

Shanghai, March 21, 2016

Final Report

electronica China 2016 brings the future of technology innovations to market

On its 15th birthday, **electronica** China closed successfully today, breaking records across the board and providing unparalleled opportunities for companies big and small to launch innovations to the Asian market.

1,088 exhibitors from 31 countries showcased at both trade fairs – **electronica** China and **productronica** China – their latest technologies across 62,000 square meters of exhibition space this week. **electronica** China 2016 touched every major global industry and exhibited products and technologies that are connecting the world, enhancing lives and solving global challenges. 61,455 visitors from the electronics industry (55,635 in 2015) were drawn to this high-level business event.

Thomas Löffler, Deputy Managing Director from Messe München Shanghai Co., Ltd. summed up: “At **electronica** China 2016 everyone saw, that technology is about more than single products and services. It was inspiring to see traditional and non-traditional ‘tech’ industries together to brainstorm and collaborate on ways to do business. They also addressed global issues in automotive, industry electronics and Internet of Things (IoT) during the trade fair.”

From automotive technologies such as autonomous driving, to wearables and IoT, the breadth and depth of innovations on display at **electronica** China is unmatched and growing. There are so many important technology trends at **electronica** China and the devices are no longer just connecting to the Internet, they are increasingly connected to each other. “Our first impression is that there are really a lot of visitors, especially in comparison to similar shows in Taiwan, Korea and other Asian countries.” commented Hisashi Oi, General Manager and Chairman of Greater China from TAIYO YUDEN in Shanghai.

Bettina Schenk
Tel. +49 89 949-21475
Fax +49 89 949-9721475
bettina.schenk@messe-muenchen.de

Kathrin Hagel
Tel. +49 89 949-21474
Fax +49 89 949-9721474
kathrin.hagel@messe-muenchen.de

Messe München GmbH
Messegelände
81823 München
Germany
www.messe-muenchen.de



Segments launch breakthrough innovation

In the past 15 years, **e**lectronica China has grown significantly both - in terms of quantity and quality. The number of exhibitors has soared from 285 in 2002 to 1,088 in 2016 and the exhibition area has increased from 11,853 square meters to a record-breaking figure of 62,000 square meters. Visitor numbers are also growing continuously: starting with 15,218 visitors in 2002, **e**lectronica China and productronica China were able to attract 61,455 visitors in 2016.

Patrick Qu, General Manager APAC from Bosch (China) said: “**e**lectronica China 2016 is very successful and continues to be the premier showcase of innovations in Asia, offering a multifaceted experience to the visitors. It gets bigger and better every year.”

Segments such as semiconductors and passive components as well as the connectors offered opportunities for growth. The products that debuted at **e**lectronica China 2016 addressed many of the world’s most pressing problems, making improvements in healthcare, transportation, industry manufacturing, while creating new markets and new opportunities in Asia.

Industry leaders and visionaries from the semiconductor segment such as Bosch, FUJITSU, ON Semiconductor, RENESAS, ROHM, STMicroelectronics, TOSHIBA, etc. presented their latest technologies and product solutions.

Meanwhile, many leading companies exhibited in the connector segment. Through product exhibition, academic communication and knowledge exchange, the trade show has supported the development of the connector industry in China and the upgrade and transformation in application industries.

Zhang Wei, IC Product Manager of Product Management (IC & IF) from WAGO Electronic in Tianjin shared his views: “It is our first participation in **e**lectronica China. We are very satisfied with the quantity and quality of visitors. Since the first day, there are a lot of visitors at our booth discussing on techniques and

services. The exhibitors are also market leaders. The outcome has clearly surpassed our expectations.”

Forums to feature top leaders sharing their visions on the next generation of innovation

This year’s electronica China Conference had 92 sessions, representing every major industry from automotive, power electronics, embedded and other industries. 3,715 attendees visited the conference. The topics of the supporting program varied from the latest Electronic Vehicle (EV), Internet of Things, wearables, medical, Micro-grid to Industry 4.0.

The China International Automotive Electronics Conference was divided into two breakouts which were automotive electronics and Electronic Vehicle (EV). 32 speakers from the automotive electronics industry, including OEM and tier one suppliers discussed powertrain system, safety and telematics & ITS technologies and other rapidly evolving innovations.

In addition, in-depth discussions on topics such as power electronics and embedded systems took place during the forums at electronica China. Especially at the embedded forum, top executives from major global brands took the advantage of the conference to introduce products, and discuss the latest trends of IoT covering the entire spectrum of electronics component technology.

Next **e**lectronica China will be held in Shanghai from March 14 to 16, 2017.

About electronica China

electronica China is the leading trade fair for electronic components, systems and applications in China. The fair is one of the most important industry gatherings for the electronics industry in Asia, and it takes place each year in Shanghai at the same time as productronica China. A total of 61,455 visitors and 1,088 exhibitors participated in both events in 2016. The next exhibition takes place at the SNIEC, from March 14–16, 2017. electronica-china.com

electronica worldwide

electronica China is part of Messe München network of trade fairs for the electronics industry. That network also includes the leading international trade fairs electronica and productronica in Munich, electronica India as well as productronica China, productronica India and eAsia.

Messe München

Messe München is one of the world's leading trade-show companies. It organizes some 40 trade shows for capital and consumer goods and key high-tech industries in Munich and abroad. Each year more than 30,000 exhibitors and some two million visitors take part in events held at the Messe München trade-fair center, the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München. In addition, Messe München organizes trade shows in China, India, Turkey, South Africa and Russia. Messe München has a global business presence with affiliates in Europe, Asia and Africa and more than 60 foreign representatives serving more than 100 countries. www.messe-muenchen.de