

July 8-10, 2024
Shanghai
New International
Expo Centre

Factsheet
Information for exhibitors 2024

Scan code
to understand
Exhibition Details





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 2023*: 100,000+ 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

- 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

Fairgrounds map



N4-N5 连接器、开关、线束线缆
Connectors, Switches, Cable Harness

C4 连接器、开关、线束线缆
Connectors, Switches, Cable Harness

E7

- 测试测量
Test & Measurement
- 电源
Power Supplies
- 印刷电路板
PCB
- 电子制造服务
EMS

E6

- 显示
Display
- 无源器件
Passive Components

C3 无源器件
Passive Components

E5

- 无源器件
Passive Components
- 智能制造
Smart Manufacturing
- 分销商
Distributors

E4

- 传感器
Sensors
- 半导体
Semiconductors
(集成电路、嵌入式、模组等)
(ICs, Embedded Systems, Modules)

E3 半导体
(功率器件、二三极管等)
Semiconductors
(Power Devices, Diodes & Transistors)

C1 半导体
Semiconductors

C2 **electronica Automotive China**
国际汽车电子、系统与解决方案主题馆

Segments

Semiconductors



Sensor



Power supplies



Test & Measurement



PCBs & EMS



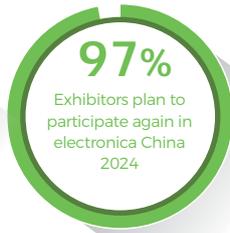
Passive components



Connectors, Switches, Cable Harness



Exhibitor feedbacks



BUSINESS GOALS REACHED



Company, product & image presentation/promotion



Maintaining existing business relationships



Exchange of experience



Studying the competition, market overview



Presentation of innovations



Preparing future business transactions



Building up new business relationships

SIGNS OF HIGH SATISFACTION



Brand influence of the trade fair



Completeness and breadth of product range



Promotion of the trade show



Quality of exhibitor services provided by the trade fair forwarders



Quality of exhibitor services provided by the trade fair contractors (for shell scheme, not raw space)



Quantity of visitors



Quality of visitors



* Source: Exhibitors survey at electronics China 2023.

Exhibitor statements



electronica China is a very important electronics exhibition in China. We hope to maintain a good cooperative relationship with electronica China. We will definitely participate in future exhibitions and present everyone with better solutions and supporting development environments at electronica China.

**Mingyu Zhao, Vice President of Strategic Automotive Sales
Renesas Electronics (Japan)**



I think electronica China is a very good platform for us to showcase our understanding of the market and also some new technologies. I am very glad to see many customers and peers come to the booth today for communication, and we will definitely attend the exhibition next year.

**Wayne Zhou, GM of Marketing and Technology
ADI APJC (America)**



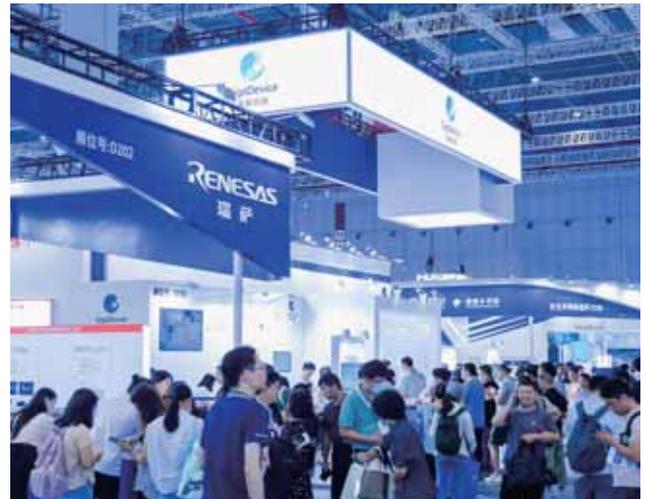
As a first-timer, Pengpai Microelectronics has a very good impression of electronica China. First of all, it has great coverage and influence in East China. Many of our customers and partners came to electronica China for visiting or exhibiting. I think this is an excellent platform for us to introduce Pengpai Microelectronics and learn from each other through communication. We'll definitely show up at electronica China again next year.

