



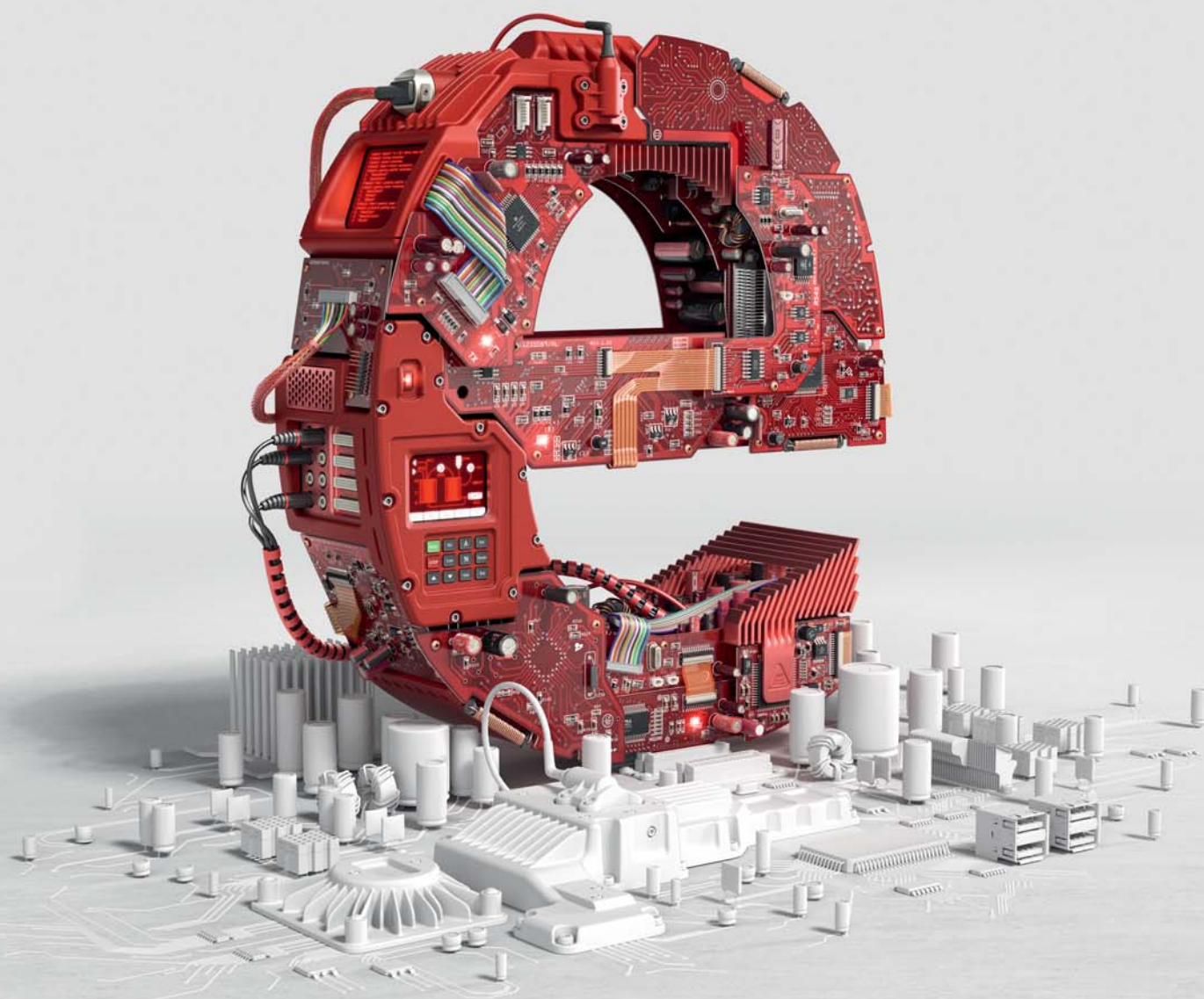
Messe München

Connecting Global Competence

Factsheet

Information for exhibitors 2020

Fusion, ushering a smart future



electronica South China

November 3-5, 2020

Shenzhen World Exhibition & Convention Center

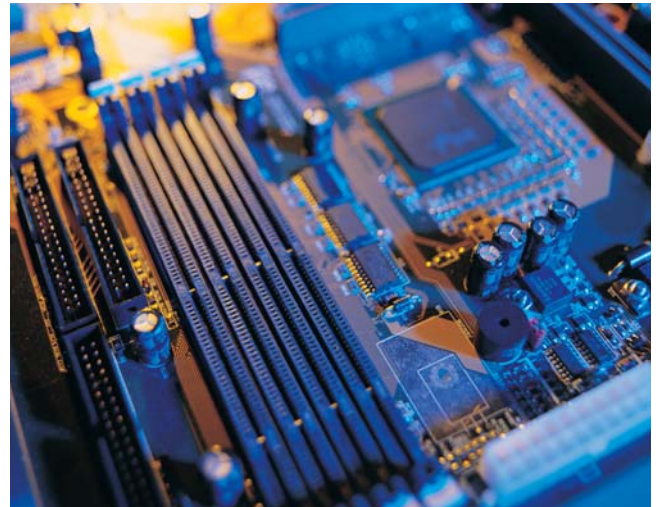
e-southchina.com

Planet e

electronica China is the leading trade fair for the electronics industry in Asia. It's the industry's most important gathering and brings the future to the world, a place that stands out as best for business promotions and the latest trends in the electronics industry.

Planet e: for a successful future

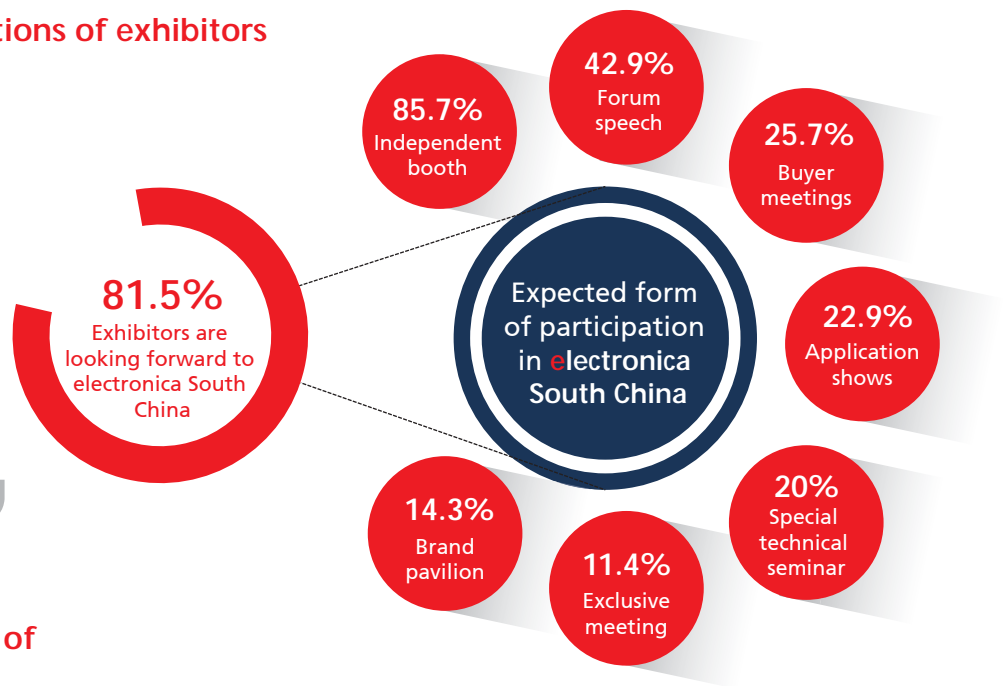
- Comprehensive range of products and services
- Leading business platform: the high-quality of buyers and decision-makers in upper management who are preparing for and conducting business transactions
- From components to systems, applications and services: everything here revolves around the world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



electronica South China - background

- The needs and expectations of exhibitors

“ The economic development of the South China region headed by Shenzhen is strong and fast, showing completely different characteristics from the East and North China markets. We are very much looking forward to electronica South China as a gateway to the South China market! ”



