



Shanghai, March 18, 2016
Final Report

productronica China 2016 shows the future prospects for innovative electronics manufacturing

After three trade fair days productronica China ended successfully on March 17, 2016. productronica China 2016 marked together with electronica China new records in the show scale in terms of exhibition area and number of exhibitors over the past editions. This year, 1,088 exhibitors from 31 countries and regions participated in the show with a total floor space of 62,000 square meters.

61,455 visitors (2015 visitors: 55,365) attended the show, a more than 11 per cent growth compared to the previous edition. 1,289 participants visited the five attractive forums, which were held during the show.

Thomas Löffler, Deputy Managing Director of Messe Muenchen Shanghai Co., Ltd. is very satisfied with the result of productronica 2016 and concluded: “The high number of visitors confirms that productronica China is the most important platform for the electronics manufacturing industry in the Asia-Pacific region.”

A glimpse into production process through dynamic demonstration

Surface Mount Technology (SMT) has been developed quickly and got wide applications in the electronics industry. The present market demands of electronic products feature multiplicity and variability, which intensify the competition among the manufacturing enterprises. The flexibility of surface mount production in electronic circuits, diversified system components, intelligent information integration system and rigorous quality assurance system become more important than before.

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At the SMT Innovation Point Demo Area of productronica China 2016, four production lines were built to unveil the complete production process of surface mount. Yamaha, together with Heller, installed the first line with their high-performance compact printer, high-efficiency modular and high-end hybrid optical inspection system and presented their solutions for the first time at a show. 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 BTU, constructed another line that demonstrated the mounting processes in military and aerospace electronics. Local leading players, including Desen, Faroad, KAIT Zhenhuaxing, also assembled the fourth line to show Chinese innovative capability in SMT industry.

Herbert Hofmann, Vice President of CRM and Managing Director of Greater China at ASM Assembly Systems Ltd. said, “productronica China provided us with a very good opportunity to exhibit our new products. Many of our customers visited this show and got a lot of information about automation and Industry 4.0 here.”

Morimoto Ryohei, Manager of Sales Group, Mounter Sales Division, Yamaha Motor IM (Suzhou) Co., Ltd. also commented: “Many VIP customers came to this show and we built many new contacts. We are sure to participate in productronica China next year.”

An interpretation of Industry 4.0 centres around innovations

Responding to the technological innovation trend and drawing inspiration from Germany’s “Industry 4.0” plan, China has proposed the “Made in China 2025” strategy to comprehensively upgrade China’s manufacturing industry. China’s production has historically been cost-efficient and labour-intensive. However, with salaries on the rise and advancements in local R&D efforts, China has a powerful growth of investment in building up industrial automation capabilities. Many leading companies from various segments exhibited their industrial automation products and solutions at productronica China 2016.

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The industry leading robot supplier NACHI made his first debut at productronica China with lightweight and compact robot arm MZ04, which provides wide range of options to satisfy all needs at a production worksite. More industry leaders, such as EPSON, FANUC, Universal Robots, etc. also presented their latest technologies and product solutions for smart production.

Xiaobing Liu, Deputy General Manager of Robot Business Center at NACHI (Shanghai) Co., Ltd. commented that, "This is the first time we took part in productronica China. Many clients visited our booth. We knew this event is important for the industry. That is why we came here and offered automation solutions to our customers at this show."

A bilateral platform fosters collaborations and interactions

In the era of Internet of Things (IoT), the demand for various sensors to collect big data is strongly increasing: The Trillion Sensors Society is coming. Flexible, printable and wearable electronics, so far rather uncommon terms in the electronics community, are becoming highly interesting topics. The electronics manufacturing sectors and marketplaces bring the focus on new technologies.

Supported by OE-A (Organic and Printed Electronics Association), SINANO and IAPE, the Sino-Europe Flexible and Printed Electronics Forum was successfully organized in 2016 with a fruitful result for introducing European advanced technologies and experiences to the Chinese market and explore opportunities of further cooperation in the future.

In addition, a series of side events were held at productronica China 2016, 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, as well as Electronics Manufacturing Technology Application Contest. Senior experts and end

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users from different sectors were invited to give views and share experiences on the new technology applications and process improvements.

The next productronica China will be held in Shanghai from March 14 to 16, 2017.

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 61,455 visitors and 1,088 exhibitors participated in both events in 2016. The next exhibition takes place at the SNIEC from March 14–16, 2017. 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

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