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## Press Release

### Final report

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## productronica China 2017 inspiring smart manufacturing through innovations

- **New records: 1,230 exhibitors from 28 countries and regions, 68,215 visitors, over 69,000 square meters**
- **Spotlight on the robot technologies and automation solutions**
- **Further collaboration with leading SMT companies on live demonstration**

productronica China ended successfully on March 16, 2017. Together with **e**lectronica China, productronica China covered an exhibition area of over 69,000 square meters (2016: 62,000). A total of 1,230 exhibitors (2016: 1,088) from 28 countries and regions presented the latest product developments. And more than 68,215 visitors (2016: 61,455) came to the Shanghai New International Exhibition Center (SNIEC). Compared to 2016, there is a 13 percent growth of exhibitor number and an 11 percent growth of visitor numbers. productronica China 2017 featured a full spectrum of exhibits on the intelligent manufacturing, innovative products and smart solutions. And an array of accompanying programs focused on the automation manufacturing and advanced process technologies rounded off the three-day trade show.

Mr. Falk Senger, Managing Director of Messe München is very satisfied with the result of productronica 2017: "Advanced manufacturing technology is rapidly transforming the global competitive landscape. The innovative automation products and solutions at productronica China are believed to inspire the industry and create opportunities to change the future."

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Factories and businesses are changing. This year, productronica China led the visitors into a world full of creativity, from automatic production line to smart factory solutions.

Mr. Martin Stier, Head of Business Development & Member of Group Management, Schleuniger said, "For years, we have been watching productronica China developing soundly. The quantity and quality of visitors are very good. We have made contacts with key clients from automotive industry in China. Especially, we also met clients from Europe."

### **Smart manufacturing keeps industry competitive**

Germany and China launched their respective "Industry 4.0" and "Made in China 2025" strategies with the same purpose of upgrading their industries and advancing the goal of smart manufacturing. Smart manufacturing embraces information, technology and human ingenuity to bring about a rapid revolution in the development and application of manufacturing intelligence to every aspect of the electronics industry.

Mr. Edwin Tan, CEO of Messe Muenchen Shanghai said, "Smart manufacturing will increase the flexibility of plants, lower the cost of products and improve environmental sustainability. It will enable the electronics industry to keep competitive. "

A large number of leading robot companies and automation solution providers, such as ABB, FANUC, Nachi, Omron, Universal Robots, showcased their creative solutions to the electronics manufacturing automation, which are devoted to improving work environment, optimizing manufacturing processes, enhancing productivity and keeping manufacturers much competitive in the global marketplace.

Mr. Xiaobing Liu, Vice General Manager and Director of Robot Businesses, NACHI said, "This exhibition is very important in the electronics industry. We want

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to use this platform to make contact with more customers. We are very happy to see our booth is very busy and the visitors are very professional."

### **Entire SMT production lines on-site**

Standard manufacturing concepts raised by Industry 4.0 require workplace to segment the production processes into small sections which follow a strict processing sequence connected by a standard procedure and high performance machines.

At the SMT Innovation Point and Demo Line at productronica China 2017, leading players in the SMT industry installed four assembly lines and gave live demonstration of the standard assembly procedures and high-efficiency models. DEK and SIPLACE, two units of ASM, built a simulation line with REHM fitting for smartphones and automotive electronics production. Yamaha, together with Heller, presented their high-performance compact printer, high-efficiency modular and high-end hybrid optical inspection system as well as bring solutions for consumer electronics, security and protection system. Europlacer, together with Speedprint and BTU offered a live demonstration of the mounting processes in military and aerospace electronics. In addition to the SMT top brands like Fuji, Juki and Panasonic, more companies from inspection industry as Omron, Saki, Yxlon brought their latest AOI and X-Ray equipment.

Mr. Jianwei Huang, Vice GM of FUJI Machine said, "Through the exhibition, we can have more exchange with our peers from the electronics manufacturing industry. As last year, we met a lot of potential customers at the exhibition."

Mr. Jianhao Xie, Vice General Manager of Asian-Pacific Region of kurtz ersa Mechanical and Electrical Equipment said, "We think it is a very professional show and the quality of customers is quite good. We have great confidence in the future development of productronica China."

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### **Information exchange of best practice and technical achievements**

An array of forums and panel discussions took place during productronica China 2017. Professionals from manufacturing industry and end-user markets shared their experiences and insights on electronics manufacturing, SMT, automation, wire harness and printed electronics.

As the first event in China focusing on the market, technology and applications of adhesive in electronics, the International Adhesive Technology Innovation Forum gathered leading adhesive manufacturers, equipment suppliers, end users and industry experts to discuss on the latest trends and opportunities of the adhesive applications in the electronics industry in China and to promote the technology innovation and development in the electronics industry.

The next productronica China will take place in Shanghai from March 14 to 16, 2018.

### **About productronica China**

productronica China is one of the leading trade fairs for the development and production of electronics in China. The fair is one of the most important industry gatherings for the electronics manufacturing industry in Asia, and it takes place each year in Shanghai at the same time as electronica China. A total of 68,215 visitors and 1,230 exhibitors participated in both events in 2017. productronica China 2018 will take place at the Shanghai New International Expo Centre (SNIEC) from March 14–16. [productronica-china.com](http://productronica-china.com)

### **productronica worldwide**

productronica worldwide is part of Messe München International's network of trade fairs for the electronics industry. That network also includes the leading international trade fairs electronica and productronica in Munich, productronica India as well as electronica China, electronica 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](http://www.messe-muenchen.de)