



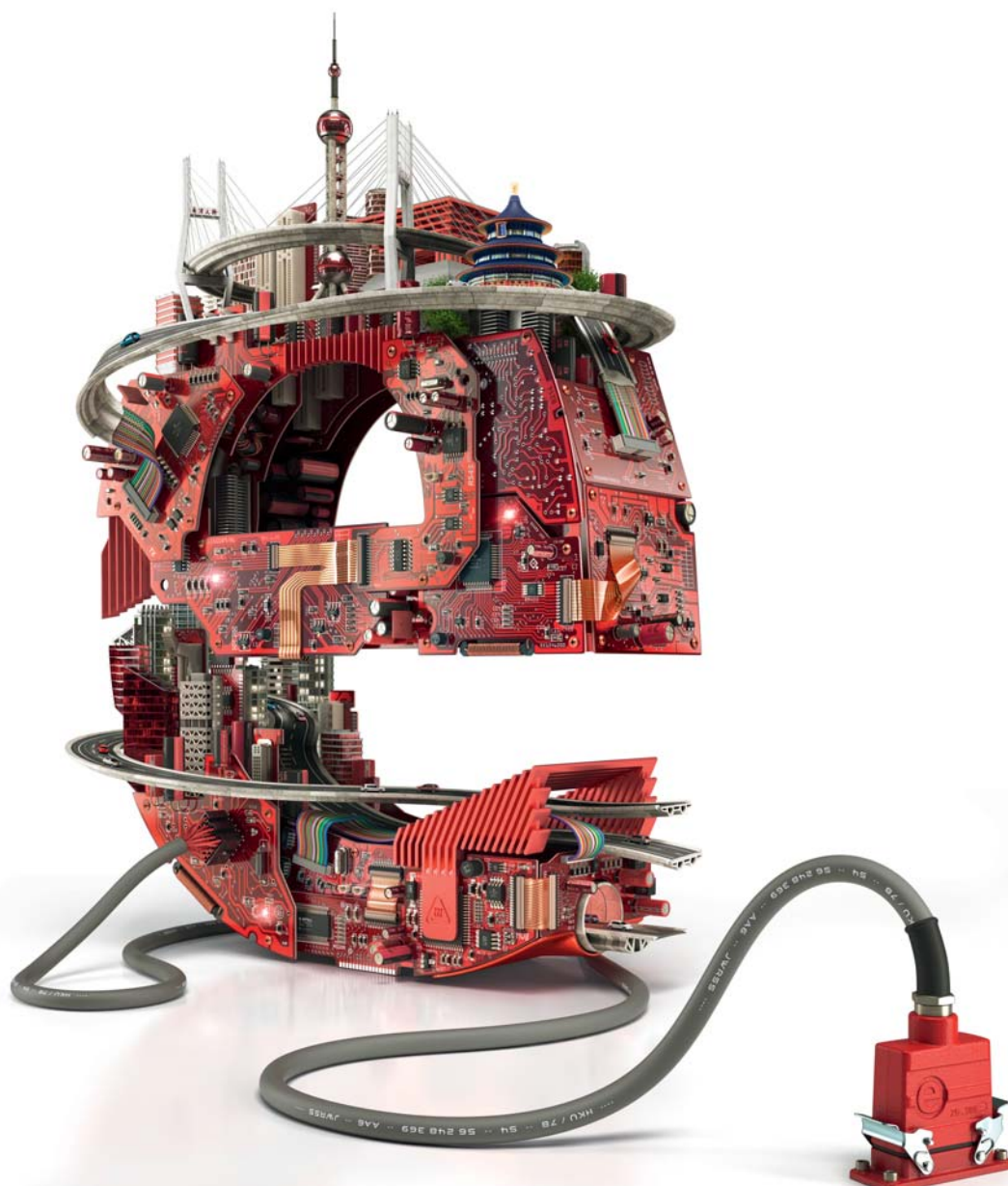
Messe München

Connecting Global Competence

Factsheet

Information for exhibitors 2021

Connecting everything - smart, safe & secure



April 14–16, 2021
Shanghai New International Expo Centre
electronica-china.com



electronica China 2021

International Trade Fair for Electronic Components,
Systems, Applications and Solutions



Planet e Connecting everything - smart, safe & secure

electronica China is the leading trade fair for the electronics industry in Asia. It is the industry's most important gathering and brings the future to the world, a place that stands out as best for business promotions and the latest trends in the electronics industry.