Demand and expectations of the South China market

Driven by the establishment of the planning for the Greater Bay Area of Guangdong, Hong Kong and Macao, the electronic market in South China is active, and the potential for its innovation and development is unlimited. Shenzhen needs a high-quality, heavy-tech, innovative and comprehensive platform that matches its size and needs.

“ We are very much looking forward to electronica South China to bring more excellent electronics companies and innovative products to South China. We will continue to support the exhibition! ”

The expectations of visitors in South China for electronica South China

Complete range of brand and exhibit	82.3%
More leading exhibitors from home and abroad	81.5%
More innovative products and cutting-edge technology	77.8%
High-quality technical forums and experts	62.7%
Different and innovative visiting experience	61.2%
Learn about market trends and future directions	50.0%

Exhibition profile

Basic information

Date: November 3-5, 2020

Venue: Shenzhen International Convention and Exhibition Center
(Baoan New Hall)

Exhibition space: 40,000 square meters

Number of exhibitors: 500 (expected)

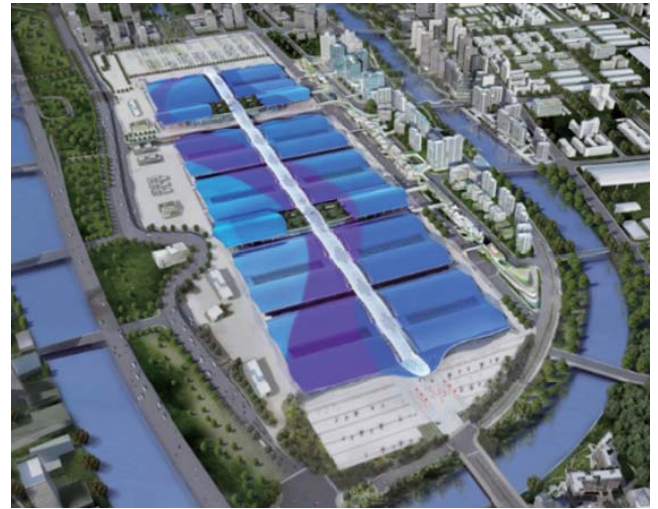
Concurrent exhibitions:

Vision China (Shenzhen)

