electronica China

MESSE MÜNCHEN

April 14–16, 2027
Shanghai
New International
Expo Centre

Factsheet

Information for exhibitors 2027

Scan QR for
Exhibition Details





electronica China is important trade fair for the electronics industry in Asia. It provide the industry with more display options and opportu -nities, 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.

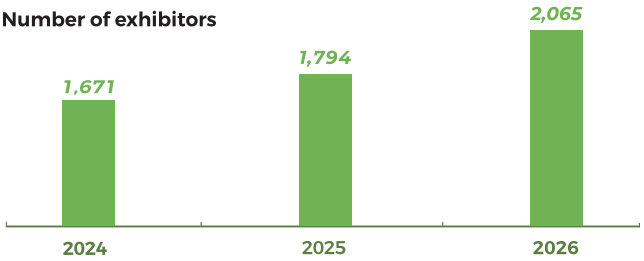
Show Highlights

- 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.

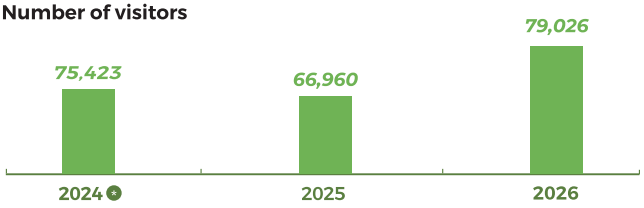
Previous key figures

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
- Airtificial 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 China | April 14-16, 2027
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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

95%

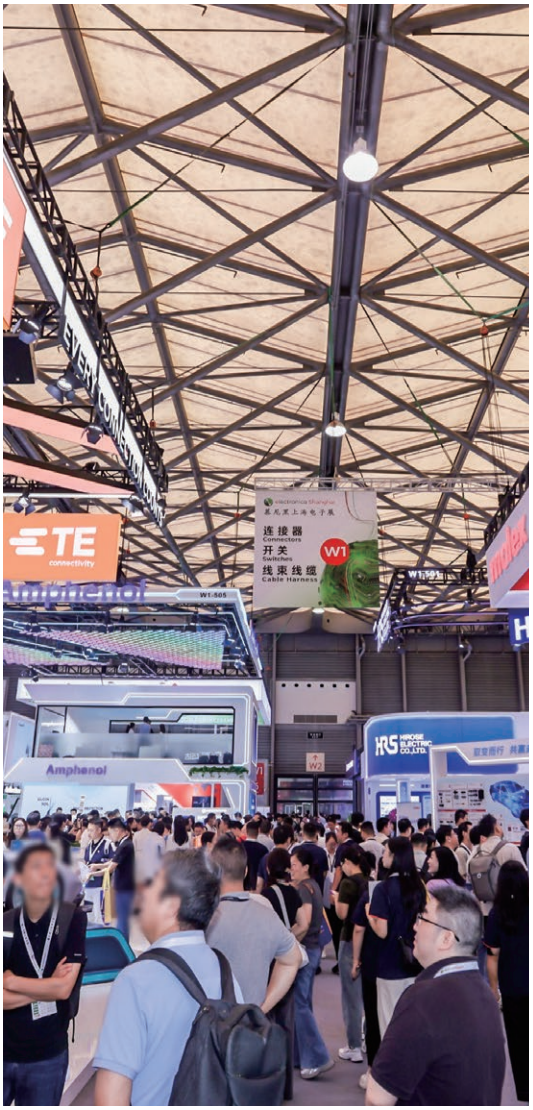
Exhibitors believe their participation is very rewarding

