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Press Release

electronica China 2017 Presents the Next Generation of Innovation

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electronica China 2017 will officially take place at the Shanghai New International Expo Center from March 14-16, 2017, with nearly 1,200 companies from 17 countries on a record-breaking exhibit space of 69,000 square meters together with productronica China 2017. The show is highlighted by advanced technologies, innovative products and diversified know-how in the entire spectrum of the electronics industry.

Global key players will represent at electronica China

From parts and components to applications and services, leading key players from China and abroad will exhibit their latest products and solutions. Bosch, Linear, On semiconductor, Renesas, ROHM, STMicroelectronics and Toshiba from the semiconductor industry as well as ALPS, KEMET, Kyocera, OMRON and Panasonic from the passive components industry are among others. Their presences will contribute substantially to this grand event for the electronic components industry in China and the neighboring countries and regions.

Leading companies like Harting, HRS, PHOENIX&CONTACT, Molex, TE and WAGO will exhibit in the connector segment. Through product exhibition and knowledge exchange at featured conferences, the trade show will continue to support the development of the connector industry in China and the acceleration of transformation in application industries.

Electronics innovation drives the future development of the automotive industry

From autonomous driving, to wearable and Internet of Things (IoT), the breadth and depth of innovations on display at **e**lectronica China is yet to grow. The essential technology trends and devices are not only just connected to the internet,

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but also increasingly connected to each other.

At present, electronics counts for 25 to 30 percent of the production costs of a modern car. More importantly, 90 percent of the innovations and new features in the automotive industry are contributed by electronic systems, from emission levels, safety systems, entertainment to connectivity systems. At **e**lectronica China 2017, more than 100 leading automotive electronics manufacturers and systems suppliers will gather together to showcase new power systems, circuit protection, connectors, EMC, switches, sensors, EMS and relevant solutions for new energy vehicles.

Internet of Things promises intelligent changes for the future

Internet of Things (IoT) is seen as the “next big thing” for the electronics industry. **e**lectronica China will gather leading chip and component manufacturers, who are pioneers in connecting with the Internet of Things. Their intelligent applications and solutions serve a wide variety of sectors. Communication and wearable devices are among others positively changing our daily lives.

Rich conference programs with high-profil speakers

This year’s **e**lectronica China conference topics feature the latest Electronic Vehicle (EV), Internet of Things (IoT), wearables, medical, Micro-grid and Industry 4.0.

To meet the increasing needs of both visitors and exhibitors on the automotive topic, a new conference program “Automotive Day” will be launched at **e**lectronica China 2017 to provide a focused and efficient platform for the entire automotive industry. The full-day event on March 13, 2017 includes exhibition, conference and accompanying activities for the audience to get an overview of the latest trends and technologies.

In addition, The China International Automotive Electronics Conference on automotive electronics and Electronic Vehicle (EV) will be held during the trade fair. Speakers from the automotive electronics industry, including OEM and tier

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one suppliers, will share their insights on powertrain system, safety and telematics & ITS technologies and other rapidly evolving innovations.

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 61,455 visitors and 1,088 exhibitors participated in both events in 2016. The next exhibition takes place at the SNIEC, from March 14–16, 2017. 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