

No. 1

Shanghai, January 21, 2015

Press release

productronica China 2015 opens the door to new innovations in electronic manufacturing

productronica China 2015, the leading event for electronic production in Asia, will open again at the Shanghai New International Expo Centre from March 17 - 19, 2015, along with electronica China 2015. Both trade shows together will cover a total area of 57,500 square meters and over 900 exhibitors from all over the world will participate, with over 56,000 visitors expected.

First Stop for the Production Line Upgrade

Focusing on precision electronic production lines and EMS, productronica China is the ideal platform for the exhibition of core electronic manufacturing technologies, covering cable processing, SMT, EMS, dispensing, tests and measurements, soldering, electronic and chemical materials, electromagnetic compatibility, PCB production, components manufacturing (coil winding, stamping, filling, coating, sorting and labeling) and assembly tools.

As the first important event for the industry in spring 2015, productronica China will bring together prestigious names in the industry including Epson, Fanuc, Festo, Hiprecise, JAM, Junquan, Komax, Nordson, Rampf, Schleuniger, Shinmaywa, Tamura, Unicomp and Universal Robots to present innovative, efficient and energy-saving electronic manufacturing technologies, equipment and solutions and to offer a one-stop platform for equipment procurements and upgrades.

Onsite Demonstration of SMT Production Line

Very well received last year, the SMT Innovation Point and Demo Line will open again at productronica China 2015 and convene leading electronics manufacturing equipment manufacturers. ASM, Europlacer, Juki, Mycronic, Panasonic, Yamaha will bring their pick and placers. Famous printing machine

Kathrin Hagel
PR Manager
Tel. +49 89 949-21474
kathrin.hagel@messe-muenchen.de

Spric Tian
Media contact MMI Shanghai
Tel: +86 21 2020 5645
Fax: +86 21 2020 5688
spric.tian@mmi-shanghai.com



Messe München GmbH
Messegelände
81823 München
Germany
www.messe-muenchen.de



Page 2

manufacturers like DEK will be present in addition to reflow oven brands such as BTU, Erska, Rehm and Tamura. AOI along with X-Ray testing equipment suppliers Aleader Vision, Unicomp, VCTA-AOI, and Yxlon will present their latest products. They will join together to form three SMT lines for the consumer, automotive and aerospace electronic products. The entire SMT processes from applying solder, mounting components, reflow soldering to testing and measurement will be demonstrated live. Visitors will be able to see in person the new generation electronic mounting technology.

Industrial Robots Drive Electronic Manufacturing Upgrades

New technologies like motion control and robots, coupled with constantly rising labour costs, are pushing the electronic manufacturing industry towards intelligent manufacturing – especially against the background of current developments like the Internet of Things. At productronica China 2015, a robot pioneer from Denmark, Universal Robots, will unveil their third-generation UR5 flexible industrial robot arms. Light, small, flexible and user-friendly, UR5 can be easily mounted to any electronic assembly lines. The market leader of SCARA technology, Epson, will also bring their 4-axis and 6-axis industrial robots.

EMS - Growing Together with Chinese Manufacturing Industry

As China grows into the world's manufacturing base and domestic manufacturers develop further, EMS suppliers are becoming increasingly important for the electronic manufacturing industry chain. As a partner of 30 leading OEMs, Enics will exhibit their advanced services for engineering, manufacturing, after-sale services, supplier resource development and supply chain management at productronica China 2015. Etron, on the other hand, will present their complete designing, engineering and manufacturing services for the automotive, instrument, industrial, telecommunications and consumer products industries.



Precision Machining for Electronic Manufacturing Upgrade

Further, leading manufacturers from different fields will exhibit their latest precision electronic manufacturing technology. For example, Nordson, a leading precision dispensing system manufacturer, will display their PRO-Series Automated Dispensing Systems equipped with intelligent CCD cameras that can capture high-definition images of working parts, especially fit for precision dispensing. Telsonic will exhibit its TSP750E Wire Welding System suitable for the precision press for small components. It is able to minimise product wearing and ensure high-quality sealing at the same time.

Exciting Forums Bring Innovations and Ideas Together

Along with productronica China 2015, forums including the Electronics Manufacturing Automation Forum, the Electronics Manufacturing Process Forum and the International Wire Harness Advanced Manufacturing Innovation Forum will be organised to address hot topics encompassing automotive wire harness, green manufacturing, 3D SPI, small components, drive control, machine vision and sensors. Leading experts and senior technology managers will be invited to share their experiences through actual cases and applications of advanced technologies to offer new ideas and information for the development of electronic manufacturing.

For the first time the Electronics Manufacturing Technology Application Contest will be held along with productronica China 2015. Front-line engineers, technicians and researchers will be invited to compete on the application of new electronic manufacturing techniques, new equipment, materials and software, as well as their ability to improve engineering and tooling technology. The contest will focus on the improvement of production efficiency, capability of equipment and production lines, product quality and stability. It will show the progresses made by manufacturers in their technological innovations and the value of inventions made by suppliers.



For more information, please visit the official website of productronica China

2015 www.productronica-china.com.

About productronica China

productronica China is one of the leading trade fairs for the development and production of electronics in China. The fair is one of the most important industry gatherings for the electronics-manufacturing industry in Asia, and it takes place each year in Shanghai at the same time as electronica China. A total of 51,498 visitors and 868 exhibitors participated in both events in 2014. The next exhibition takes place from March 17–19, 2015. www.productronica-china.com

productronica worldwide

productronica 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, productronica India as well as electronica China, electronica 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 as regards sustainability: It is the first trade-fair company to be awarded energy-efficiency certification from the technical inspection authorities TÜV SÜD.

