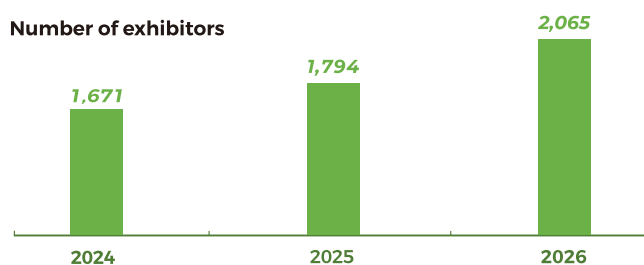
Show Highlights

- 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.

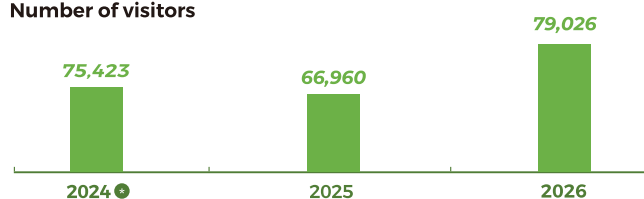
Previous key figures

2026 Exhibition space: 120,000 sqm

Number of exhibitors



Number of visitors



● 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 | | 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 Shanghai | April 14-16, 2027
Shanghai New International Expo Centre

N1 – N5

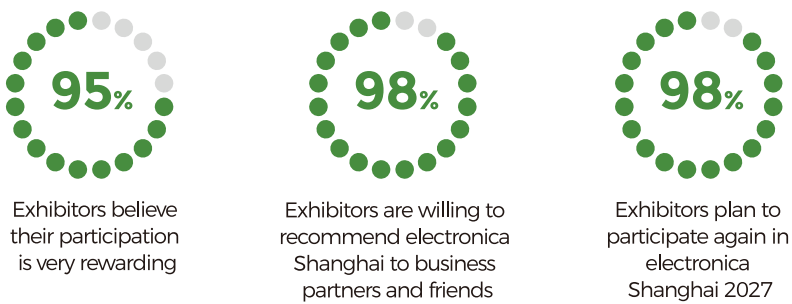
W1 – W5



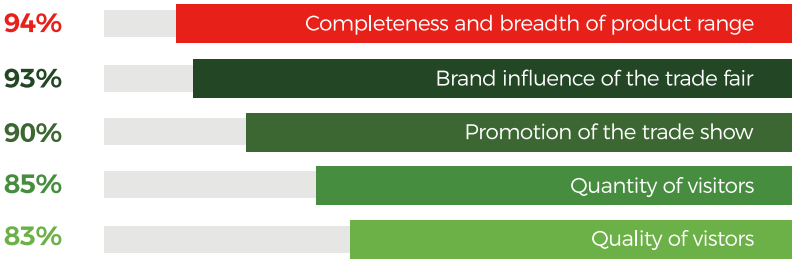
■ Connectors, Switches, Cable Harness	W1 – W4
■ Test & Measurement	W4
■ Power Supplies	W5
■ Distributors	W5
■ Passive Components	N1 – N2
■ Display	N2

■ PCB EMS	N2
■ Sensors	N3
■ Semiconductor Manufacturing Component Manufacturing	N3
■ Semiconductors	N3-N5
■ Embedded System	N4

