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Final report

electronica China 2017 bridging the future industry through technology innovation

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- 1,230 exhibitors from 28 countries and regions, 68,215 visitors
- Automotive Day: outline the future of the automotive industry
- The biggest show ever: over 69,000 square meters

From March 14 to 16, a total of 1,230 exhibitors (an increase of 13% compared with 2016) from 28 countries and regions presented their latest product developments at **e**lectronica China and productronica China 2017. More than 68,215 visitors (11% YOY growth) came to the Shanghai New International Exhibition Center (SNIEC)*. On an exhibition space of more than 69,000 square meters, **e**lectronica China and productronica China covered the entire market for electronic components, systems and applications. A much frequented accompanying program featuring the latest industrial trends in automotive, Internet of Things (IoT), wearables, medical, microgrid and Industry 4.0 rounded off the three trade-show days.

Mr. Falk Senger, Managing Director from Messe Muenchen summed up positively: “The products and services unveiled at **e**lectronica China will touch nearly every single industry in Asia. **e**lectronica China and its attendees are creating a better connected future for all of us and huge value for the electronics industry globally.”

“This year’s show was all about connectivity – both in the form of the technologies unveiled and in the valuable face-to-face business connections happening throughout the show.” said Edwin Tan, Chief Executive Officer from Messe Muenchen Shanghai.

From the latest development of virtual reality, smart home, self-driving vehicles, robotics to wearables and more, **e**lectronica China has always been an essential

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*Figures from **e**lectronica China and productronica China 2017 in total



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part of the technology innovation system and the digital ecosystem. Mr. Jeff Han, Director of Business Development & Sales APAC from Bosch said: “We find more and higher-quality visitors at electronica China. The products exhibited here have also changed from the basic types to a diversified range. We see the huge market opportunities here.”

Center stage for the automotive electronics

From new assistance systems to sensors and LEDs—automotive electronics continues to make headway at electronica China 2017. Leading by Bosch, Linear, On Semiconductor, Renesas, ROHM, STMicroelectronics and Toshiba, a large number of exhibitors presented solutions for this sector. Thus, Automotive Day was designed to take place one day ahead of the trade fair. With 523 attendees, the whole day conference proved its great value for the innovation of the automotive industry. Mr. Higashiyama Kiyohiko, Vice President from KYOCERA commented: “I think the Automotive Day is very successful in terms of products and technology exhibited and the quality of visitors. It is making great contributions to the development of automotive industry.”

Connectivity is at the core of emerging innovation

Internet of Things (IoT) is seen as the “next big thing” for the electronics industry. electronica China 2017 gathered leading component manufacturers including ALPS, Honeywell, KEMET, Kyocera, OMRON, Panasonic who are pioneers in this field to serve a wide variety of sectors through their intelligent applications and solutions.

Mr. Liang Qin, Product Marketing Section Manager of Analog and MEMS Group from STMicroelectronics mentioned: “We have been part of electronica China from the very beginning and witnessed its growth. The visitors are more professional and come with specific needs. I believe that the future of the electronics industry and electronica China are very promising.”

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Further growth opportunities for strong related segments

Segments such as semiconductors and passive components as well as the connectors offered new markets and opportunities for growth.

Leading companies like Harting, HRS, PHOENIX&CONTACT, Molex, TE and WAGO exhibited in the connector segment. The products that showcased at **e**lectronica China 2017 addressed many of the world's most pressing problems of making improvements in healthcare, transportation, industry manufacturing, while creating new markets and new opportunities in Asia. Mr. Brian Krause, Vice President of Global Marketing and Communications from Molex expressed: "We've participated in electronica China for 7 years and have seen its growth. It's a great way of getting out and finding our customers and showing them the latest technologies and products."

3,563 participants engaged in the innovation forums

electronica China deeply understands the rapidly evolving market development and the global trends.

The China International Automotive Electronics Conference was divided into three breakouts which were automotive day, automotive electronics and Electronic Vehicle (EV). 48 speakers from the automotive electronics industry, including OEM and tier one suppliers discussed powertrain system, safety and telematics & ITS technologies and other rapidly evolving innovations.

The International Power Electronics Innovation Forum invited experts and innovative leaders to share and discuss key technologies including power conversion & micro-grid technology, wireless charging technology & power supply for automobile and power supply technology for industry 4.0 & internet +

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Student Day - a successful start for the young generation

For the first time, **e**lectronica China featured a new program for aspiring university students, who are the future talents for the electronics industry. More than 300 engineering students participated the Student Day on the last day of the fair on March 16, 2017.

The next **e**lectronica China will take place in Shanghai from March 14-16, 2018.

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 takes place at the SNIEC, from 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