



MESSE
MÜNCHEN

Factsheet

Information for exhibitors 2023

Fusion, ushering a smart future



July 11-13, 2023

National Exhibition and
Convention Center (Shanghai)

electronica-china.com



electronica China 2023

International Trade Fair for Electronic Components,
Systems, Applications and Solutions



Planet e Connecting everything - smart, safe & secure

electronica China is a high-quality trade show for the electronic industry in Asia, and one of the most important events in the industry. electronica China was held as an independent exhibition for the first time, providing the industry with more display options and opportunities, as well as more participation from related application fields. As a beacon for the industry, electronica China takes the initiative to change, lead and innovate. All these stem from the courage, confidence and grit we have acquired over the past two decades.

Planet e: for a successful future

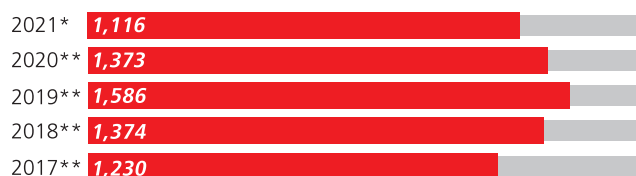
- Comprehensive range of products and services
- Leading business platform: high quality of buyers and decision-makers in upper management who are preparing for and conducting business transactions
- From components to systems, applications and services: everything here revolves around the world of electronics
- Technical forums with prominent speakers: topics covering automotive, power electronics, medical technology and connectors

Previous key figures

Number of visitors



Number of exhibitors



Exhibition space

2021*: 60,000+ sqm

* Figures of electronica China only.

productronica China takes place separately from 2021 onwards.

** Figures include numbers of electronica China and productronica China

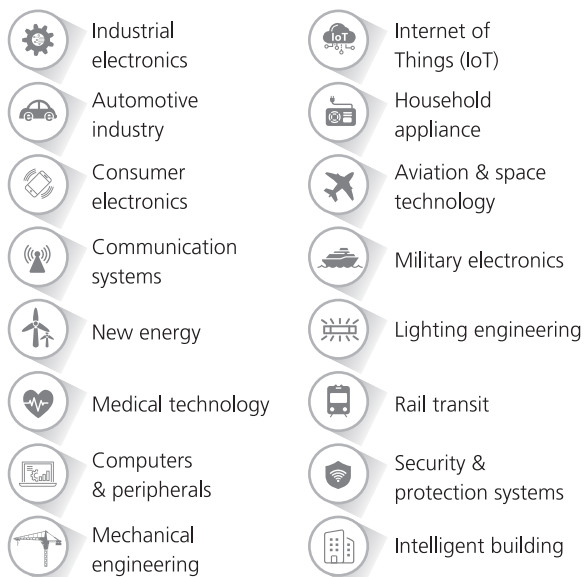
***electronica China 2022 was postponed due to COVID-19

