



Messe München

Connecting Global Competence

FACTSHEET.

INFORMATION FOR EXHIBITORS/2020



Accelerating Innovation

Strategic Partner



productronica China 2020

International Trade Fair for Electronics
Development and Production.

March 18-20, 2020, Shanghai New International Expo Centre

productronica-china.com

productronica China 2020

Date:

March 18-20, 2020

Venue:

Shanghai New International Expo Centre (SNIEC)

Parallel event:

electronica China 2020

2019 Key figures*

Number of visitors



Number of exhibitors



Exhibition space: 90,000 sqm

Pavilions: Germany, Taiwan, China

* Figures include numbers of electronica China and productronica China.

Accelerating Innovation

Kick-off event of the electronics manufacturing industry in Asia: smart manufacturing Chain

Every March, productronica China as the grand kick-off event for the electronics manufacturing industry exhibits innovative intelligent manufacturing solutions in the entire industry chain, ranging from surface mounting, robots, electronics manufacturing automation, motion control, wire harness processing, dispensing and soldering, chemical materials, electronics manufacturing services and system packaging technology.

Ideal platform for cutting-edge products

As an important release platform of innovation electronic manufacturing technology, productronica China focuses on the innovative value transfer of outstanding products and technologies. It offers more marketing opportunities and support to innovative products, and actively promotes and accelerates innovation throughout the industry.

Meet the global players and decision-makers

More and more senior decision makers regard productronica China as one of the most important industry events. Every March, they gather in Shanghai to learn about innovative technology and future trends. Therefore, at productronica China, exhibitors will have more opportunities to meet and discuss with top decision makers to create business opportunities.

Find potential customers and benefit from the network

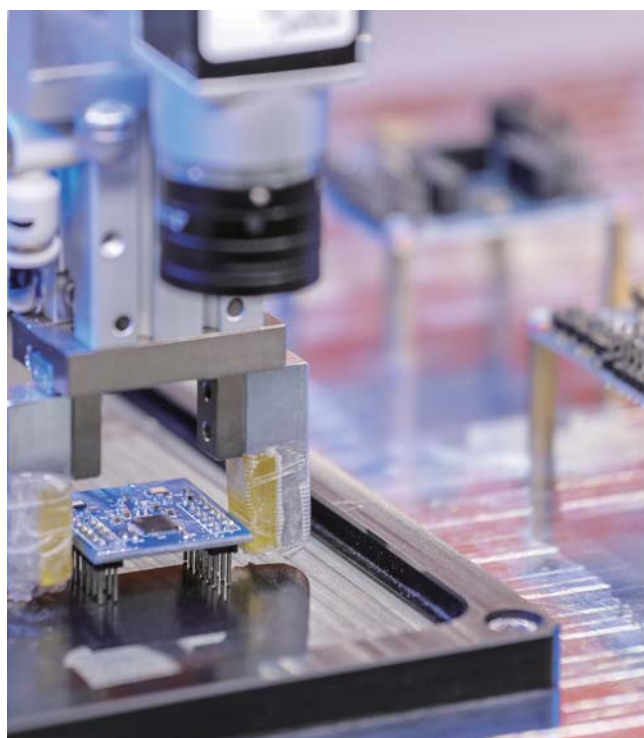
Along with electronica China, the scale of the event is expected to exceed 100,000 square meters while the number of visitors around the world is estimated to exceed 100,000. The strong growth and huge synergies offer the exhibitors more market opportunities and business success.

Get expert insights through supporting programs

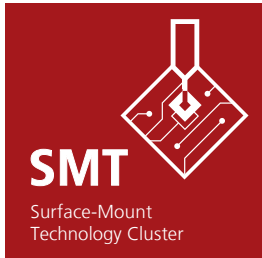
A series of industry forums, technical competitions and live demos will be held along with the exhibition. Focusing on industry trends, the supporting programs will invite industry leaders, technical experts and research scholars from the electronics manufacturing industry, application industries and scientific research institutes to share their profound knowledges and expertise for the future development.