98%

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

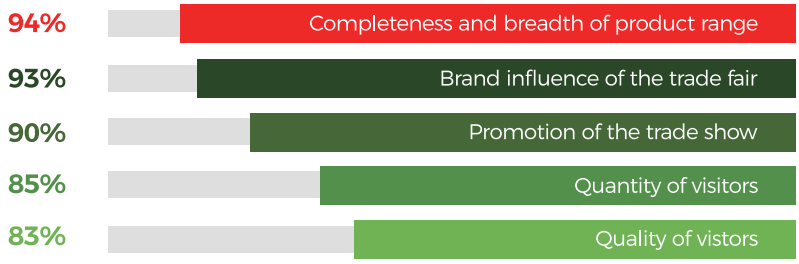
98%

Exhibitors plan to participate again in electronica China 2027



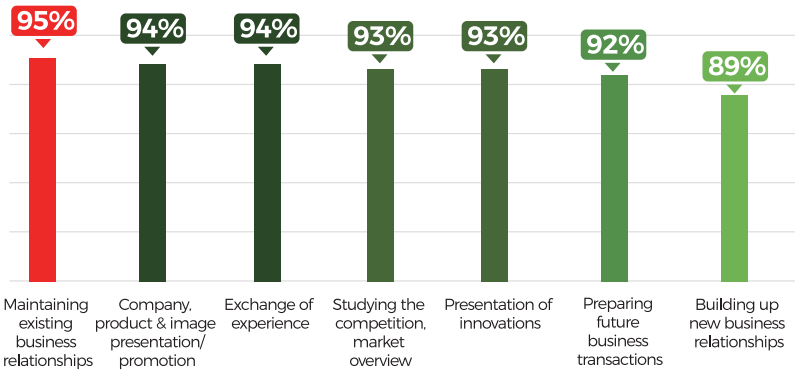
ASSESSMENT OF ELECTRONICA CHINA REGARDING

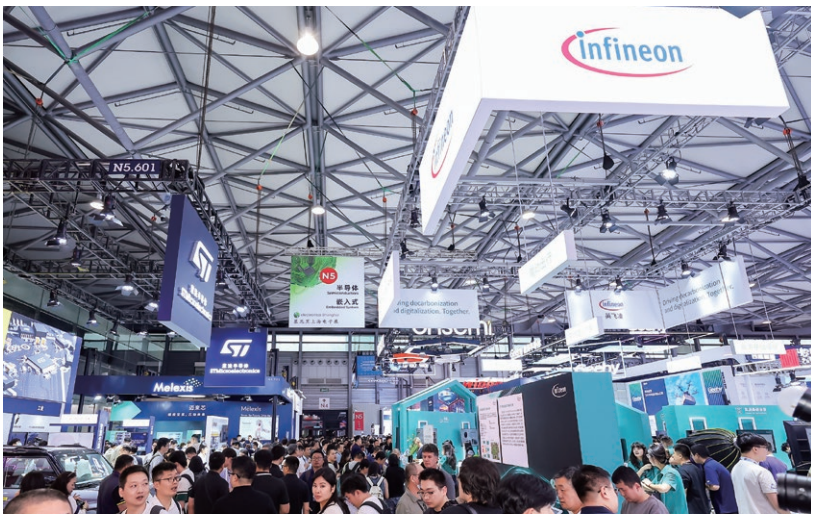
(THE PERCENTAGES INDICATE SATISFACTION RATING)



BUSINESS GOALS REACHED

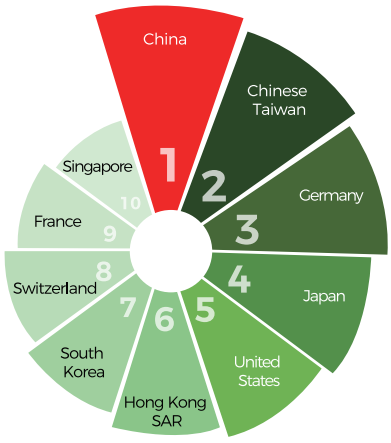
(THE PERCENTAGES INDICATE ACHIEVEMENT RATE)





GEOGRAPHIC DISTRIBUTION

■ Top 10 Headquarters Countries/Regions



* Source: Exhibitors survey at electronica China 2026

Visitor analysis

BY JOB RESPONSIBILITY

30%	R&D / Design
22%	Business development / Sales / Marketing
16%	Procurement
13%	Production / Manufacturing
11%	Corporate management
2%	Quality control
2%	Education / Scientific research
2%	Journalist / Editor
1%	Government administration
1%	Others

BY TYPE OF BUSINESS

25%	Application / Usage of Electronic Components / Assemblies / Subsystems
16%	Electronic components
11%	Electronic Assemblies / Subsystems
9%	Agent / Distributor / Dealer
8%	IDM/ODM/OEM
6%	EMS
6%	Material Supplier
4%	IDH
4%	Manufacturing Equipment
4%	Association / Society / Alliance / Scientific institutions / University
3%	Public administration / Authorities / Investment and Financing institutions
2%	Media
2%	Other

BY INDUSTRY (Multiple Choices)

47%	Industrial electronics / Industrial Control
37%	Automotive electronics / EV
21%	Consumer electronics
17%	Artificial Intelligence
13%	Electricity and New Energy
10%	Communication systems
10%	Data Center / Cloud Computing
10%	Internet of Things (IoT)
7%	Household appliance
7%	Medical electronics
7%	Embodied Intelligence
5%	Computers & peripherals
5%	Mechanical engineering
5%	Aviation & space technology
4%	Mobile phone
4%	Military electronics
3%	Rail transit
3%	Security & protection system
3%	Lighting engineering
3%	Intelligent building
3%	Other