The entire electronics universe at one place

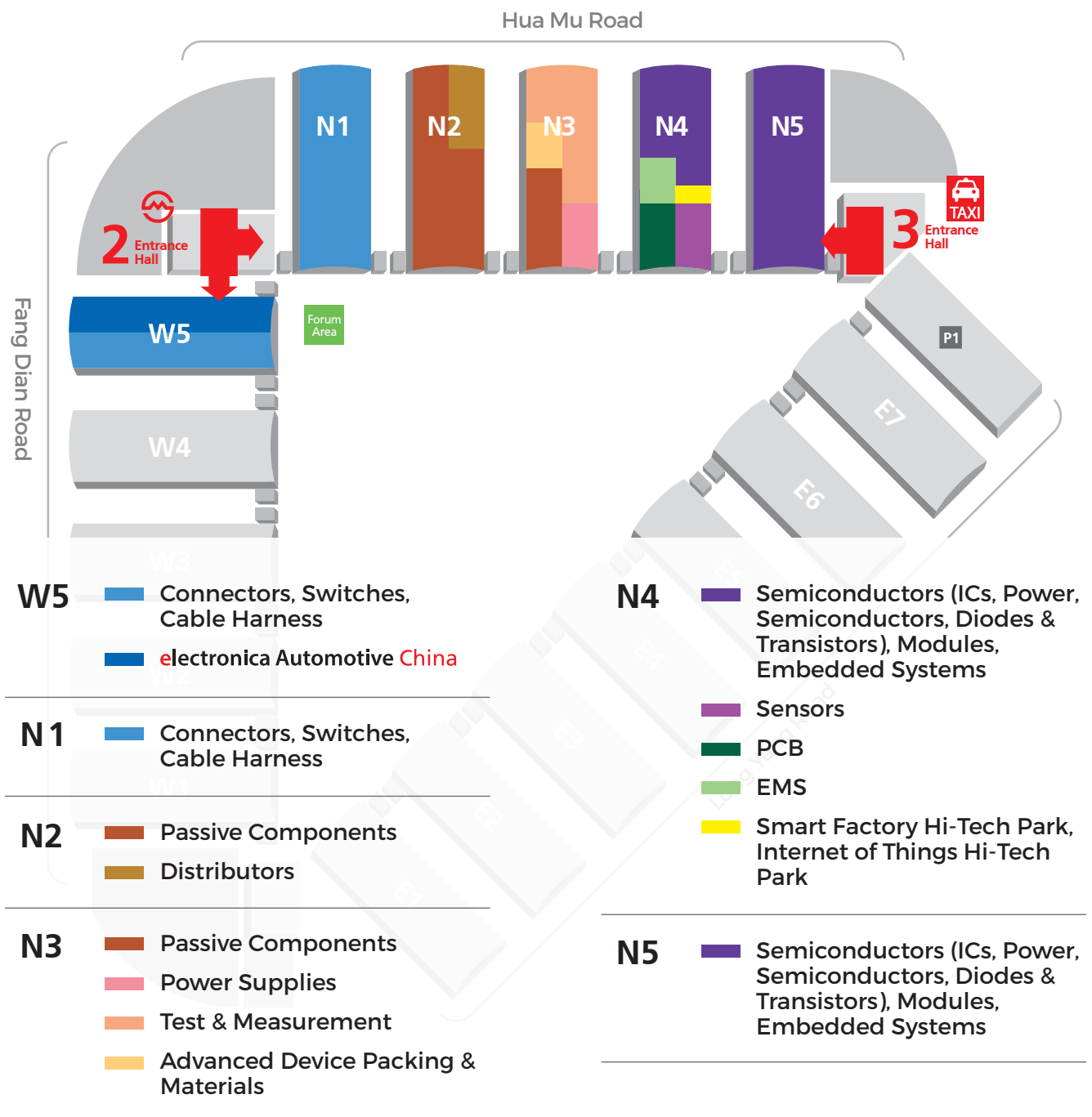
INTERDISCIPLINARY EXHIBITION THEMES

- Semiconductors
- Embedded systems
- Sensor technology
- Microelectromechanical Systems
- Relays
- Switches and connectors
- Passive components
- Displays
- PCBs
- Other circuit carriers and EMS
- Automotive electronics and testing
- Wireless
- Power supplies
- Test and measurement
- Micronano systems (MEMS)
- Assemblies and subsystems
- Artificial intelligence technology
- Internet of things technology

KEY INDUSTRIES



Hall assignment 2023



Powered by
electronica China

electronica Automotive China

electronica Automotive China (eAC) is a new highlighted conceptual exhibition area that is integrated into electronica China. Under the theme of "Driving Future Transportation", the exhibition is dedicated to advanced solutions. Through innovative exhibitions, supporting forums and salons, summit forums and other support programs, it will provide a professional exhibition of automotive electronics technology, systems and solutions, especially those concerning new energy vehicles, autonomous driving and connected vehicles.