**Jiangfeng Lei, Marketing Director
Xiamen Pengpai Microelectronics Co., Ltd., (China)**



I have participated in electronica China for many years and experienced its development, but I am still surprised to see such a large scale this year. We are very pleased with the crowds of people and their great confidence in products and the industrial future. This year's exhibition is the liveliest one I have participated in for many years. At the same time, I also hope that there will be new hot spots at electronica China next year.

**Yong Li, Sales Director
Amphenol (America)**



We see a large number of visitors on site, and everyone come with great enthusiasm to communicate with us. We have prepared a meticulously designed booth for this exhibition and attracted lots of trade visitors. It is definitely a worthwhile experience for both the visitors and the exhibitors.

**Terry Lu, Deputy General Manager of North China
Monolithic Power Systems, Inc. (China)**



This year, huge crowds of people appear in electronica China. We are very grateful for electronica China to provide us this opportunity to get acquainted with new friends and maintain relationships with old friends in the exhibition. We will unswervingly participate in electronica China in the future.

**Yichen Fang, Sales Manager
Suzhou Novosense Microelectronics Co., Ltd. (China)**

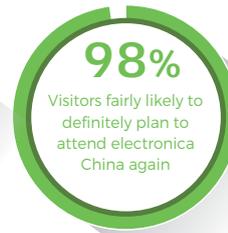


I am honored to participate in this exhibition. The theme of the exhibition closely follows the social trend and keeps pace with the times. The visitors' enthusiasm is high, demonstrating the influence of electronica China. Exhibitors are all high-quality enterprises, many of which are our potential customers and also regular customers who have cooperated with us. This exhibition allows everyone to gain a better understanding of our products.

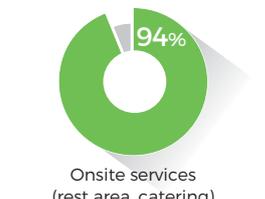
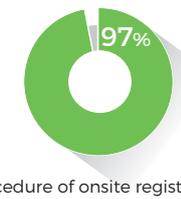
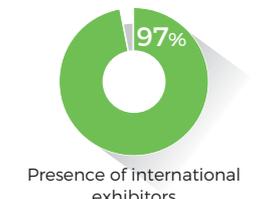
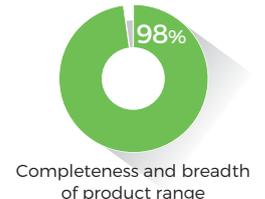
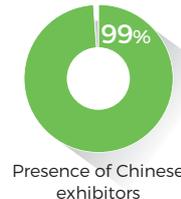
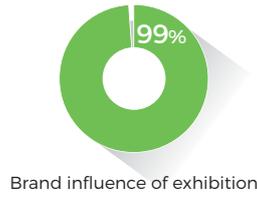
**Wei Zhou, Sales Manager
MORNSUN GUANGZHOU SCIENCE &
TECHNOLOGY CO., LTD. (China)**

Visitor analysis

BY TYPE OF BUSINESS



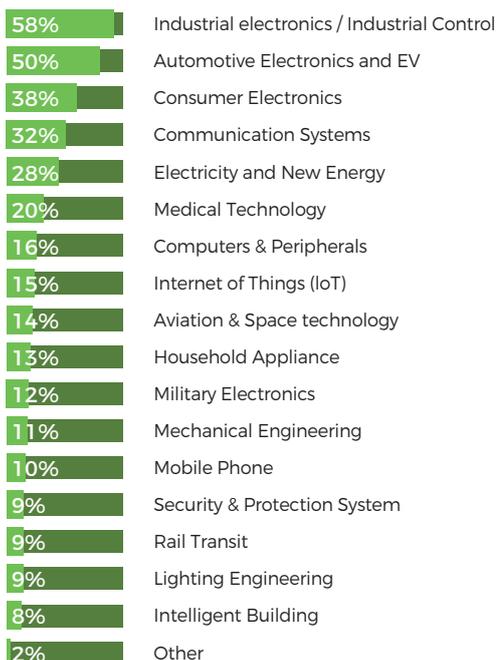
SIGNS OF HIGH SATISFACTION



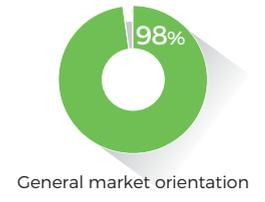
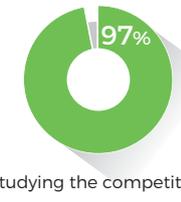
BY JOB RESPONSIBILITY



