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**Press release**

## **Welcome to Planet e, a Journey of Innovation at electronica China 2015**

The leading event for the electronics industry in Asia, electronica China 2015, will open on March 17 - 19, 2015 in halls E3 - E5, at the Shanghai New International Expo Centre along with productronica China 2015. Both tradeshows together will cover 57,500 square meters of exhibition space, on which over 900 exhibitors and 56,000 visitors will meet and discuss the latest products and technologies in the electronics industry.

### **electronica China is becoming its own planet**

Semi-conductors, sensors, connectors and power supply - these are the core of Planet e and they make up its landscapes, cities and streets. The innovative Planet e concept will help people to better understand the driving force behind the development of the world. On Planet e, visitors and exhibitors come together and find out about the important developments in the electronics industry in Asia.

### **Leading electronics manufacturers and innovative applications**

At the “Semiconductor Segment” of electronica China 2015, leading exhibitors including Bosch, Fairchild, Freescale, ST and Toshiba will again display their latest developments for the Chinese market. Infineon and International Rectifier will also exhibit together for the first time after their merger. They are going to introduce their new corporate image, more products and inform on the important progress they have made. First-time exhibitors such as ADI, AMS, Spansion, will showcase embedded controlling applications, mixed-signal chips with concentrated analog technology, active and passive RF components and intelligent sensors that provide innovative solutions to the Internet of Things and wearable devices.

The “Passive Components Segment” will, in addition to leading exhibitors like Murata, Omron, Panasonic and TDK, expand again to include Yageo, one of the largest global suppliers of chip resistors and multiplayer ceramic chip capacitors.

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They are going to form the most important platform for the display of passive parts and provide the most cost-effective and reliable power conversion solutions to a wide range of industries including telecommunications, computation, medical treatment, military and industrial manufacturing.

The “Switch and Interconnection Technology Segment”, the biggest of its kind in Asia, will certainly be a highlight of the trade show. The area covers 12,000 square meters. Apart from long lasting exhibitors such as Molex, Kostal and TE Connectivity, Anphenol, a connector giant from the US, will also join the area this year and offer customers professional power and data transmission solutions, exceptional logistics and service in nearly every industrial field.

### **Exciting onsite events for a rigorous understanding of trends**

Along with electronica China 2015, a host of quality international innovation forums will be held to address important topics including automobile, power electronics, medical electronics, embedded system and connectors. The forums are going to provide a platform for the discussion of technology innovations between suppliers and customers.

Also, the first Electronic Manufacturing Technology Application Contest will be held concurrently. The contest will involve front-line processing technicians and researchers to compete on electronic manufacturing skills, engineering and tooling skills and the application of new equipment, materials and software. They will try to increase the efficiency and productivity of the equipment and production lines, improve product quality and stability so as to exhibit the technological progresses made by manufacturers and the value of inventions made by suppliers.

For more information, please visit: [www.electronica-china.com](http://www.electronica-china.com)

### **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 51,498 visitors and 868 exhibitors participated in both events in 2014. The next exhibition takes place from March 17–19, 2015.  
[www.electronica-china.com](http://www.electronica-china.com)



**electronica worldwide**

electronica China 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, electronica India as well as productronica China, productronica India and eAsia.

**Messe München International**

Messe München International is one of the world's leading trade show companies. In Munich alone it organizes around 40 trade shows for capital and consumer goods, and key high tech industries. Each year more than 30,000 exhibitors and around two million visitors take part in the events held at the Messe München exhibition center, the ICM – International Congress Center München, and in the MOC Veranstaltungszentrum München. The leading international trade fairs of Messe München International are all independently audited.

In addition, Messe München International organizes trade shows in China, India, Turkey and South Africa. With a combination of affiliates abroad – in Europe, Asia and in Africa – and over 60 foreign representatives actively serving over 100 countries, Messe München International has a worldwide business network. The Group also takes a pioneering role as regards sustainability: It is the first trade-fair company to be awarded energy-efficiency certification from the technical inspection authorities TÜV SÜD.

