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## Final report

### Smart production represents the future revolution

As leading events for the electronics community to present the latest products and advanced technologies, productronica China and electronica China 2015 have come to a successful conclusion at the Shanghai New International Expo Centre (SNIEC), on March 19, 2015.

A total of 1,006 exhibitors from 28 countries and regions showcased groundbreaking technologies and a wide array of advanced machines, technologies and materials in-line with the tremendous demand for electronics manufacturing. The three-day trade fairs attracted the participation of 55,365 visitors, an increase of more than seven percent compared to the previous edition. 1,000 participants visited the four exciting forums, which were held during productronica China.

“Today, the world economy is in an era of intensive adaptation. Reform in the electronics manufacturing industry is irreversible. productronica China provides a platform for the introduction of Industry 4.0 and an excellent opportunity for the international advanced electronics manufacturing community to present themselves,” said Ryan Loh, Managing Director of MMI Shanghai Co., Ltd.

### Factory automation is crucial for smart production

From an entire line to a single screw, automatic technology is widely used to improve quality and efficiency. As a leading manufacturer of automatic technology, Festo showcased its air-driven and electricity-driven technology that provides complete solutions to automatic improvements in Chinese factories.

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The international CNC leader FANUC brought its newly developed multi-function arm-like mini robot and smart fist robot. Universal Robots from Denmark showcased a 6-axis serial industrial robot, which is flexible, convenient, and easy to install and use.

James Taylor, General Manager at Universal Robots said, “It is a very good show. This show is a good platform for everybody to find new technologies and share ideas. That’s one of the reasons why we chose this show for the global debut of our new products. We will be back next year.”

### **Standard procedures are a necessary foundation for electronics assembly**

Standard manufacturing procedures concepts raised by Industry 4.0 require segmenting the production processes into small sections, each following a strict processing sequence being connected by a standard procedure, as well as high performance machines.

At the SMT Innovation Point and Demo Line at productronica China 2015, leading players in the SMT industry installed two assembly lines and gave live presentations of the standard assembly procedures and high-efficiency models. DEK and SIPLACE, two units of ASM, built a simulation line with REHM fitting for smartphones and automotive electronics production. Speedprint, together with Europlacer and ERSA, constructed another line that demonstrated the mounting processes in military and aerospace electronics.

Fanny Lee, Asia General Manager of Europlacer (Shanghai) Co., Ltd., commented that, “productronica China is a very good platform for Europlacer. I am particularly fond of the specially designed SMT Demo Area. It enables customers to see machines from different brands at the same location. Visitors also can see the entire production line and get to know what mounting is really



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like. This year we had very good results which we are very happy about. Next year we will certainly come again and support the SMT area.”

### **3D-MID explores a new way for parts modeling**

3D printing is now used creatively in electronics manufacturing. Through laser direct structuring, 3D-MID (moulded interconnect devices) integrates wires and graphics with electrical functions into injected plastic housing on PCBs. At productronica China 2015, the 3D-MID Commission, Federation of Shenzhen Industries teamed up with leading manufacturers including LPKF, MacDermid, MOLEX, SABIC and Sunshine and demonstrated the core processes in 3D-MID.

### **More than 1,000 insiders attended four new forums**

An array of forums was held at productronica China 2015, including the Electronics Manufacturing Automation Forum, International Wire Harness Advanced Manufacturing Innovation Forum, and face-to-face discussions with experts in the electronics manufacturing processes. These forums focused on important topics including automobile wire harnesses, green production, 3D SPI, micro and nano parts, transition controls, machine vision and sensors. Experts and senior technology managers shared their experiences with the audience and talked about the application of advanced technologies to inspire and share information for improving electronics manufacturing.

“There are a lot of very professional visitors at the trade show. We thank the organizer for their great work. Many academic conferences took place along with the exhibition. They are very useful to our customers. productronica China helps us to maintain our existing customers and explore new ones. We will come again next year with a larger booth,” said Xiaoxia He, Deputy General Manager, ShinMayawa (Shanghai) Trading Co., Ltd.



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In addition, the Electronics Manufacturing Technology Application Contest made its debut at productronica China 2015. Senior engineers and R&D elites from Benchmark Electronics, Eastcom, Peugeot-Citroen, Phoenix Contact, Speedy Tech and TDG-Tech competed on the solutions of electronics manufacturing processes, engineering and installation improvements; as well as the application of new equipment, materials and software, in order to find the best approach to increasing both efficiency and productivity of equipment and production lines, as well as the improvement of product quality and reliability.

The next productronica China is going to take place at the SNIEC from March 15 to 17, 2016.

#### **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 55.365 visitors and 1006 exhibitors participated in both events in 2015. The next exhibition takes place at the SNIEC from March 15–17, 2016. [www.productronica-china.com](http://www.productronica-china.com)

#### **productronica worldwide**

productronica worldwide 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 in over 100 countries, Messe München International has a worldwide business network. The Group also takes a pioneering role in regards to sustainability: It is the first trade-fair company to be awarded an energy-efficiency certification from the technical inspection authorities TÜV SÜD.