Automation & EMA

productronica South China

South China Advanced Laser Technology and Application Exhibition



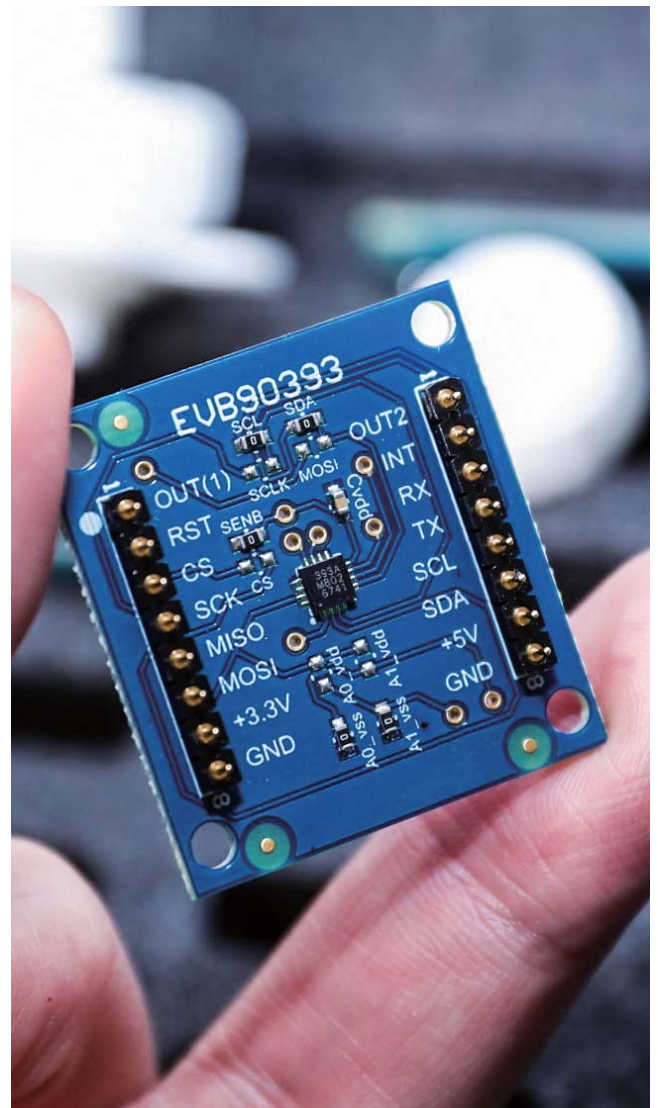
The entire electronics universe at one place

Interdisciplinary exhibition themes

- Semiconductors
- Embedded systems
- Displays
- Sensor technology
- Test and measurement
- Electronic Design (ED/EDA)
- Passive components
- Information gathering and services
- Electromechanics/system peripherals (connectors, relays, switches, keyboards and casing technology)
- Power supplies
- PCBs, other circuit carriers and EMS
- Assemblies and subsystems
- Automotive
- Wireless
- Micronano systems (MEMS)

Key industries

- Consumer electronics
- Automotive industry
- Industrial electronics
- Internet of Things (IoT)
- Mechanical engineering
- Intelligent building
- New energy
- Household appliance
- Medical electronics
- Computers & peripherals
- Communication systems
- Rail transit
- Security & protection systems
- Lighting engineering



Highlights

01

Focus on innovative applications: smart mobility, smart factory, and smart life

Innovative technologies such as AI, 5G, and Internet of Things are empowering the industry, and “smart+” will become the core concept for major application scenarios. **electronica** South China will focus on the three highlight innovation applications of smart mobility, smart factory and smart life, and help visitors find out about the potential and opportunities in user industries.

02

Integrate innovations and design to create industry ecosystem

electronica South China provides opportunities to exhibit not only electronic components and products, but also cross-industry collaborations. With more experiential and interactive innovation exhibition areas, **electronica** South China encourages exhibitors to present their practical solutions together with solution providers. With popular technology application scenarios, the exhibition brings different solutions to the visitors with a focus on highlighting the strength of the exhibitors, enhancing brand recognition and inspiring innovation.

03

Create an incubation platform for start-ups and offer business opportunities

electronica South China has always been the preferred platform of the electronics community, end buyers and investors. It is a gathering for the latest electronic technology and industry leaders in the Asia-Pacific region. At the exhibition, start-ups can gain more technical support and expand their competitive advantages, better understand the customers, promote the transformation of scientific and technological achievements, attract investments and improve their chances of success.

Advantages of **electronica** South China

01

Strong brand influence

The 56-year-old **electronica** brand has won wide recognition and support from the global electronics industry. The industry leaders gather at **electronica** exhibitions to showcase front-end technology and products, and **electronica** has always been the barometer for the electronics industry.

02

Global network

Founded in Munich, **electronica** extended its presence in the fast-growing Chinese and Indian markets, and has established a global network for the entire electronics industry. Every year, the electronics industry gathers in our global exhibition network to showcase their latest innovations and trends tailored to the local market.

