



Shanghai, February 17, 2017
Press Release

productronica China 2017 thrives in intelligent manufacturing and innovative solutions

Corinna Feicht
Tel. +49 89 949-21477
Fax +49 89 949-9721477
corinna.feicht@messe-muenchen.de

productronica China 2017 will officially take place at the Shanghai New International Expo Center from March 14-16, 2017. Together with electronica China 2017, the show is expecting nearly 1,200 companies from 17 countries and regions on a record-breaking exhibition area of 69,000 square meters, featuring a full spectrum of exhibits on the intelligent manufacturing, innovative products and smart solutions.

More frequent use of robots secures a more competitive production

Responding to the “Made in China 2025” governmental strategy, China is witnessing a strong growth in robot industry. An increasing number of exhibitors from robotics and automation industry will showcase their solutions for the electronics manufacturing industry. Leading robot companies like ABB, FANUC, Festo, Nachi, Universal Robots are, among others, providing creative solutions to the electronics manufacturing automation, which will help local companies to upgrade production lines, improve manufacturing processes, and enhance productivity.

Live demonstration of SMT production lines for various application needs

As a highlight of productronica China 2017, four production lines at the SMT Innovation Point Demo Area will be built this year to unveil the complete production process of surface mount for different application areas. DEK and SIPLACE, two units of ASM, will build a simulation line with REHM fitting for smartphones and automotive electronics production. Yamaha, together with Heller, will present their high-performance compact printer, high-efficiency modular and high-end hybrid optical inspection system as well as bring solutions

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



Press Release | February 9, 2017 | 2/3

for consumer electronics, security and protection system. Europlacer, together with Speedprint and BTU will offer a live demonstration of the mounting processes in military and aerospace electronics. In addition to the SMT top brands like Fuji, Juki and Panasonic, more companies from inspection industry as Yxlon, Saki, Omron will bring their latest AOI and X-Ray equipments.

Find solutions and inspirations through interactive conference

At productronica China 2017, rich forums and panel discussions will focus on the electronics manufacturing, SMT, automation, wire harness, printed electronics and adhesive application to push the electronics manufacturing industry forward. And the Electronics Manufacturing Technology Application Contest to be held along with the exhibition aims to provide opportunities of communication, inspiration, and ideas of technological and manufacturing upgrade in the electronics industry. Engineers and technicians from EMS companies are taking part to develop improved solutions for processing and engineering, first-pass yield and the production efficiency of equipment and lines. The solutions provided will be evaluated on site.

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. productronica China 2017 will take place at the Shanghai New International Expo Centre (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

Press Release | February 9, 2017 | 3/3

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