Segments

Semiconductors



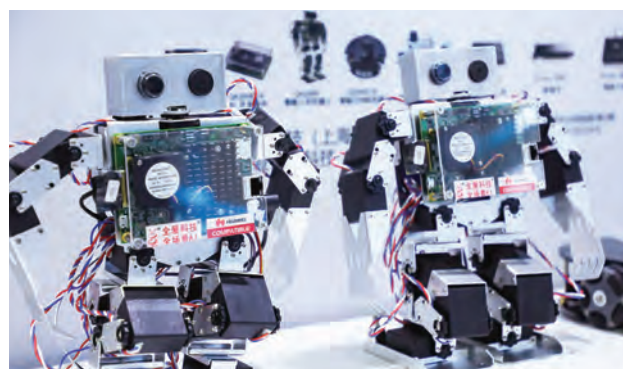
Sensor



Power supplies



Test & Measurement



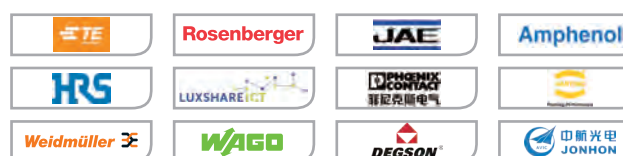
PCBs & EMS



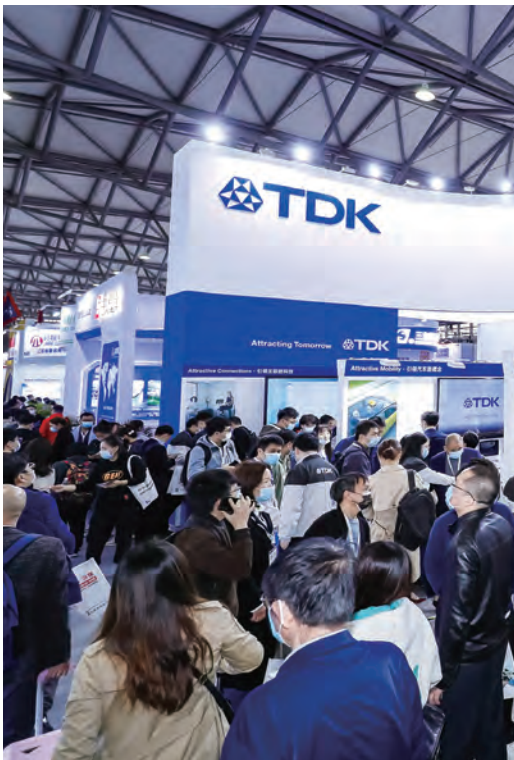
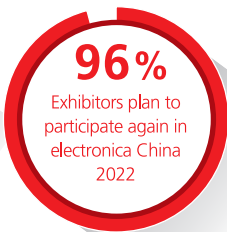
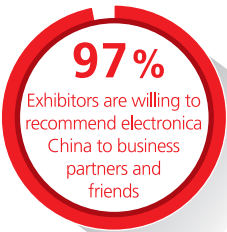
Passive components



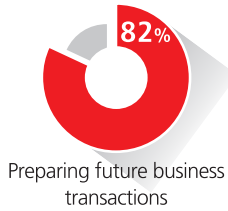
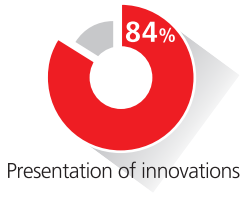
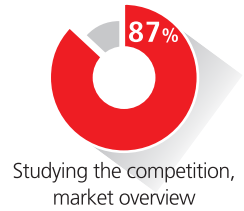
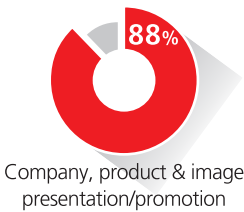
Connectors



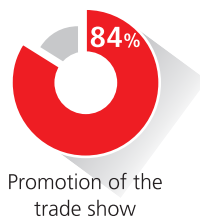
Exhibitor feedbacks



BUSINESS GOALS REACHED



SIGNS OF HIGH SATISFACTION



* Source: Exhibitors survey at electronica China 2021.

Exhibitor statements



We are old friends of **e**lectronica China and have participated for many years. In the past two years, we have seen some changes and healthy developments. In terms of the breadth and depth of the exhibition range, we have seen such a trend that the exhibitors now prefer to exhibit as a themed High-Tech park or special exhibition area, instead of standalone exhibition booths. This is very helpful for communication among industry peers, so I hope we can do better in the future in developing such new models. At the same time, we hope that our cooperation and friendship with the organizer will continue to develop. We also hope that **e**lectronica China will be able to offer more in-depth communication, and create a better platform for the peers in the industry to have more fruitful communication.