BY INDUSTRY-MULTIPLE CHOICES



BUSINESS GOALS REACHED



* Source: Exhibitors survey at electronica China 2023.

360° Crossmedia* Marketing

Media partners Press releases on media websites: **83** articles

Industry media



Public media



Tik Tok & Bilibili: 谈三圈

Video view:

Tik Tok: **100,000+**

Bilibili: **66,000+**

Number of likes:

Tik Tok: **1,600+**

Bilibili: **3,400+**



Social media

Official WeChat account: **150,000+** followers, Average reads: **2,000** person-time

Press release on media WeChat account: **200+** articles,

Average reads: **1,000+** 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
- 变频世界
- 射频百花潭
- 电子技术应用
- 芯师爷
- 中电网
- 猎芯网
- 高速先生
- 电子发烧友
- 电子变压器资讯
- 电子产品世界
- IC交易网
- Techsugar探索科技
- 半导体行业观察
- 微网
- 新电子
- 电子创新网
- 21IC电子网
-



360° Crossmedia* Marketing

Industry activities



Outdoor advertisement



eDM

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

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



Live

Vphoto page-views: **110,000+** person-time

Live viewers on www.electfans.com:

50,000+ person-time

GERMANY. CHINA. INDIA.

Global Electronics Network



Munich, Germany | Nov. 12-15, 2024



Munich, Germany | Nov. 14-17, 2023



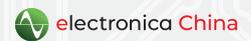
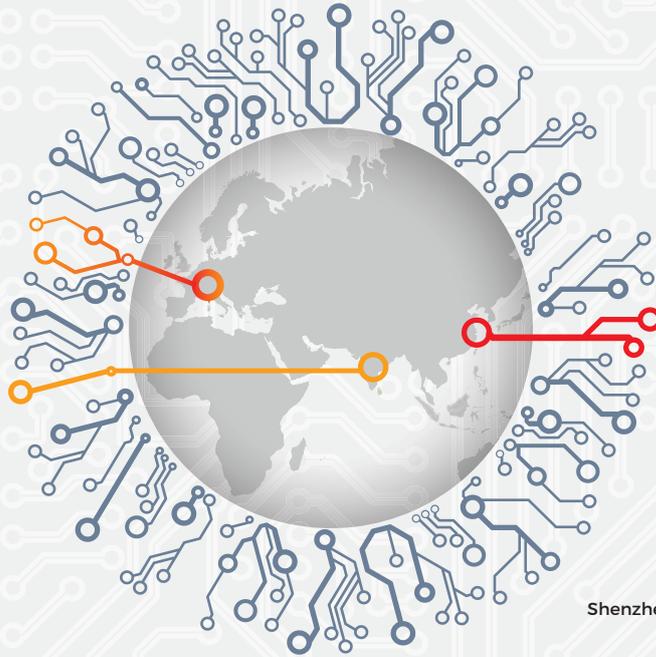
Munich, Germany | Mar. 5-7 2024



New Delhi, India | Sep 18-20, 2024



New Delhi, India | Sep 18-20, 2024



Jul. 8-10, 2024
Shanghai New International
Expo Centre



Mar. 30-22, 2024
Shanghai New International
Expo Centre



Oct. 30-Nov. 1, 2023
Shenzhen World Exhibition & Convention Center



Oct. 30-Nov. 1, 2023
Shenzhen World Exhibition & Convention Center



Oct. 13-16, 2023 | Hongkong, China

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

Messegelände,
81823 Munich
Germany

Project Management Germany

Tingting Lu
Senior Exhibition Manager
Tel.: +49 89 949 20321
tingting.lu@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