

April 14 -16, 2021
Shanghai New International Expo Centre
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Shanghai, April 19, 2021
Final Report

electronica China 2021 closes successfully at its 20th anniversary

- **1,116 exhibitors and 48,268 professional visitors**
- **Exhibition space plus 42.5 percent compared to pre-pandemic figures**
- **New highlight: electronica Automotive China**
- **20th anniversary: Future growth of electronica China as a stand-alone event**

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electronica China was successfully held in Shanghai International Expo Centre (SNIEC) on April 14-16, 2021. The show attracted **1,116 exhibitors**, who presented their innovative solutions to **48,268 professional visitors** on a total exhibition space of more than **60,000 square meters**. The exhibition space increased by **42.5 percent compared to pre-pandemic level**.

At its 20th anniversary, electronica China upgraded and expanded its scale in all aspects, staging an electronic event entirely different from the previous editions to the electronics industry.

Falk Senger, Managing Director of Messe München GmbH, concluded: "I am glad to see the breakthrough of electronica China as a stand-alone event after the separation from productronica China. The growth of electronica China despite the challenging pandemic environment on the international side underlines the strength of the brand in the Chinese market. We have every reason to believe that the exhibition will bring more innovative developments in the future, strengthening its position as an important business platform."

To reflect the development of the industry with new exhibition formats and content, electronica China introduced more applications in vertical industries. **Stephen Lu, Chief Operating Officer of Messe Muenchen Shanghai Co., Ltd.**, said: "I want to express my thanks to all the friends who have supported and helped electronica China in the past 20 years. We are also pleased to see electronica China and productronica China were separately held this year with great success. Greater exhibition space and more professional exhibition positioning will open a new chapter for the high quality and sustainable development of the exhibition. In the future, we will further strengthen the

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sharing and interaction of resources between the two exhibitions, increase the expansion in key vertical areas, and create greater value and gain for exhibitors and visitors.”

New exhibition area with stronger focus on technology application: electronica Automotive China

electronica China 2021 created the new exhibition area: **electronica Automotive China**. Focusing on the application of electronic technology in the automotive industry, the exhibition area builds a stage for the entire automotive electronics industry chain, bringing together research and industrial practice. As a comprehensive platform, electronica Automotive China promotes the development of intelligent vehicle technology.

In recent years, the focus of new energy vehicle development has gradually moved from the front end of the market to the back end, gradually covering the entire industry chain. The market competition of new energy vehicles has begun. To keep up with the changes, **the Smart Mobility Hi-Tech Park** presented advanced technologies such as autonomous and smart connected vehicles, new energy vehicles and car body electronics produced by well-known automobile manufacturers. At the same time, the exhibition launched a number of activities related to auto electronics, including the **Automotive Day, China Vehicle Human-Machine Interaction Innovation Conference 2021**, the **Gasgoo Match-making Event** and **International Automotive Electronics and Electric Vehicle Innovation Forum**. Dozens of senior experts and professionals from the auto electronics field discussed the development of smart travel technology and market.

Lei Chen, Deputy General Manager of Dosilicon Co., Ltd., referred: “The exhibition is becoming increasingly professional, and we can see many peers and friends here. We also see more customers, so we can promote our products to them. We will continue to attend electronica China, and we hope to bring more advanced products to our customers next year.”

Zhien Lin, Group Manager of China Automotive FAE Department from Automotive Solution Business Unit of Renesas Electronics Hongkong Limited, expressed: “This year, electronica China is as crowded as in previous years, and it is helpful to our product promotion.”

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Smart Factory accelerates the transition to intelligent manufacturing

As an important part of Industry 4.0, smart factory provides the foundation for manufacturing transformation. Manufacturers and other participants in the value chain can reduce costs, improve the quality of products and services, shorten the development period, improve production flexibility, and better interact with customers and suppliers when equipped with the technology. All these developments underline the crucial role of IoT in the factory of the future. To meet the expectations and needs of market participants, electronica China 2021 offered the **Smart factory Hi-Tech Park & AIoT China User Group**, in addition to a number of related theme activities and forums, such as **International Power Electronics Innovation Forum, International Embedded System Innovation Forum, 2021 "5G+ Industrial Internet" Summit Forum, Global Internet of Things Summit: Smart Perception in Digital Transformation, Global Internet of Things Summit: Quality and Development Efficiency of Embedded Code**. Senior experts and professionals from various fields discussed the applications of IoT technology and the development of Future Factory.

Toshihide ASANUMA, President & CEO and China HQ General Manager of TDK CHINA CO. Ltd, mentioned: "This year I saw some interesting new technology and solutions here. And I'm surprised that so many Chinese manufacturers showed their capability here. electronica China is a very attractive show and there are many good exhibitors and professional visitors. It's a great opportunity for us."

Zhenyu Cai, China Industrial Marketing Director of Analog Devices, said: "The professionalism of electronica China can be described in two aspects: on the one hand, there are high-level industry peers here; on the other hand, there are a lot of professional visitors. Such a professional, high standard and wide-ranging exhibition is very helpful for our future development."

Zhen Qin, Vice President of Digital Power Product Line & President of Modular Power Domain from Huawei Technologies Co. Ltd., expressed: "electronica China is very professional and efficient. Not only will we come to the exhibition next year, but we will also bring more new products."

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Forward-looking forums with industry experts

The supporting program of electronica China covers the entire range of industry related technologies such as automobile, IoT, 5G, intelligent manufacturing, medical electronics, power electronics and many others. This year, more than a dozen exciting theme forums on the cutting-edge topics of vertical industry were staged. More than 100 well-known experts and entrepreneurs from the electronics and application fields shared their insights on industry trends and policy, technology advances and solutions. The programs attracted more than 4,748 participants.

Thank you for visiting the show and look forward to seeing you next year!

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About electronica China

electronica China is the leading trade fair for electronic components, systems, applications and solutions in China. The trade fair is one of the most important industry gatherings for the electronics industry in Asia, and it takes place each year in Shanghai. A total of **48,268** visitors and **1,116** exhibitors participated in the event in 2021.

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electronica worldwide

electronica China is part of Messe München's network of trade fairs for the electronics industry. That network also includes the leading international trade fairs electronica and productronica in Munich, electronica South China, productronica China, productronica South China, electronica India, productronica India, Smart Cards Expo, electronicAsia as well as LOPEC.

Messe München

Messe München is one of the world's leading exhibition organizers, with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, more than

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50,000 exhibitors and about three million visitors take part in more than 200 events at the exhibition center in Munich, the ICM – Internationales Congress Center München, the MOC Veranstaltungszentrum München, the Conference Center Nord, as well as at a range of locations outside Germany. Together with its subsidiary companies, Messe München organizes trade fairs in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of affiliated companies in Europe, Asia, Africa and South America, and about 70 foreign representatives covering more than 100 countries, Messe München has a strong global presence.

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