

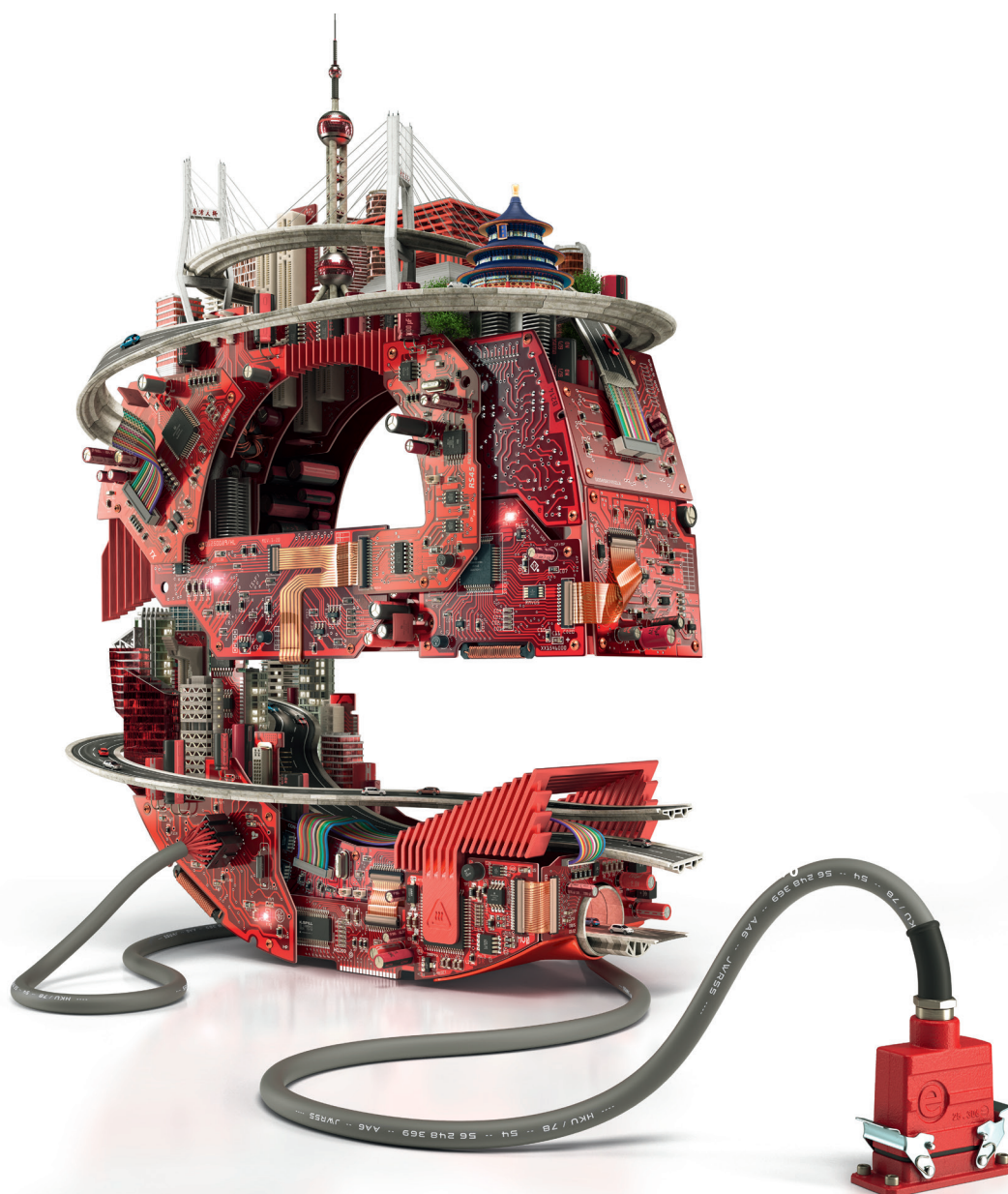


Messe München

Connecting Global Competence

International Forum on Innovation and Development of Electric Vehicle

Fusion, ushering a smart future



March 18–20, 2020

Shanghai New International Expo Centre

electronica-china.com



electronica China

General Information

**Date:**

March 19th, 2020

**Venue:**

Room M19 in Hall E2 (2nd Floor)

**Organizer:**

Messe München Shanghai Co., Ltd.