**Jun Chen, Regional Director-Asia Pacific Sales & Applications,
Melexis Electronics Technology (Shanghai) Co., Ltd.**



electronica China can be described as a place of sharing and Win-Win. It is the sharing of technology, and offers Win-Win opportunities through cooperation. **e**lectronica China has always been the vane of the electronic industry. We not only bring our products here, but also learn from our peers and their excellent products. We will also look for more cooperation opportunities to contribute to the electronic industry. Next year, we will continue to participate in the show.

**Yiqi Mao, Marketing Manager of nano sensor product line,
Suzhou Novosense Microelectronics Co., Ltd.**



electronica China is very professional and efficient. Not only will we come to the exhibition next year, but we will also bring more new products. We hope that **e**lectronica China will not only aim for professional users, but will involve more end consumers next time.

**Zhen Qin, Vice President of Digital Power Product Line/President
of Modular Power Domain, Huawei Technologies Co., Ltd.,**



electronica China is very crowded as always. There are many manufacturers and visitors. The exhibition is becoming increasingly professional, and we can see many peers and friends here. We also see more customers, so we can promote our products to them. We will continue to attend **e**lectronica China, and we hope to bring more advanced products to our customers next year.

Lei Chen, Deputy General Manager, Dosilicon Co., Ltd.



electronica China is very lively. Since the first day, it was crowded and there were queuing extending outside the halls. The quality of visitors are very high. The professionalism of **e**lectronica China can be described in two aspects: on the one hand, there are high-level industry peers here; on the other hand, there are a lot of professional visitors. All the questions asked at our stand are very professional. This is how **e**lectronica China is different from other exhibitions, and also its highlight. We will continue to attend **e**lectronica China. Such a professional, high standard and wide-ranging exhibition is very helpful for our future development.

**Zhenyu Cai, China Industrial Marketing Director,
Analog Devices**



This year I saw some interesting new technology and solutions here. And I'm surprising that so many Chinese manufacturers showed their capability here. We will attend **e**lectronica China next year. I do believe that **e**lectronica China is a very attractive show and there are many good exhibitors and professional visitors, it's a great opportunity for us.

**Toshihide ASANUMA, President & CEO/China HQ
General Manager, TDK CHINA CO., LTD.**

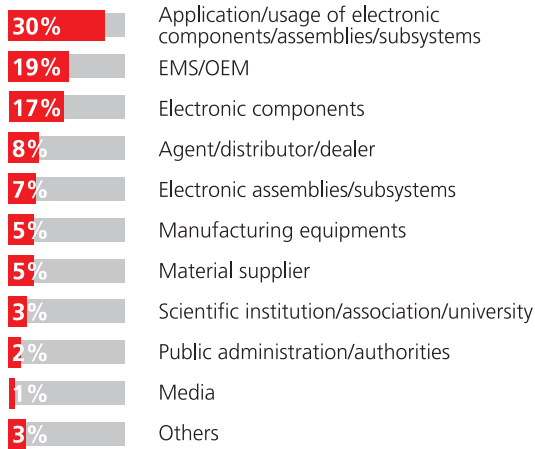


In a nutshell, **e**lectronica China is very popularity. Number of participants is twice or even triple that of last year. I hope **e**lectronica China will become better, and we will continue to have more in-depth interaction with the **e**lectronica China show.

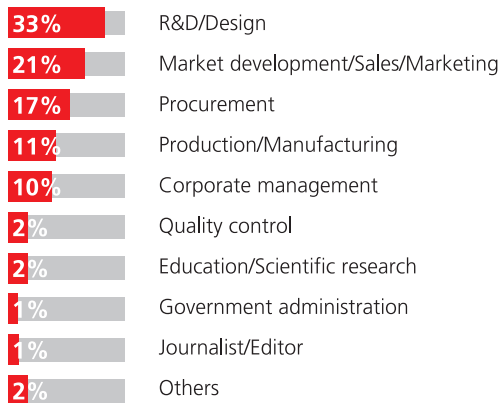
**Hengyang Lu, Director of FAE Department,
Shanghai ChipOn Micro-Electronic Co., Ltd.**