Audience number of on-site forums and events

- 465 International Smart Manufacturing Ecosystem Summit 2019
- 472 China International SiP Forum
- 260 China Electronics Intelligent Manufacturing Equipment & Process Innovation Forum
- 360 China EMA Innovation Forum
- 200 International Forum on Flexible and Printed Electronics Industry
- 282 International Wire Harness Advanced Manufacturing Innovation Forum
- 321 International Adhesive Technology Innovation Forum
- 601 IPC CFX Conference



THE SIX ELEMENTS OF ELECTRONICS DEVELOPMENT AND PRODUCTION.



SMT cluster

Surface mount technology, test and measurement/quality assurance, product finishing, production logistics and material-flow technology



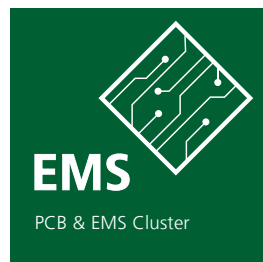
Electronic manufacturing automation cluster

Industrial robots, motion control, drive technology and other production subsystems



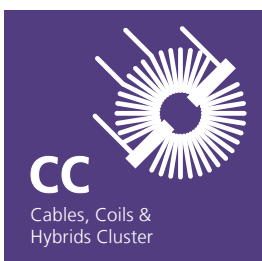
Soldering & dispensing cluster

Soldering, gluing, dispensing, coating equipment, and other soldering/joining technologies for PCBs



EMS cluster

Electronic manufacturing services (EMS)



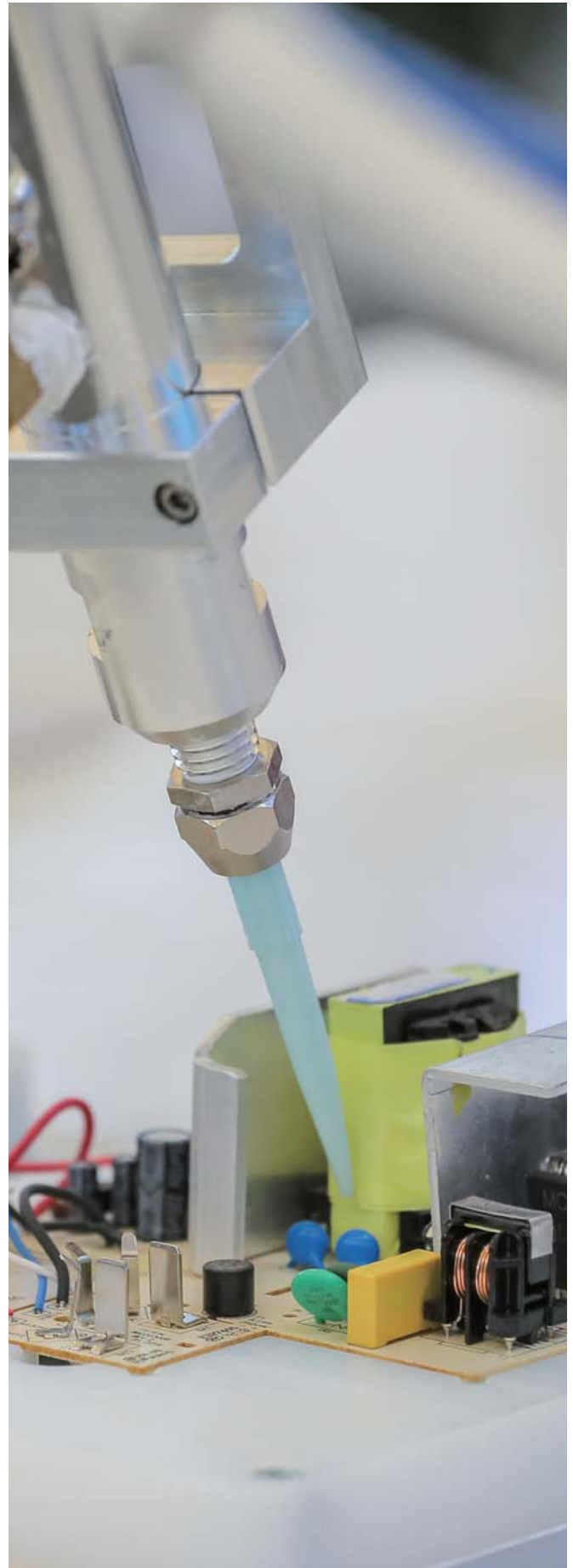
Cables, coils & hybrids cluster

Manufacturing technologies for cable and connectors, coilware production and hybrid component manufacturing



Future Markets Cluster

SIP, Flexibility and Printing Electronics, Digital Factory



SEGMENT HIGHLIGHTS.