03

A large number of professional visitors

After nearly 20 years of development the Chinese electronics market, **electronica** has accumulated a large number of professional visitors, particularly professional R&D and management personnel from user industries such as automotive, industrial, consumer electronics, and communications.

04

High quality support programs

electronica is known for its support programs that focus on important topics in the industry. Industry leaders, technical experts and scientists from the electronics industry, application industries and research institutes are invited to answer questions, share advanced solutions and offer forecast of the industry.

05

Powerful, integrated marketing platform and services

electronica has a professional and advanced digital marketing system that integrates **electronica**'s large electronic database and the marketing resources of its own and its partners. **electronica** is able to provide comprehensive marketing services for electronic enterprises, both online and offline.

06

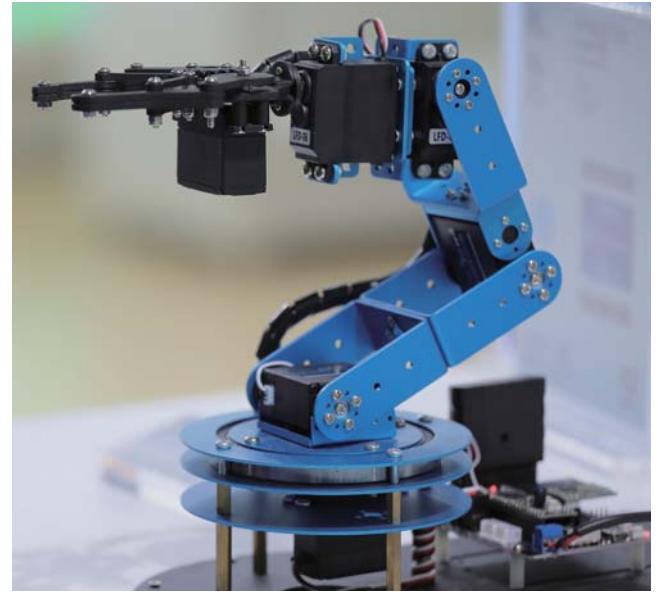
Rich media and partner resources

Whether the electronics industry or related application industries, **electronica** has a wealth of professional media and partner resources that can provide strong support for market promotion, support programs, and trade match-making.

Source of the visitor

Visitor analysis (By industry-multiple choices)*

- Consumer electronics
- Automotive industry
- Industrial electronics
- Internet of Things (IoT)
- Mechanical engineering
- Intelligent building
- New energy
- Household appliance
- Medical electronics
- Computers & peripherals
- Communication systems
- Rail transit
- Security & protection systems
- Lighting engineering