Visitor analysis

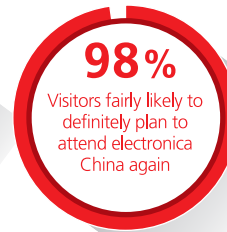
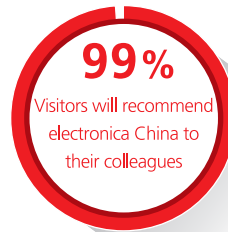
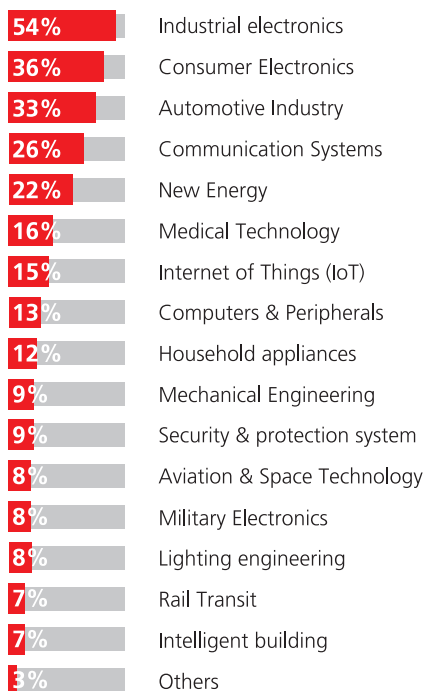
BY TYPE OF BUSINESS



BY JOB RESPONSIBILITY



BY INDUSTRY-MULTIPLE CHOICES



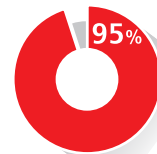
SIGNS OF HIGH SATISFACTION



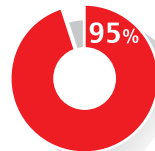
Brand influence of exhibition



Presence of Chinese exhibitors



Completeness and breadth of product range



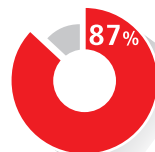
Quality of visitor information provided by the organizer



Presence of market leaders



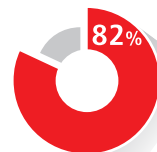
Promotion of the trade show



Presence of international exhibitors

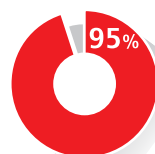


Procedure of onsite registration

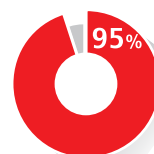


Onsite services (rest area, catering)

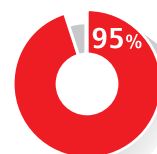
BUSINESS GOALS REACHED



Information about/looking for new products, innovations



Preparing future business transactions



Maintaining existing business relationships



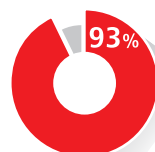
Further education/increasing professional knowledge



Studying the competition



General market orientation



Building up new business relationships



Seeking and identifying distributors/new agents/partners

* Source: visitor survey at electronica China 2021.

Visitor statements



My impression of **e**lectronica China can be expressed in one word: "trend". Through the exhibition, you can see the trend in the industry, such as new battery management technology in new energy vehicles, and you can see a lot of chips and management technology. Next year, I will continue to visit **e**lectronica China. I hope that the show will get better and better. When you come to this exhibition, you can see different aspects of the industry and market, and that opens up your horizon.

Shuai Han, Firmware Engineer
Siemens Medical Devices Co., Ltd.

This is my second participation in **e**lectronica China. The show provides a useful bridge between suppliers of electronic equipment and components and the customers, and a better, faster and more effective platform for cooperation. To describe **e**lectronica China in one word, it would be "matchmaker". I will continue to participate in **e**lectronica China 2022. Today, I am visiting with my colleagues. The exhibits are wide-ranging. I hope that in the future, **e**lectronica China can offer more products and solutions that meet the needs of medical electronics users, and more electronics suppliers can join in with customized solutions.

Xiaoming Cheng, Senior Mechanical Engineer
Shanghai Hongchuang Medical Technology Co., Ltd.



My impression of **e**lectronica China is good. Every time I participated in **e**lectronica China, I would gain a lot, such as finding proper suppliers and partners. To describe **e**lectronica China in one word, I would say "excellent". Next year we will continue to join in, as we always did. Leaders of our company attach great importance to the show and have given us much support. We hope **e**lectronica China will always maintain such size and quality.