**Material Submission Deadline:**

- Bilingual info of subject and speaker, presentation abstract of 250 words: December 31, 2019
- Complete PPT submission: January 30, 2020

**Language:**

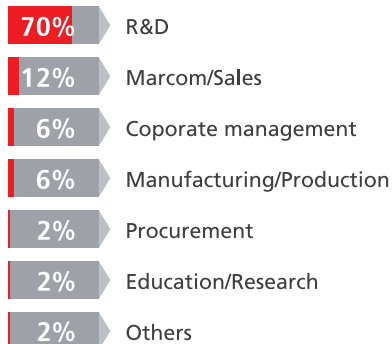
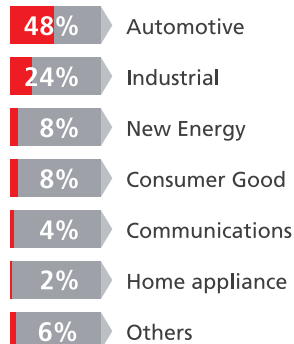
Chinese or English, no simultaneous interpretation
(Non-Chinese speakers are recommended to use bilingual slides)

Topics

- Driving motor
- Charging pile
- Motor control technology
- SBMS & System integration
- Power electronic converter
- Wireless charging technology
- New energy automobile industry trends and development

2019 Audience analysis

Attendance audience: **369**

■ By Job function**■ By Industry**

2019 Sample List

General Motors Corporation
SAIC Volkswagen Automotive Co., Ltd.
Chery Technical Center Shanghai (CTCS)
FAW International Co., Ltd.
Shaanxi Automobile Group Co., Ltd.
SAIC Commercial Vehicle Technology Center
Shaanxi Automobile Group Co., Ltd.
Hunan CRRC Times Electric Vehicle Co., Ltd.
United Automotive Electronics Co., Ltd.
Bosch Automotive Components (Suzhou) Co., Ltd.
Chongqing Yanfeng Andaotuo Auto Parts Co., Ltd.
ZF (China) Investment Co., Ltd.
CRRC Qingdao Sifang Rolling Stock Research Institute Co., Ltd.
Pan Asia Electronics Industry (Wuxi) Co., Ltd.
Wuhu Hongyu Automotive Electronics Co., Ltd.
Weichai Power Co., Ltd.
Nanjing Yuebo Power System Co., Ltd.
Cummins (China) Investment Co., Ltd.
Huayu Automotive Electric Co., Ltd.
Suzhou Inovance Co., Ltd.
Shanghai Dajun Technology Co., Ltd.
Chuangdrive (Shanghai) New Energy Technology Co., Ltd.
Shanghai Yihang Auto Parts Co., Ltd.
Shaanxi Wanfang Tianyun Auto Electric Co., Ltd.

2019 Speaker Team



SAGW

Junzheng Wang
SEDS Bridge Assembly
Project Manager



NOVOSENSE

Jian Ye
Director of Digital
Isolation PL



Monolithic Power
Systems

Derek Xie
Automotive Electronics
Application Manager



United Automotive
Electronic Systems Co., Ltd.

Sun Hui
Development Director



ROHM Semiconductor
(Shanghai) Co., Ltd.
Design Center

Lucas Lu
Senior Engineer



Beijing Century Doldray
Semiconductor Co., Ltd.

Botao Sun
Minister, Application
development department



Alpha Power Solutions
Limited

Eddie Zhu
FAE Manager



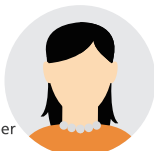
Rosenberger

Tiger Zhou
Automotive Business
Unit Key account manager



Littelfuse, Inc.

Haofeng Jiang
Field Application Engineer



Shanghai Jiao Tong University

Li Chen
Associate Professor,
Institute of Power Plant and Automation,
Shanghai Jiao Tong University

Forum sponsorship packages

Benefits	Platinum Sponsor CNY 50,000	Gold Sponsor CNY 35,000
■ During the show		
Slot price (about 30 min, including Q&A)	✓	✓
Poster / Roll-up (production excluded)	✓	✓
Logo on backdrop	✓	✓
Gift Sponsorship (production excluded and distribution time arranged by organizer)	✓	✓
Speech Brochure distribution	✓	✓
Advertisement on the Visitor Guide (it is free of charge and nearly every visitor who attends the fair uses it to have a better orientation)	Inside page, 1/1 (4c)	Inside page, 1/2 (4c)
Sponsors' advertising video will be shown during lunch time or before the forum (five mins at most, only two exhibitors)	✓	
Desktop exhibit	✓	
■ Before the show		
Newsletter with the information of sponsor (more than twice)	✓	✓
Speech information promotion on the WeChat group	✓	✓
Speech information promotion on the conference page of official website	✓	✓
Tailor-made email delivery (once)	✓	
Press release publish via WeChat (once)	✓	
Banner on conference webpage	✓	

Single sponsorship

Benefits	Price
Slot price (about 30 min, including Q&A)	CNY 25,000
Tailor-made email deliveries to the pre-registrants	CNY 3,000
Logo on backdrop	CNY 5,000
Desktop exhibit, one table per sponsor (placed outside the venue)	CNY 8,000
Gift Sponsorship (production excluded)	CNY 3,000
Poster / Roll-up (production excluded)	CNY 3,000
Speech Brochure distribution (production excluded)	CNY 5,000
Conference stationery sponsorship (production excluded)	CNY 5,000
Tote bag sponsorship (production excluded)	CNY 5,000

Contact

Ms. Queena Wang
 Tel: +86 21 2020 5592
 E-mail: queena.wang@mm-sh.com