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Final report

Electronic innovations are all around

With innovations and advanced technologies, electronica China 2015 and productronica China ended successfully at the Shanghai New International Expo Center (SNIEC), on March 19, 2015.

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The three-day trade fair covered 57,500 square meters of exhibition space. A total of 1,006 exhibitors from 28 countries and regions gathered to showcase their latest technologies and services. 55,365 visitors participated at this year's show, this means an increase of more than seven percent compared to the last edition. Different applications in the electronics field were in the main focus, such as industrial, automotive, communication, medical and consumer products. More than 3,000 visitors participated at the six technical forums held alongside the electronica China.

“electronica China is the gathering place for leading players in this industry. The advanced technologies, innovative products and successful experiences were inspiring and beneficial to all parties involved,” said Ryan Loh, Managing Director of MMI Shanghai Co., Ltd.

Global key players were represented at electronica China

From parts and components to applications and services, electronica China covered advanced products and innovative technologies in the entire spectrum of the electronics industry. Leading key players from China and abroad such as Freescale, Infineon, Micron, Renesas, STMicroelectronics and Toshiba from the semiconductor industry and AVX, Chemi-con, Murata, Panasonic, Taiyo Yuden, TDK and Yageo from the passive components industry, exhibited their latest products and solutions. Their presence contributed substantially to this grand

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event for the electronics components industry in China and the neighboring regions.

Toshiyuki Tsutsumi, the Chairman of Renesas Electronics (China) Co., Ltd., said, “This is the first time for Renesas China to exhibit at this large show, electronica China. We are very excited about our participation in this event. It is only the first day today, nevertheless there are so many people at our booth. I am sure we will come back next year.

“electronica China is very influential in China as well as in Asia. It represents the leading edge of the electronics industry. Every year TE organizes a strong exhibition team to join the trade show. It offers us a very good opportunity to promote our connectors, sensors and our services,” said Chao Zhang, Acting President and Vice-President of Human Resources for TE China.

Electronics innovation drives the development of the automotive industry

Today, electronics represents around 25 to 30 percent of a modern cars` production costs. More importantly, electronic systems now contribute 90 percent to car innovations and new features, from emission levels to safety systems, entertainment and connectivity systems. At electronica China 2015, more than 100 leading automotive electronics manufacturers and systems suppliers joined and showcased new power systems, circuit protection, connectors, EMC, switches, sensors, EMS and relevant solutions for new energy vehicles.

“This is our first participation in electronica China. It looks very efficient and professional to us. The organization is very good and supportive to exhibitors and we are very satisfied with the quality of visitors. Most of them are our key customers”, said Frank Ding, General Manager, Automotive Business Unit, Rosenberger Asia Pacific Electronic Co. Ltd.



The Internet of Things promises intelligent changes for the future

The Internet of Things (IOT) is seen as the “next big thing” for the electronics industry. electronica China gathered leading chip and component manufacturers, most of them are already part of the Internet of Things. Their applications and solutions expanded from communication to wearable devices, which are gradually changing our daily lives.

“This exhibition is very important for us. It is a special event for different markets, industries and application fields such as IOT. Many potential target customers came to discover our technologies. We managed to develop our new market in China successfully by exhibiting at electronica China, and we will definitely continue our participation next year”, said Go Maruyama, General Manager, Sales and Marketing Department, Murata (China) Investment Co., Ltd.

Knowledge transfer at its best

electronica China always follows the rapidly evolving market trends and brings up new topics to keep participants up to date. Featuring six forums, electronica China provided more than 3,000 delegates with practical solutions.

The China International Automotive Electronics Conference invited experts from automotive manufacturers, including BYD and Cherry and representatives from Delphi, Infineon, Renesas and United Automotive Electronic Systems to talk about the development of vehicle information and entertainment systems and new energy vehicles.

The International Embedded System Innovation Forum focused on the application of the Internet of Things in daily life. Speakers from Freescale, Linear Technology, Micron and Silicon Labs discussed the Internet of Things in-depth and its future. The International Medical Electronics Innovation Forum



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concentrated on the use of wearable devices in healthcare and the overall medical sector.

The International Power Electronics Innovation Forum invited experts and innovative leaders to share and discuss key technologies including power technology, renewable energy, frequency conversion, electric motor drive and control.

The next electronica China will take place at the SNIEC, from March 15 to 17, 2016.

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 55.365 visitors and 1006 exhibitors participated in both events in 2015. The next exhibition takes place at the SNIEC, from March 15–17, 2016. 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 in regards to sustainability: It is the first trade-fair company to be awarded an energy-efficiency certification from the technical inspection authorities TÜV SÜD.