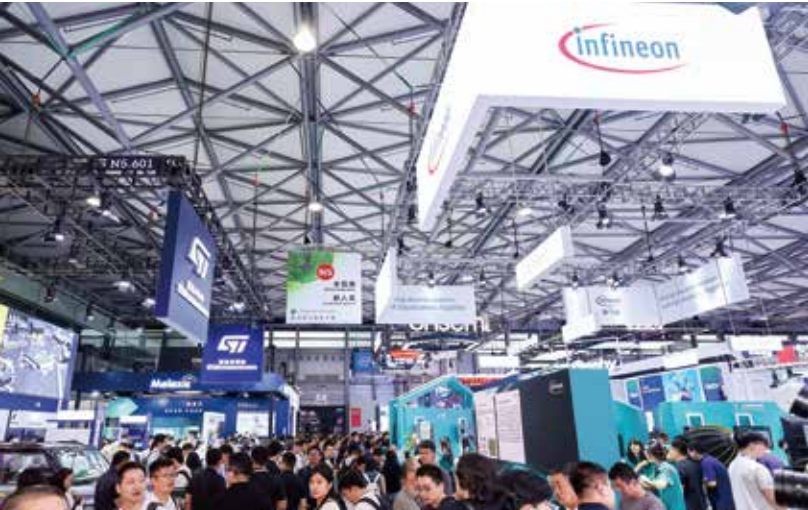
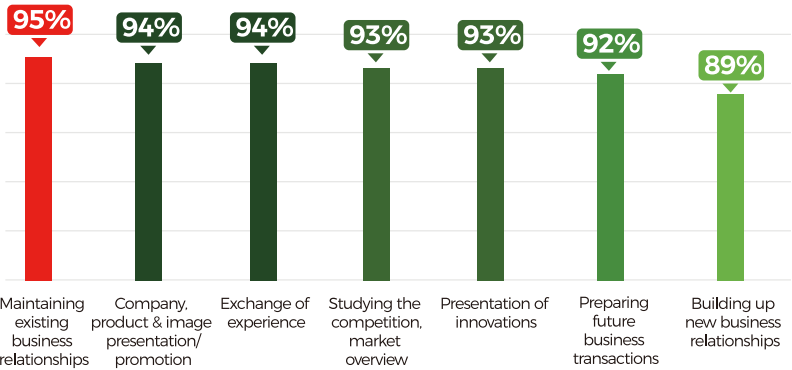
Exhibitor feedback



ASSESSMENT OF ELECTRONICA SHANGHAI REGARDING (THE PERCENTAGES INDICATE SATISFACTION RATING)



BUSINESS GOALS REACHED (THE PERCENTAGES INDICATE ACHIEVEMENT RATE)



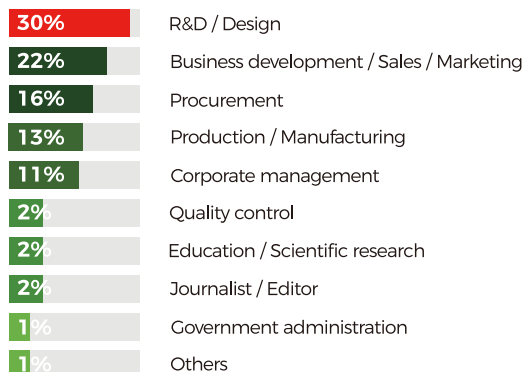
GEOGRAPHIC DISTRIBUTION



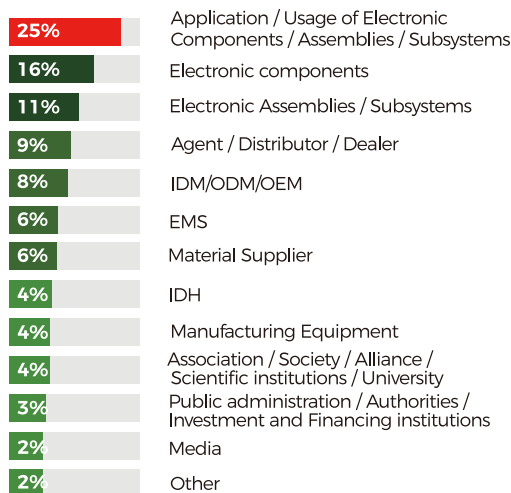
* Source: Exhibitors survey at electronica Shanghai 2026