Mengxu He, Production Scheduling
Production Management Department
Shanghai CRRC Rail Transit Technology Co., Ltd.

In one word, **e**lectronica China 2021 is very "professional". This year we have seen products from many domestic manufacturers and progresses in the semiconductor industry, which has given us new options. I will continue to visit **e**lectronica China next year. I look forward to more excellent suppliers next year as well as more solutions.

Yong Yang, Head of Commodity Planning Division
Commodity Planning Department
Panasonic Industrial Devices SUNX Suzhou Co., Ltd.



electronica Automotive China

electronica Automotive China is an effective platform for the industry leaders to showcase the latest technology and solutions of automotive electronic components, system solutions & integration and technology trends (autonomous driving & connected vehicle and new energy vehicle).

PRODUCT CATEGORY

Autonomous Driving and Intelligent Network Connection

Automotive electronic components (semiconductors, sensors, passive components, connectors); Sensor technology (sensor modules, lidar, millimeter wave radar, camera module, etc.); ADAS; Autonomous Driving System; Internet of Vehicles; HMI; Car Body Safety; Information & entertainment; smart cockpit

New Energy Vehicles

Electric motor control, battery and battery management, 48V

Testing, Software and Engineering Services

ADAS testing, simulation testing; EDA, CAD tools; engineering services



ACCOMPANYING FORUMS



China Automotive HMI Innovation Conference

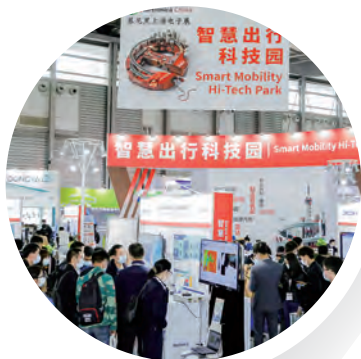
The conference focuses on automotive human-machine interaction (HMI), driver monitoring system, multi-modal interaction, user experience enhancement, emotional interaction, intelligent voice-control system, multi-screen technology, in-vehicle operating system, and AI applications.



Gasgoo Match-making Event

High-quality suppliers of sensors, semiconductors, relays, switches, circuit boards, and wireless technologies will talk face-to-face with interested buyers.

Innovation Hi-Tech Park



Smart Mobility Hi-Tech Park

It gathers well-known automobile manufacturers and cutting-edge technologies such as unmanned driving, intelligent vehicle networking, new energy vehicles and car body electronics, offering a wonderful automotive electronics feast to the industry.

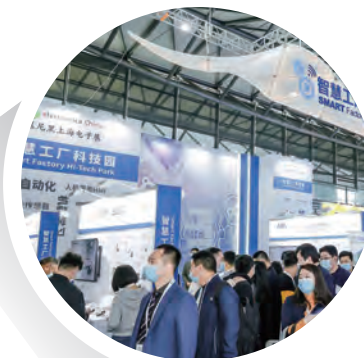
Excerpt of exhibitors



Smart Factory Hi-Tech Park

As one of the most promising future industrial technologies, smart factory solutions is needed to address many technical challenges. electronica China will create a "Smart Factory Hi-Tech Park" for high-end industrial AI solution providers, both upstream and downstream, who will present smart factory technology highlights, e.g. industrial software, sensor technology, and communication technology to accelerate the intelligent transformation of China's manufacturing industry.

Excerpt of exhibitors



Internet of Things Hi-Tech Park

The park will be home to outstanding smart IoT companies with their new IoT technologies and solutions, e.g. chips, intelligent identification, sensors, blockchain, and edge computing.

Excerpt of exhibitors



* electronica China 2021

Accompanying innovation forums



A series of "Innovation Forums" focusing on important and fast-developing user markets such as connectors, power electronics, medical electronics, embedded system, and the IoT technology will be held along with the exhibition. The forums will promote the interaction between electronics suppliers and customers, as well as a platform of technological innovation.



