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## Press Release

### Strategy 2021 Announcement

#### productronica China to double the exhibition space

Katrina Dong  
PR Manager  
Tel. ++86 21 2020 5645  
katrina.dong@mm-  
sh.com

**productronica China, the essential part of the Global Electronics Network, was first introduced into the Chinese market in 2002 and has established itself as an independent exhibition brand since 2012. After nine years of unremitting work, productronica China has received the recognition of more and more exhibitors and visitors with its strong brand influence, cutting-edge concepts and outstanding results.**

In recent years, the electronic technology is advancing rapidly in China, which brings intelligent manufacturing under the spotlight. The ever-growing industrial transformation and upgrading has brought huge opportunities to both Chinese and overseas enterprises. In order to address such trends and meet the growing needs of the exhibitors, productronica China decides to make a major strategic upgrade in 2021 to create a high-end, diversified and forward-looking business platform for the electronics manufacturing industry.

Messe Muenchen Shanghai announced today the launch of Strategy 2021. It is the first strategic step to upgrade productronica China in 2021 by expanding 100% of the exhibition area.

Mr. Senger, Managing Director of Messe Muenchen, said: " We are very proud that productronica China has established itself so well in the Chinese market and achieved such strong growth over the years. We are particularly pleased that, together with the industry, we have now found a very good solution to the growing demands for exhibition space of our exhibitors from 2021 onwards."

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



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Mr. Stephen Lu, Chief Operating Officer of Messe Muenchen Shanghai, added further: "As an important part of the Strategy 2021, productronica China will make three major upgrades in 2021. First, the exhibition area will be doubled in 2021; Second, intelligent manufacturing and innovative electronics will be the theme of productronica China 2021 to further expand its exhibit range and cover the entire electronics manufacturing industry chain; Third, productronica China and productronica South China will develop hand in hand to with differentiated target market but same brand quality and exhibition philosophy. Further, we will maximum the synergy effects in terms of exhibitor and visitor acquisition and services, forums and promotional activities to create added-value for the whole industry. "

The expansion of productronica China 2021 will greatly relieve the urgent needs of exhibitors for more exhibition space and improve its hall layout with an expanded segments. Smart factory ecology will take the center stage at productronica China 2021. The new strategy will further enhance the leading position and innovative concept of productronica China in the industry.

Meanwhile, productronica China will continue to deepen its strategic partnership with IPC - Association Connecting Electronics Industries in forward-looking technology, standards, training and forums.

With its brand influence, global resources, integrated powerful marketing platforms and professional exhibition services, productronica China is committed to the development of the entire intelligent manufacturing industry chain by uplifting the exhibition in both quality and quantity.

The next productronica China will take place in Shanghai on March 18-20, 2020.

#### **About productronica China**

productronica China is the leading trade fair 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 92,695 visitors and 1,586 exhibitors participated in both events in 2019. productronica China 2020 will take place at the Shanghai New International Expo Center (SNIEC) on March 18–20, 2020. [productronica-china.com](http://productronica-china.com)

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**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, Smart Cards Expo, electronicAsia as well as electronica China, electronica South China, electronica India and LOPEC.

**Messe München**

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationals Congress Center München and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries and regions, Messe München has a global presence. [www.messe-muenchen.de](http://www.messe-muenchen.de)