Visitor analysis (By type of business)*

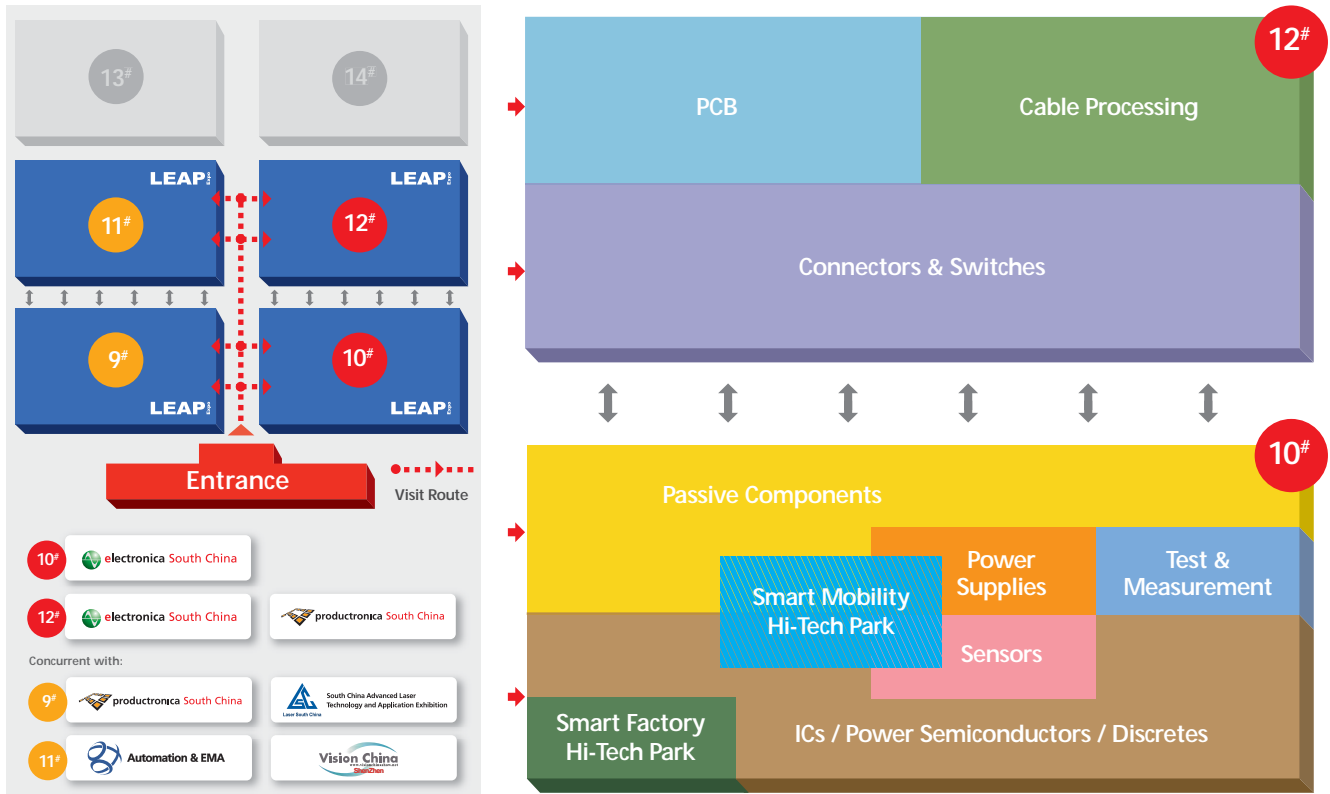
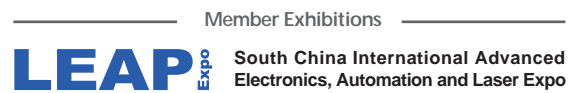
- End-product manufacturers
- Electronic manufacturing services/Original design manufacturers
- Assembly/System supplier
- Manufacturing equipment suppliers
- Scientific research/Industry association/Education
- Media
- Public administration/Public service department

Visitor analysis (By job responsibility)*

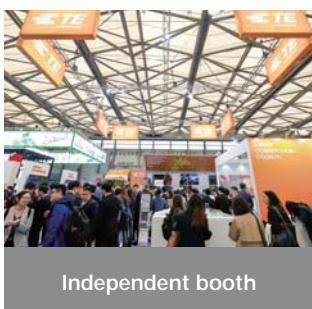
- R&D/Design
- Production/Manufacturing
- Corporate management
- Procurement
- Quality control
- Market development/Sales/Marketing
- Education/Scientific research
- Government administration
- Journalist/Editor



Planned areas



Innovative participation options



Accompanying innovation forums

Automotive Day

Theme: new technologies and trends in new energy vehicles and smart internet-connected vehicles

- **China International Automotive Electronics Conference**
 - Artificial intelligence & automated driving
 - Internet of vehicles technology
 - Testing technology for intelligent connected vehicle
 - Development status and trend of intelligent networked Automotive technology
- **International Forum on Innovation and Development of Electric Vehicle**
 - Driving motor
 - Charging pile
 - Motor control technology
 - SBMS & System integration
 - Power electronic converter
 - Wireless charging technology
 - New energy automobile industry trends and development