SMT segment

Excerpt of exhibitors



Soldering tools segment

Excerpt of exhibitors



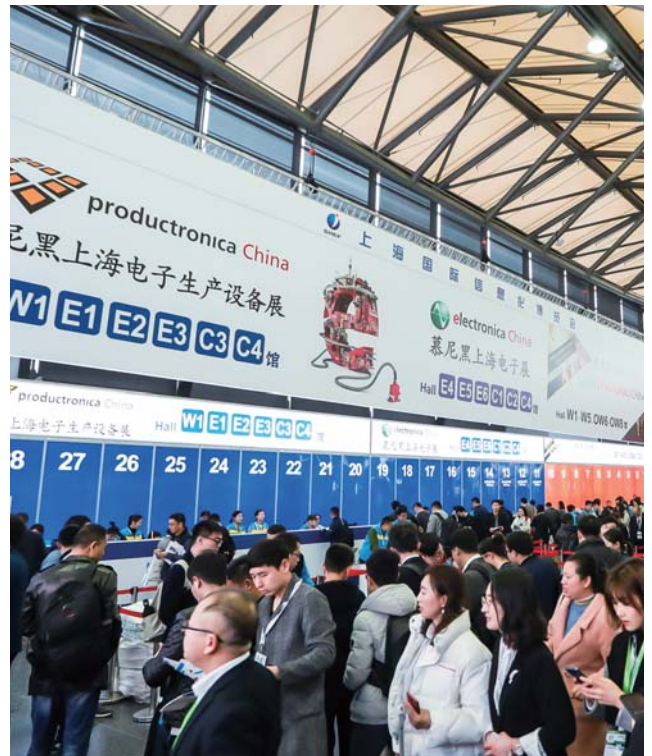
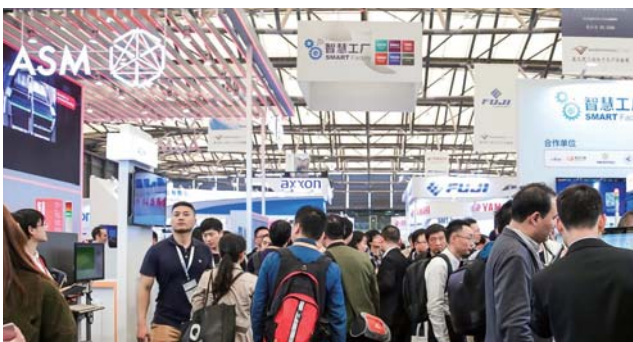
EMS segment

Excerpt of exhibitors



Electronic manufacturing automation segment

Excerpt of exhibitors



Motion control segment

Excerpt of exhibitors



Dispensing segment

Excerpt of exhibitors



Cable processing and connector manufacturing segment

Excerpt of exhibitors



Materials segment

Excerpt of exhibitors



HALL ASSIGNMENT 2020.



CO-LOCATED TRADE FAIRS.



electronica China is the leading trade show for electronic components, systems, applications and solutions in Asia. Growth of a decade has established electronica China a name for its high-end applications and technological innovations. A series of international innovation forums, addressing important application trends and growth markets, offer the electronic community in China the latest industry trends and solutions.

electronica-china.com



As Asia's largest trade show for lasers, optics and photonics, LASER World of PHOTONICS CHINA has always taken a leading role in the industry and showcased its entire spectrum in four categories: Laser Systems for Production Engineering, Lasers and Optoelectronics, Optics and Manufacturing Technology for Optics, Imaging and Optical Metrology. From fundamental research to industrial applications, LASER World of PHOTONICS CHINA dedicated itself to the development and innovation of all fields in the industry, providing you with the best platform for finding solutions in light.

