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**Final report**

# electronica China 2019 Inspires a Smart Future

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- **New records: 1,586 exhibitors from 24 countries and regions with 92,695 professional visitors**
- **12.5 % growth in exhibition space**
- **Automotive Day and nine on-site technical forums dedicated to application and innovation**

electronica China 2019 has made another record-breaking year. Together with productronica China 2019, the duet exhibitions have continued their success with record-breaking growth: a total of 1,586 exhibitors from 24 countries and regions showcased their products and services, up 15.4%; the exhibition space grew to 90,000 square meters, 12.5 % more than last year. 92,695 visitors came to the exhibition, up 19.2% from last year.

Following the concept of “bring the future to the world”, electronica China 2019 focused on six key industrial trends in China: Future Automotive, Smart Factory, AI, IoT, World Debut and China Force. It presented the breakthroughs in the application of electronic technology. Mr. Falk Senger, Managing Director of Messe Muenchen, speaks highly of electronica China 2019: “It has strengthened its positioning and once again proves itself to be the leading electronics exhibition in Asia. This is the place to be for the electronics industry to exchange knowledge and develop new business in the Chinese market.”

As technology develops, everything can be connected via sensors. The application of smart information technology in consumption, communication, transportation, healthcare and manufacturing is rapidly changing our daily lives. “This year, we do not only see the innovations in electronics technology, but also its infinite possibilities in the future. The successful development and application

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of these products have a strong influence on industrial technology and quality of life.” Edwin Tan, CEO of Messe Muenchen Shanghai, commented.

Mr. Edward Tsaur, Director of Marketing APAC from TE Connectivity said: “electronica China has always been an important event for TE Connectivity’s activities in China and even in the Asia-Pacific region. We can see its improvement in both exhibition scope and quality every year. We are close partners, and hope that TE Connectivity can grow together with electronica China and move towards the future together.”

### **Automotive Day 2019 focuses on connected and new energy vehicles**

Smart automobile technology is considered as one of the most promising technologies. The conference program Automotive Day 2019 was held again along with the exhibition to focus on connected and new energy vehicles. Automotive electronics giants like Rohm, Bosch, Micron, STMicroelectronics, ams, Murata, Mitsubishi and Calterah gave in-depth talks on the latest applications and trends of connected vehicles, new energy vehicles, fast-charging/wireless charging, and autonomous driving. Moreover, the new Future Automotive Technology Park gathered leading companies to share their solutions and successful cases in high-performance storage, induction motors, connectors, ADAS, and LIDAR.

Mr. Higashiyama Kiyohiko, Vice President of Kyocera China said: " We are very satisfied with electronica China. It is very popular. On the first morning, we have already made record-breaking contacts. We are very happy about the important customers and potential partners to our booth. During the show, we can easily grasp the rapid development of China and the strong vitality of its market. electronics. "

### **Strong presence of industrial electronics on smart manufacturing**

Industrial electronics is an important engine for a digitalized, smart manufacturing industry. It is also key to transformation. electronica China 2019 came up with a special program: Smart Factory High-tech Park + International

Smart Manufacturing Ecosystem Summit 2019 that exhibits all the highlights in smart manufacturing. The event gathered leading players like STMicroelectronics, Qualcomm, Broadcom, Analog Devices, Bosch, ams, Cypress, Pepperl+Fuchs, Honeywell, Balluff and ifm.

Mr. Lizhong Chen, Business Development Manager of Vicor Trading (Shanghai) Co., Ltd mentioned: “We received a large number of professional visitors from different industries such as telecommunications, automotive electronics, IT and industrial applications, which is very helpful for business development. Undoubtedly, electronica China is very professional and it is an exhibition we attend on a regular basis.”

### **A thorough display of the AI interaction system**

Artificial Intelligence continues to be a hot topic, and the transformation in the interaction model is a crucial indicator of the progress made in AI technology. From virtual dashboard and touchscreen, to voice recognition, gesture and facial recognition, the latest chips, MEMS and sensor technologies were showcased at electronica China 2019.

Mr. Yangong Bai, Sales Manager of Customer Technical Support from ams Semiconductor said: “Passion is the most impressive word in my mind about electronica China 2019. I sensed that everyone is racing for more time because there are too many new products and information at the exhibition. electronica China is very influential. Our Key Accounts, and almost all the customers we have made contact with, are all here.”

### **Chinese innovations are emerging fast**

In terms of integrated circuits, analog ICs, micro sensors, discrete devices and other semiconductors, Chinese enterprises are catching up quickly in the market. Huada Semiconductor, 2Pai Semi, Saint-Bond Microelectronics, SGMicro, Cellwise, BYD, Arch Electronics, Global Power Semiconductor, HTDisplay, and Aerospace Electrical Appliances represented the innovation power of China at electronica China 2019.

### **Technical forums feature expert opinions on industry prospects**

A series of forward-looking supporting programs was held along with the exhibition, which includes “International EV Innovation Development Forum”, “China International Automotive Innovative Technology Conference”, “International Power Electronics Innovation Forum”, “International Embedded Systems Innovation Forum”, “International Medical Electronics Innovation Forum”, “International Connector Innovation Forum” and “International Smart Manufacturing Ecosystem Summit”. Leading experts, enterprise representatives, suppliers and technical service providers shared their ideas on the development of automotive electronics, new energy vehicles, AI, IoT, medical electronics, smart grid, 5G technologies and smart manufacturing.

The next electronica China will take place in Shanghai on March 18-20, 2020.

### **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 92,695 visitors and 1,586 exhibitors participated in both events in 2019. The next exhibition will take place at the SNIEC on March 18-20, 2020. [electronica-china.com](http://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 leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries and regions, Messe München has a global presence. Further information: [www.messe-muenchen.com](http://www.messe-muenchen.com)