International Connector Innovation Forum

- Common technology shared by the connector industry chain
- Applications of reliability system engineering in the connector industry
- Basic research on the application of "data sharing and win-win cooperation" in the connector industry chain
- The civilian applications of military technology
- Innovative development of intelligent manufacturing technology in the connector industry
- Innovation of connector technology and its new applications (rail transit, new energy vehicles, 5G communications, public health, etc.)
- The opportunities and challenges brought by the 5G and smart technology to the connector industry



International Medical Electronics Innovation Forum

- Current status and trends of the medical electronics industry
- Wearable medical electronics and health IoT
- Medical AI and 5G



International Embedded System Innovation Forum

- Artificial Intelligence: Embedded AI chips, AIOT and its applications, RISC-V ecological construction
- Internet of Things: IoT security, industrial IoT, Internet of Vehicles and MCU IoT development trend



International Power Electronics Innovation Forum

- Frontier power semiconductor and power supply technology - New materials, new devices and new applications
- Offshore wind power conversion and grid connection
- Intelligent motion control - Intelligent drive, intelligent power supply and robot



"5G+ Industrial Internet" Summit Forum

To promote exchange on the development of "5G+ Industrial Internet" technology, and to unite and improve the industry ecosystem, electronica China will hold the summit forum that features experts, scholars and representatives from national industry and scientific research institutions, telecom operators, and leading enterprises.



Forum on Embedded Code Quality and Development Efficiency

As embedded/Internet of things software grows increasingly complex, how can we ensure development efficiency and code quality, while the demand is always changing. The forum, co-sponsored by the RT-Thread IoT operating system team, and Jianshe Technology, the static code analysis tool provider, welcome embedded/IoT software developers.



Intelligent Sensing Empowering Digital Transformation Summit

The summit will discuss "the collaboration between smart sensors and smart manufacturing in the digital transformation". Representatives from sensor technology, system integration and applicational users will be invited to discuss with industry experts about AIoT (intelligent Sensors), its role in the digital transformation, and its applications in industrial manufacturing.



China International SiP Forum

At present, the mainstream semiconductor packaging has been dominated by high-density system-in-package technology. Major packaging technologies such as SiP, PoP, and Hybrid are now used widely, and some high-end packaging technologies have been used in Chiplet products. Supported by Jiading State-owned Assets Group, the conference is co-hosted by electronica China and Semiconductor Industry Insights. The conference will feature representatives from chip design, packaging and testing, consumer electronics, medical electronics and industrial control manufacturers.



Researcher's Salon of Contact Copper Material Standards

Contact copper is the most critical factor to ensure the quality and reliability of the connector. For a long time, China has relied on imported contact copper material for high-end demand. To replace them with domestically developed products, we must first understand the gap between domestic products and imported counterparts, and their impact on the performance of connectors. Under the principle of "problem orientated, production and demand collaborated, collaborative innovation and key breakthrough concentrated", and to help achieve the goal of replacing imported copper materials for connector contacts in high-end applications, electronica China will organize the "Researcher's Salon of Contact Copper Material Standards".

360° CROSSMEDIA* MARKETING

Media partners

Press releases on media websites: **2,000+** articles

Industry media



Public media



Social media

Official WeChat account: **100,000+** followers, Page-views: **15,000+** person-time

Press release on media WeChat account: **150+** articles, Total page-views: **100,000+** person-time

WeChat



Official WeChat Account
e星球服务站



WeChat Mini Program
慕尼黑上海电子展

Exhibition cooperation WeChat subscription

- 硬件十万个为什么
- 射频百花潭
- 芯师爷
- 猎芯网
- 电子发烧友
- 电子产品世界
- Techsugar探索科技
- 微网
- 电子创新网
- 21IC电子网
- 变频器世界
- 电子技术应用
- 中电网
- 高速先生
- 电子变压器资讯
- IC交易网
- 半导体行业观察
- 新电子
-



360° CROSSMEDIA* MARKETING

Industry activities

Annual industry promotion activities:

150+ events



Outdoor advertisement

Whole carriage subway advertising,

Metro Line 2



eDM

Database: **10,000,000+** data

Frequency: 1-3 times/week



Live

Vphoto page-views: **96,180+** person-time

Live viewers on www.elecfans.com:

130,000+ person-time



GERMANY. CHINA. INDIA.

Global Electronics Network



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