world-of-photonics-china.com



productronica China | W1, E1, E2, E3, C1, C2, C3

- 1-10** Corporate Brand Halls
- E3** Cable Processing Manufacturing
- E3** Connector Manufacturing
- E3** Components Manufacturing
- E2&C1** SMT
- E2** SiP
- E1** Robots & Integrators
- E1** Intelligent Logistics
- E1** PLC
- E1** Softwares & Systems
- E1** Industrial Sensors
- E1&C1** Automation & Motion Control
- W1&C1** Dispensing
- W1&C1** Chemical Materials
- C2** EMS

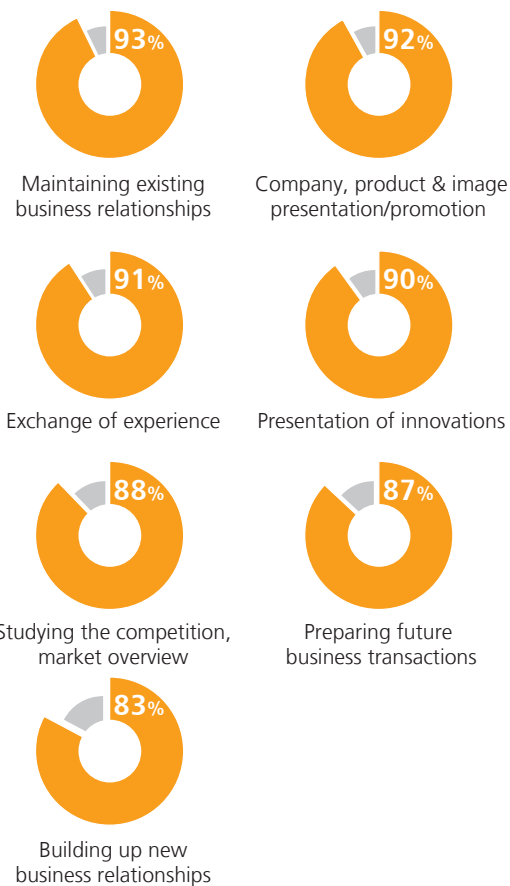


electronica China | E4, E5, E6, C2, C3, C4, C5

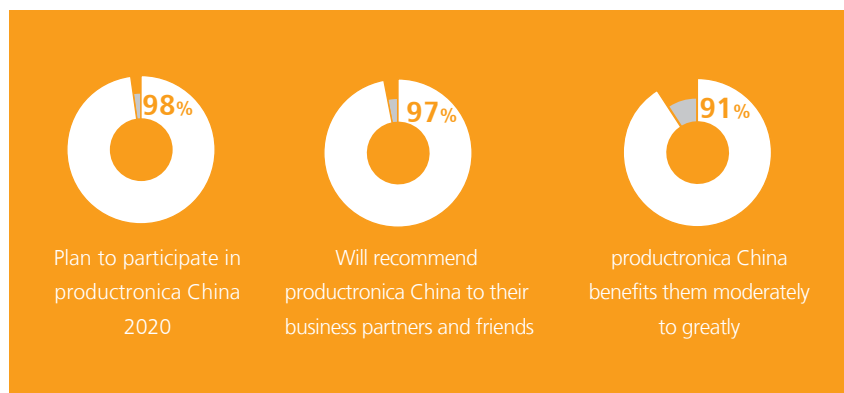
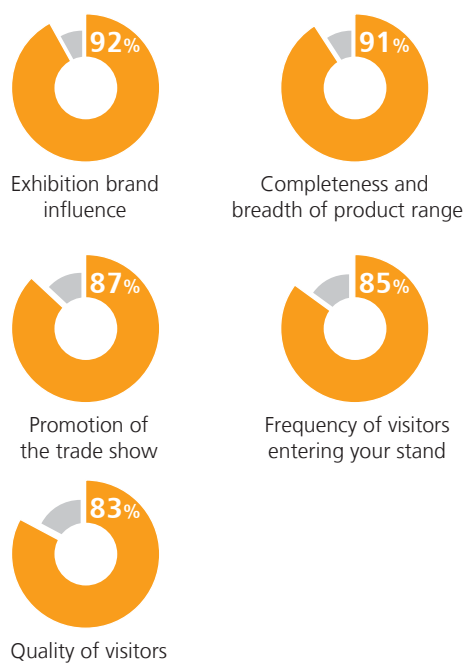
- 1-10** Corporate Brand Halls
- E4** Future Automobile Hi-Tech Park
- E5** Smart Factory Hi-Tech Park
- E6** IoT Hi-Tech Park
- E6 & C5** Switch & Interconnection Technology
- E5 & C4** Passive Components
- E5** Distributor
- E4 & C4** Semiconductors & IC
- E4** Power Supplies
- E4** Micronano Systems & Sensor Technology
- E4** Test & Measurement
- C2** PCB

EXHIBITOR SURVEY.