Visitors believe their participation is very rewarding



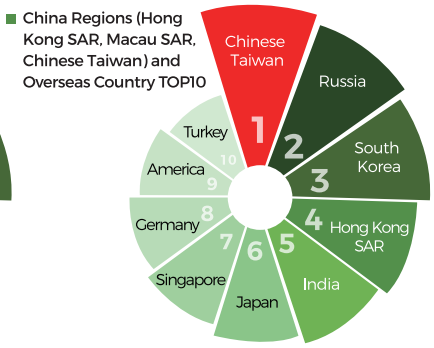
Visitors will recommend electronica China to their colleagues



Visitors fairly likely to definitely plan to attend electronica China again

GEOGRAPHIC DISTRIBUTION





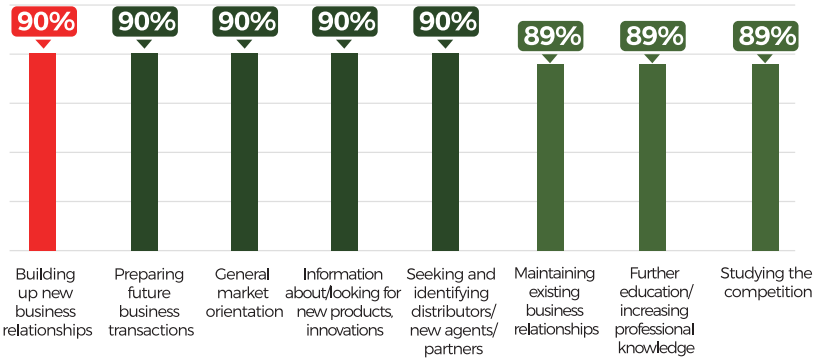
ASSESSMENT OF ELECTRONICA CHINA REGARDING

(THE PERCENTAGES INDICATE SATISFACTION RATING)

89%	Promotion of exhibition
89%	Completeness and breadth of product range
89%	Presence of market leaders
89%	Presence of Chinese exhibitors
89%	The clarity of on-site signage/signboards
89%	Overall evaluation of visitor registration process
88%	Presence of international exhibitors
88%	Brand influence of exhibition
88%	Quality of visitor information provided by the organizer
87%	Onsite services (rest area,catering)

BUSINESS GOALS REACHED

(THE PERCENTAGES INDICATE ACHIEVEMENT RATE)



* Source: Visitor survey at electronica China 2026

360° Crossmedia Marketing

Trade media



*In no particular order.

Social media

Official WeChat account: **200,000+** followers, Average reads: **3,000+** person-time

Press release on media WeChat account: **300+** articles, Average reads: **4,000+** person-time

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
- strongerHuang
- 记得诚
- 电子通
- 芯师爷
- 半导体芯闻
- 今日半导体
- 电子工程世界
- Techsugar探索科技
- TopSemic
- 硬件攻城狮
- 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
- 老虎说芯
- 机器人大讲堂
- 剑指工控
- 机器人在线
- 智能制造
- 工业机器人
- 漫话IC
- 线束中国
- 焉知汽车
- 盖世汽车
- 智车科技
- 印科技
- 中国工控网
- 控制工程网中文版
- 连接器世界网
- 云深之无迹

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electronica China Official Marketing & Promotional Channels

WeChat Service Account | WeChat Subscription Account | WeChat Channels | WeChat Mini Program

小红书 @慕尼黑电子中国展 | @慕尼黑电子中国展 | bilibili @慕尼黑电子中国展

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

Database: **600,000+** data

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

Official SMS/MMS Blast

Database: **1,000,000** data

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

















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GERMANY. CHINA. INDIA.

Global Electronics Network

electronica

Nov. 10 – 13, 2026
Munich, Germany

electronica India

Apr. 28 – 30, 2027
Greater Noida, India Expo Mart (IEML)

Sep. 22 – 24, 2027
Bengaluru, India (BIEC)



Contact us

Messe Muenchen Shanghai Co., Ltd.
11F, Tower 1, LJZ Financial Holdings Plaza,
1788-1800 Century Avenue,
Pudong New Area, Shanghai

Project Management China
Chloe.Qiu
Project Director
Tel.: +86 21 2020 5522
chloe.qiu@mm-sh.com

Messe München GmbH
Am Messesee 2,
81829 München
Germany

Project Management Germany
Anne Dautremant
Exhibition Manager
Tel.: +49-89-949 20322
anne.dautremant@messe-muenchen.de

Sales Germany
Oliver Bittl
Sales Manager
Tel.: +49 89 949-20553
oliver.bittl@messe-muenchen.de

Dominik Eri
Sales Manager
Tel.: +49 89 949-20556
dominik.eri@messe-muenchen.de