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Press Release

electronica China 2019 demonstrates the innovation power of the electronics industry

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electronica China, the leading international trade fair for the electronics industry in Asia, will open at Shanghai New International Expo Centre from March 20-22, 2019. Together with productronica China, the twin shows will cover an unprecedented exhibition space of 90,000 square meters. Around 1,500 exhibitors from around the globe will showcase their application breakthroughs, innovative products and technology development.

Six keywords illustrate the latest electronics applications in China

Future Automotive, Smart Factory, AI, IoT, World Debut and China Force are the buzz words at electronica China 2019. Addition to the exhibition of advanced products and technology, the trade fair also gives new interpretation of the future trends of electronics applications. The brand-new Smart Factory Technology Park and the Automotive Technology Park are designed and dedicated to guide visitors through the infinite possibilities of electronics applications.

Smart manufacturing in diverse industries takes the center stage

Industrial electronics is the driving force for the digitalization and intelligent manufacturing. It is also the key to the transformation and upgrading of the manufacturing industry. electronica China deeply understands the needs and will present a full range of smart manufacturing technology highlights at the Smart Factory Technology Park. Various industry leaders such as ADI, Ames, BoschCypress, Honeywell and Pepperl+Fuchs are gathered to share their expertise at the International Smart Factory Technology Conference.

Automotive Day: intelligent connected vehicles and new energy vehicles again under spotlight

Smart vehicles are one of the most promising technologies in the future. Thus, the whole day conference Automotive Day will be extended into a summit plus exhibition with strong focus on intelligent connected cars and new energy vehicles. Automotive electronics giants such as Bosch, Micron, Qualcomm,

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Rohm, STMicroelectronics, Sony, Toshiba and Mitsubishi Electric will all join in to share the cutting-edge development of fast charging / wireless charging technology and autonomous driving. Headed by Melexis, Microchip, Microelectronics, Murata and Toshiba, the Automotive Technology Park will showcase more advanced applications for visitors.

Diverse innovation forums as knowledge-sharing platform

Apart from the Automotive Day conference, electronica China continuously presents rich supporting programs to offer visitors in-depth knowledge and information on the future trends. They include China International Automotive Electronics Conference, International Forum on Innovation and Development of Electric Vehicle, International Power Electronics Innovation Forum, International Embedded System Innovation Forum, International Medical Electronics Innovation Forum, International Connector Innovation Forum and International Smart Factory Technology Conference. Renowned experts and business representatives, outstanding suppliers and technology service providers from different domains of the industry will share their expertise on the future trends of the industry.

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 77,765 visitors and 1,374 exhibitors participated in both events in 2018. The next exhibition will take place at the SNIEC on March 20-22, 2019. electronica-china.com

electronica worldwide

electronica China is part of Messe München'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, Smart Cards Expo, electronicAsia as well as productronica China, productronica South China, productronica India and LOPEC.

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