Assessment of business goals reached (from good to excellent)*



Signs of high satisfaction (gave a rating of good to excellent)*



* Source: exhibitor survey at productronica China 2019.

SATISFIED EXHIBITORS.



Jay Zhu, Product Marketing Manager, China, ASM Assembly Systems Ltd.

According to our analysis of past exhibitions, the visitor number of productronica China has maintained steady growth, especially that of the SMT industry. productronica China covers a wide range of products. There is not only equipment but also raw materials. It is also a very good platform for the visitors to find out about all the developments in the electronics manufacturing industry.



Jianwei Huang, Vice General Manager, Fuji Machine China Co., Ltd.

The exhibition is very crowded, and I am impressed by it. This is the biggest and most attended productronica China. During the three-day exhibition, many visitors made visit to or appointments with us, and the number of professional visitors is also increasing.



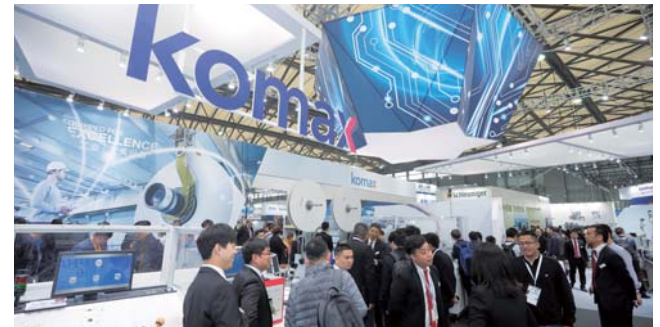
Andy Wang, Regional Sales Director, Rehm Thermal Systems GmbH

This is the fifth time Rehm has participated in productronica China. We think highly of it and I think productronica China is very comprehensive and professional. We have met many customers of automotive electronics. At the exhibition, we can connect with different industries and integrate technology from different industries to make progress together.



Joshua Eckel, Global Wireless Business Manager, Nordson EFD

productronica China is a really incredible show. Nordson participates every year. There are lots of opportunities to showcase products to so many customers. We are really looking forward to not only the rest of this show and coming again next year.



Victor Bao, Technical Manager, Universal Robots China

On the first day, we have received many visitors at our booth. Most of them are of high quality. They made special visit to our booth for in-depth and detailed consultation. Next year, Universal Robots will participate in the exhibition for sure.



Emil Hauch Jensen, VP of Sales, China, MiR Robots (Shanghai)Co., Ltd.

This is our first time to join the productronica China. We join because we saw that this is a major leading exhibition in our industry and a fast growing one. We see much profound understanding from customers about products and Industry 4.0. They made many professional demands. We also see customers being more mature and more knowledgeable about products. So, we are very happy so far with productronica China.



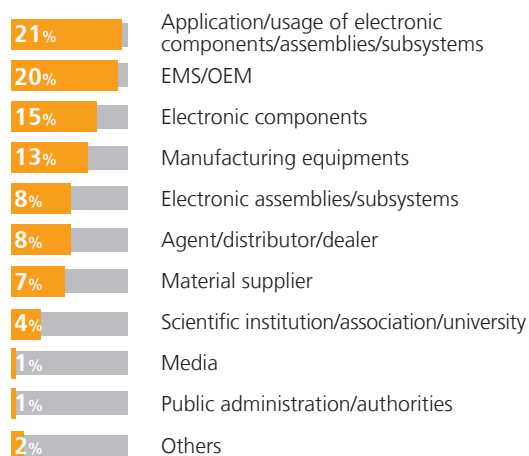
Tim Jutta, Managing Director China, Komax (Shanghai) Co., Ltd.