Visitor analysis

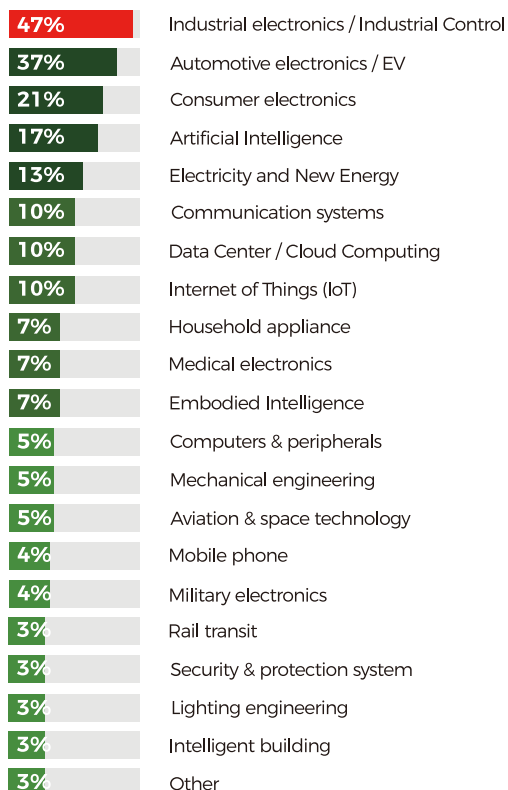
BY JOB RESPONSIBILITY



BY TYPE OF BUSINESS



BY INDUSTRY (Multiple Choices)



Visitors believe their participation is very rewarding

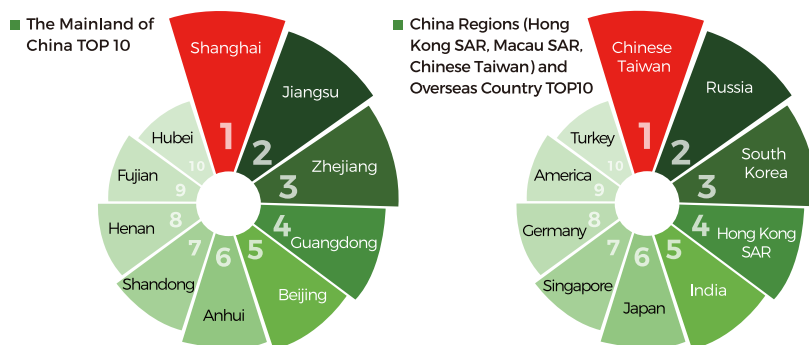


Visitors will recommend electronica Shanghai to their colleagues



Visitors fairly likely to definitely plan to attend electronica Shanghai again

GEOGRAPHIC DISTRIBUTION

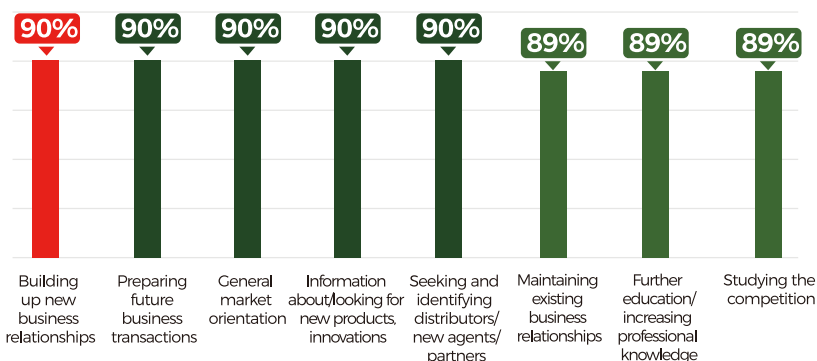


ASSESSMENT OF ELECTRONICA SHANGHAI REGARDING (THE PERCENTAGES INDICATE SATISFACTION RATING)



BUSINESS GOALS REACHED

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* Source: Visitor survey at electronica Shanghai 2026

360° Crossmedia Marketing

Baidu Promotion

Impressions: **2,644,772** Clicks: **115,088**

Tencent Promotion

Impressions: **11,048,435** Clicks: **96,690**

Overseas Promotion

Impressions: **18,926,054** Clicks: **1,801,101**

Official Channel Promotion

Official Website

Total active users: **130,000**

Official Email Blast Official SMS/MMS Blast

Database: **600,000+ data** Database: **1,000,000 data**

Frequency: **1-3 times/month** Frequency: **1-2 times/month**

Exhibition Live Streaming

Official exhibition photo album live viewership: **1,437,284** views

Electronic Enthusiast live platform viewership: **26,116** views

EEPW live platform viewership: **9,121** views

Semiconductor Industry Vertical live platform viewership: **23,710** views

Wiring China live platform viewership: **13,831** views

IC Master live platform viewership: **31,673** views

Gasgoo Auto live platform viewership: **10,891** views





MESSE
MÜNCHEN

GERMANY. CHINA. INDIA.

Global Electronics Network



Nov. 10 – 13, 2026
Munich, Germany



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

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