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Press Release

electronica China 2018 Brings the Future to the Present

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electronica China 2018, Asia's leading trade fair for the electronics industry, will officially take place at the Shanghai New International Expo Center on March 14-16, 2018. Together with productronica China 2018, the trade fair duo will feature more than 1,400 companies exhibiting on a record-breaking space of 80,000 square meters. The show is highlighted by breakthroughs in different fields in the electronics industry and unveils the innovative impulse behind its growth.

Global key players at electronica China

Technological revolution is leading the innovations and upgrades in electronic components and parts, which keeps improving every aspect of our daily life. electronica China 2018 follows the concept of "bring the future to the world" and focuses on important electronic applications in automobiles, IoT, Industry 4.0, AI, 5G and consumer electronics. It presents the entire spectrum of electronic products in different topic areas. With support from leading manufacturers as MOLEX, ROS-ENBERGER and TE, electronica China 2018 will showcase what the electronics industry has achieved and where the future development trend is going.

Autonomous driving takes center stage at Automotive Day 2018

Smart automotive technology is widely reckoned as one of the most promising technologies in the future. The competition between chip makers is extending from traditional computers and smartphones to smart automobiles. In turn, the higher automation level is demanding more from chips, sensors and connectors. As a special side event of electronica China 2018, the Automotive Day conference will feature leading companies as AVNET, BOSCH, MICRON, MITSUBISHI ELECTRONIC, QUALCOMM, SONY and TOSHIBA, which will share their latest developments in the Internet-of-Vehicles (IoV) and AI, energy storage and charging, ICT, EV and autonomous driving.

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Press Release | February 14, 2018 | 2/2

High-profile speakers share industry trends and know-how at diverse forums

Apart from Automotive Day 2018, a series of forward-looking supporting programs, including the China International Automotive Electronics Conference, the International Forum on Innovation and Development of Electric Vehicle, the International Power Electronics Innovation Forum, the International Embedded Systems Innovation Forum, the International Medical Electronics Innovation Forum and the International Connector Innovation Forum, will be presented during the show. These forums attract renowned experts, enterprise representatives and outstanding supplier and technological service providers in the industry to share their knowledge on hot topics and trends in automotive electronics, EV, wearable electronics, medical electronics, smart grids and 5G.

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 68,215 visitors and 1,230 exhibitors participated in both events in 2017. The next exhibition will take place at the SNIEC on March 14–16, 2018. 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