We have exhibited productronica China for 7 years. The visitor flow is high, and we have worldwide customers in this exhibition. I think productronica China is one of the most important trade shows in Asia.

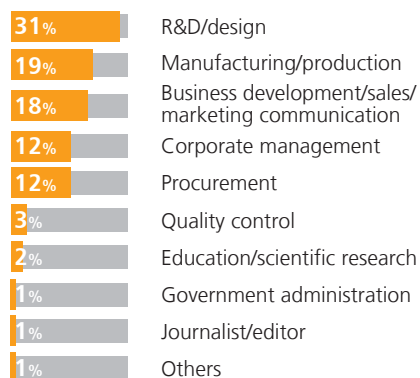


VISITOR SURVEY.

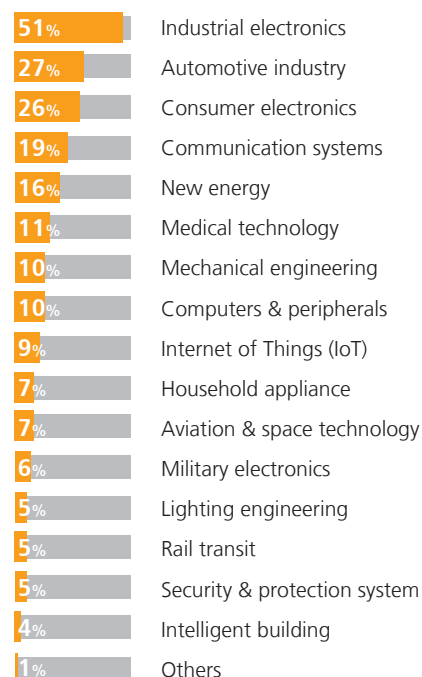
Visitor analysis (by type of business)*



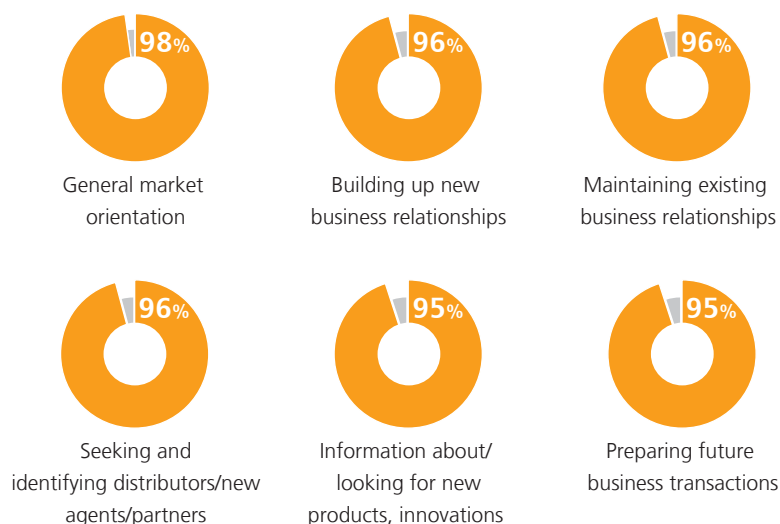
Visitor analysis (by job responsibility)*



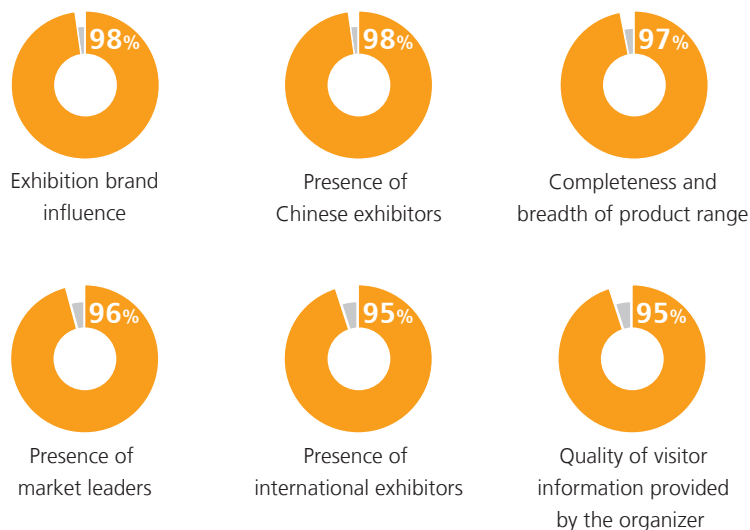
Visitor analysis (by type of industry)*



Assessment of business goals reached (from good to excellent)*



Signs of high satisfaction (gave a rating of good to excellent)*



* Source: visitor survey at productronica China 2019.