International Smart Manufacturing Ecosystem Summit

- PCB industry and smart factory
- The potentials of digital twins
- Accelerating towards Industry 4.0
- Analysis of the changes in semiconductor usage in intelligent manufacturing
- Basic technical issues in intelligent manufacturing
- Industry 4.0-oriented ASM smart factory solution for back-end devices
- Optocoupler and its applications in industrial robot servo controller
- AI-based industrial decision automation

Seminar on Artificial Intelligence Applications

Topics: In-depth discussion on the development of AI technology and AI industry in trends of the technology, industry and applications, especially brain-computer interface, artificial intelligence algorithms, framework & platform, smart chips, big data, intelligent image processing, intelligent voice recognition, and intelligent driving system.

International Embedded Systems Innovation Forum

- Artificial intelligent (AIoT and embedded vision)
- Internet of Things (5G and IoT security)

International Connector Innovation Forum

- The latest development of connector basic generic technologies, such as design, materials, process, testing, etc.
- Connector industry reliability system engineering application model
- Military and civilian integration applications and innovative development of connector products
- Innovative development of the intelligent manufacturing in connector industry
- Integrated innovation and application research of connectors in rail transit, new energy vehicles, etc.
- Innovative development and market dynamic analysis of connectors for 5G mobile communication equipment
- The development opportunities and challenges brought by the 5G smart era to the connector industry

International Power Electronics Innovation Forum

- Power semiconductors and power supply leading technologies - new materials, new devices and new applications
- Offshore wind power converter and grid-connected technology
- Intelligent motion control - intelligent drive, smart power and robot

International Medical Electronics Innovation Forum

- Status and trend of medical electronics
- Wearable device and IoT for healthcare
- AI in medicine and 5G communication

IPC PCB Design Seminar


- Application of machine learning technology in the improvement of multivariate memory bus simulation analysis
- How to deal with the problems in automatic crosstalk scanning, impedance scanning and DRC+ in high-speed SI sign-off
- The connection between product failure and PCB design
- Reliability design and DFM case analysis of PCB manufacturing
- The role of DFM analysis in board design and manufacturing
- PCB manufacturing reliability design

Sensor and IoT Innovation Application Seminar

- Trends in Global MEMS/sensor industries
- Innovative applications of MEMS/sensors in consumer, automotive and industrial applications
- Exploring the emerging industrial circle of the Internet of things
- Exploring the development processes of IoT and sensor industries

GERMANY. CHINA. INDIA.

Global Electronics Network

 **electronica**
2020.11.10-13, Munich, Germany

 **productronica**
2021.11.16-19, Munich, Germany



 **LOPEC**
DRIVING THE FUTURE
OF POWER ELECTRONICS
2020.3.24-26, Munich, Germany

 **electronica India**
 **productronica India**

 **SMART CARDS EXPO**
INTERNATIONAL CONFERENCE AND EXHIBITION
OF SMART CARD TECHNOLOGY AND APPLICATIONS
WITH **IIOT INDIA EXPO**
INTERNATIONAL CONFERENCE AND EXHIBITION
OF IIOT TECHNOLOGY AND APPLICATIONS
2020.9.23-25, Bengaluru, India



 **electronica China**
 **productronica China**
2020.7.3-5, National Exhibition and
Convention Center (NECC), Shanghai, China

 **electronica South China**
 **productronica South China**
2020.11.3-5, Shenzhen, China

 **electronicAsia**
國際電子組件及生產技術展
2020.10.13-16, Hong Kong, 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
Senior Project Manager
Tel.: +86 21 2020 5522
chloe.qiu@mm-sh.com

Messe München GmbH
Messegelände
81823 Munich
Germany

Project Management Germany
Ivanka Stefanova-Achter
Tel.: +49 89 949 20321
Fax: +49 89 949 9720321
ivanka.stefanova-achter@messe-muenchen.de