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Press Release

productronica China 2018 Makes Electronics Production Smarter

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“Smart Production” is the motto of productronica China 2018, the leading event for the electronics manufacturing industry in Asia. It features cutting-edge equipment and technologies for electronics production. Opening along with electronica China 2018, the twin shows expect more than 1,400 globally-operating companies on 80,000 square meters of exhibition area at the Shanghai New International Expo Center on March 14-16, 2018.

Robotics technology facilitates automated production

The intensive market competition stimulates electronics manufacturers to enhance their production efficiency constantly. Agile manufacturing, lean manufacturing and flexible manufacturing are the ultimate goals for electronics manufacturers. With the help of industrial robots, high precision, maximum flexibility and customized solutions are created on the production line. At productronica China 2018, ABB, FANUC, NACHI, FESTO, UNIVERSAL ROBOTS and other leading companies in the industry are going to exhibit their latest industrial multi-axis robots and automatic motion control technology, offering one-stop solutions for the industry.

SMT logistics and warehousing are going smart

In recent years, automation in production logistics has become an important measure for electronics manufacturers to improve efficiency and cut costs. At productronica China 2018, key exhibitors such as Europlacer and Mycronic are going to exhibit their advanced SMT equipment as well as the SMD component warehouses for the MES (Manufacturing Execution System). Together, they will

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provide the smart PMC (Product Material Control) solutions for electronics manufacturers.

Rapid growth of automotive electronics provides opportunities for the wiring harness industry

The automobile industry is also evolving. The new energy vehicles and autonomous cars are the next growth point for the industry, which will create huge benefits for the wiring harness industry. The market demands for high-voltage wires, sensor wires and HSDs are growing rapidly. In addition, achieving high precision and high speed is creating great challenges. productronica China 2018 will feature wiring harness solutions from leading companies such as KOMAX and Schleuniger customized for Chinese customers.

Knowledge transfer through live demos and technical conferences

A series of technical conferences and live demos will again be held at productronica China 2018. The SMT Innovation Point and Demo Line will not only present entire SMT lines, but also smart solutions for electronic assembly. ASYS, BTU, Europlacer, Omron and others are going to exhibit the complete range of equipment and technology. The live demos will display the coordinated production process assisted by IT technology and smart warehouses, smart SMT lines, intelligent logistics robots and smart working stations.

Moreover, a series of technical forums – the China Electronics Manufacturing Innovation Forum, the Flexible & Printed Electronics Forum, the International Adhesive Technology Innovation Forum and the International Wire Harness Advanced Manufacturing Innovation Forum – will gather senior experts and enterprise representatives to share their best practice cases and discuss the trends and opportunities in the electronics manufacturing industry.

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About productronica China

productronica China is the leading trade fair 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 68,215 visitors and 1,230 exhibitors participated in both events in 2017. productronica China 2018 will take place at the Shanghai New International Expo Center (SNIEC) on March 14–16, 2018. 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