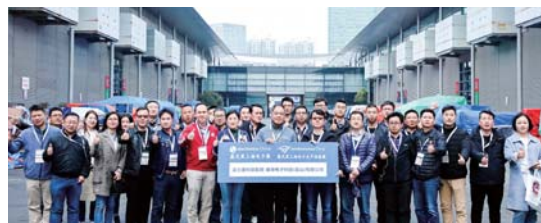
* Source: visitor survey at productronica China 2019.

BUYER GROUPS.

619 buyer groups with a total of
8,126 people from the electronics industry

Aptiv
Bozhou Liantao Electronics Co., Ltd.
Bosch Automotive Products Suzhou
BSH Bosch und Siemens Hausgeräte
GmbH
Pegatron Corp (Shanghai) Co., Ltd.
Changzhou Xingyu Automotive
Lighting System Co., Ltd.
Murata Manufacturing Co., Ltd.
Finisar Shanghai Inc.
Fiberhome Telecommunication
Technologies Co., Ltd.
Foxconn Interconnect Technology
Limited (FIT)
Foxconn Technology Group
Goertek Inc.
LITE-ON Technology Corporation
Guizhou Space Appliance Co., Ltd.
Harman Automotive Electronic Systems
(Suzhou) Co., Ltd.
Hangzhou Guangan Automobile
Electric Co., Ltd.
Holley Technology Ltd.
Hangzhou Silan Integrated Circuits
Co., Ltd.
Tospo lighting
Huawei Technologies Co., Ltd.
Universal Scientific Industrial
(Shanghai) Co., Ltd.
Furukawa Electric Co., Ltd.
BDStar Navigation Co., Ltd.
Jiangsu xin electronics Co., Ltd.
Jiangyin Sinbon Electronics Co., Ltd.
Jiangyin Changyi Group Co., Ltd.
Kingston Technology
CommScope
Lear Corporation.
Luxshare Precision Industry Co., Ltd.
METTLER TOLEDO
Compal Digital Technology (Kunshan)
Co., Ltd.
XIAMEN DNAKE INTELLIGENT
TECHNOLOGY CO., LTD.
Shanghai Fuyulong Auto Tech. Co., Ltd.
Cambridge Industries Group Ltd
Shanghai JinTing Automobile Harness
Co., Ltd.

Shanghai Mitsubishi Elevator Co., Ltd.
Shanghai Wanke Industrial Co., Ltd.
NIO NEXTEV LIMITED
SAIC General Motors Corporation Limited
Suzhou Inovance Technology Co., Ltd.
OPPLE Lighting Co., Ltd.
ZF Friedrichshafen AG
Celestica (Suzhou) Technology Co., Ltd.
Hella Electronics (Suzhou) Co., Ltd.
IMS Automotive Electronic System
Wuxi Tongbu Electronics Manufacturing
Co., Ltd.
Midea Group
Xi'an Railway Signal Co., Ltd.
New H3C Technologies Co., Ltd.
YANFENG ADIENT SEATING Co., Ltd.
Sungrow Power Supply Co., Ltd.
Inventec Corporation
AU Optronics (Suzhou) Corp.
Shenzhen Kaifa Technology Co., Ltd.
SELF Electronics Co., Ltd.
Zhejiang Chint Instrument & Meter
Co., Ltd.
CRRC Qingdao Sifang Rolling Stock
Research Institute Co., Ltd.
Delta Electronics (Wujiang) Co., Ltd.
CHINA NORTH VEHICLE RESEARCH
INSTITUTE
The Second Institute of China Electronics
Technology Group Corporation
The 38th Institute of China Electronics
Technology Group Corporation
8511 INSTITUTE OF CHINA AEROSPACE
SCIENCE AND INDUSTRY
CORPORATION LIMITED
Fujikura Ltd.
Zhuzhou CRRC Times Electric Co., Ltd.



SATISFIED VISITORS.



Mr. Ren, Merry Technologies (Suzhou) Co., Ltd.

This is our fourth visit to productronica China. We have a total of 31 colleagues present. Our focus is on industrial automation equipment and standard parts, industrial robots, lasers, CCD optics, glue and other related products. It is a great opportunity to get the latest industry information and future development direction, which is very helpful to Merry's new technology research and development. The exhibition organizers are generous and considerate. They have worked hard for our efficient visit. Thank you.

Mr. Wu, FIT-Foxconn Precision Technology Co., Ltd.

Thanks to the organizers for their hospitality every year. FIT-Foxconn has participated in productronica China for five consecutive years. Every year, we could see the progress of productronica China. This year, I attended several forums and met a lot of technical experts and like-minded friends from all over the world. It is a rare opportunity to meet and exchange experience face to face. Every time we could make a lot of progress at the exhibition. We appreciate the exhibition and look forward to coming back next year.

Mr. Wang, Kangzhun Electronic Technology (Kunshan) Co., Ltd.

This year, our department from the Kunshan Wusongjiang Park Section of Kangzhun organized a team of 38 people, 12 more than last year, to visit productronica China. Nearly the entire office and department heads are here. We thank the organizers for their thoughtful arrangements. We have met new friends here and seen new equipment and technologies at the exhibition.



Media partners

Press release on media websites: **2,200+** articles

Industry Media



Public Media



Social media

Official WeChat Account: **50,000+** followers
Page-views: **16,000+** person-time
Press release on media WeChat account: **120+** articles
Total page-views: **160,000+** person-time

Wechat



Exhibition cooperation wechat subscription

- 中国机器人网
- 机器人在线
- 线束中国
- SMT顶级人脉圈
- SMT电子智造技术百科
- SMT整线设备技术论坛
- SMT设备与工艺技术论坛
- 工控网
- 新亚洲控制工程
- EMC电子制造
- 智汇工业
- SMTJS资讯
- 伺服与运动控制



Industry activities

Annual industry promotion activities: **150+** events



eDM

Database: **6,680,000+** data
Frequency: 1-3 times/week



Live

Vphoto page-views: **140,000+** person-time
Live viewers on China Gongkong Network: **78,100** person-time



360°
CROSSMEDIA
MARKETING

GLOBAL ELECTRONICS NETWORK.

Started in Munich, further developed for the growing markets in China and India, Messe München and its subsidiaries abroad built a global electronics network for the entire industry with maximum quality and professionalism.

The electronics community meets every year at our global exhibition network to present the latest innovations and trends, tailor-made products for the local markets and concrete impetus and ideas for the future development of the industry.

Over 5,800 exhibitors and 200,000 visitors at **electronica** and **productronica** in Munich, China and India combined prove the fact: Our exhibition network provides maximum diversities and opportunities for your business.

An up-to-date list of addresses is available here:

productronica.com/representatives

Register now!
productronica-china.com



productronica China 2020 March 18-20, 2020

Opening hours:

Wednesday-Thursday, 9:00-17:00

Friday, 9:00-16:00



Follow us on Wechat

Contacts:

Messe Muenchen Shanghai Co., Ltd.

11F, PINGAN FORTUNE Tower,
1088 Yuanshen Road, Pudong New Area,
Shanghai, China

Project Management China

Chloe Qiu
Senior Project Manager
Tel: +86 21 2020 5522
chloe.qiu@mm-sh.com

Messe München GmbH

Add: Messegelände
81823 Munich
Germany

Project Management Germany

Tingting Lu
Senior Exhibition Manager
Tel: +49 89 949-20321
tingting.lu@messe-muenchen.de

Sales Germany

Oliver Bittl
Sales Manager
Tel: +49 89 949-20553
oliver.bittl@messe-muenchen.de

Dominik Eri
Sales Manager
Tel: +49 89 949-20556
dominik.eri@messe-muenchen.de