Planet e: for a successful future

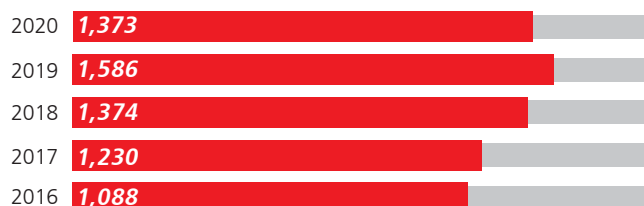
- Comprehensive range of products and services
- Leading business platform: high quality of buyers and decision-makers in upper management who are preparing for and conducting business transactions
- From components to systems, applications and services: everything here revolves around the world of electronics
- Technical forums with prominent speakers: topics covering automotive, power electronics, medical technology and connectors

Previous key figures*

Number of visitors



Number of exhibitors



Exhibitors: 1,373

Exhibition space: 90,000 sqm

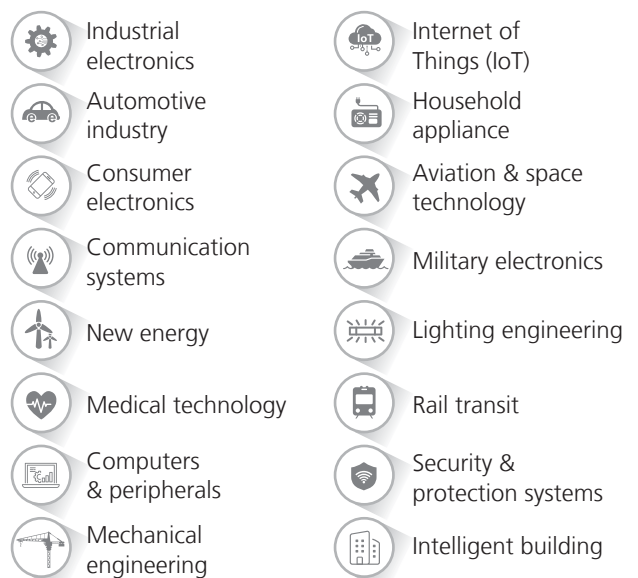
* Figures include numbers of electronica China and productronica China.

The entire electronics universe at one place

INTERDISCIPLINARY EXHIBITION THEMES

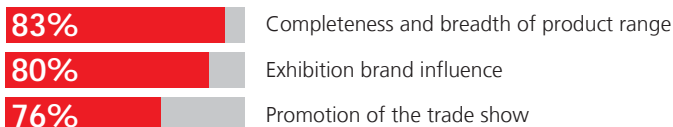
- Semiconductors
- Embedded systems
- Displays
- Sensor technology
- Test and measurement
- Electronic Design (ED/EDA)
- Passive components
- Information gathering and services
- Electromechanics/system peripherals (connectors, relays, switches, keyboards and casing technology)
- Power supplies
- PCBs, other circuit carriers and EMS
- Assemblies and subsystems
- Automotive
- Wireless
- Micronano systems (MEMS)

KEY INDUSTRIES

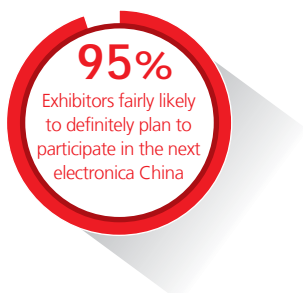
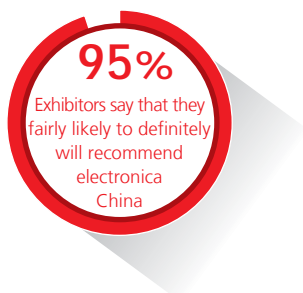


High evaluation and satisfaction

EXHIBITORS—OVERALL ASSESSMENT*



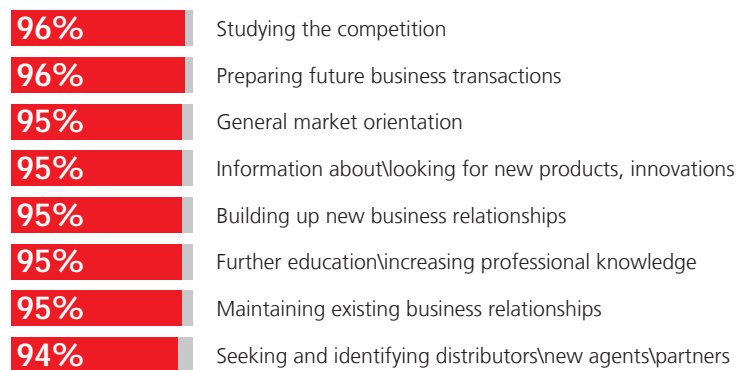
EXHIBITORS—BUSINESS GOALS REACHED*



VISITORS—OVERALL ASSESSMENT*



VISITORS—BUSINESS GOALS REACHED*



* Source: exhibitor and visitor survey at eelectronica China 2020

Satisfied exhibitors



If I were to describe **e**lectronica China in one word, it would be “professional”. I have attended **e**lectronica China for several times, and I have found that both the exhibitors and visitors are very professional. We will continue to exhibit at **e**lectronica China. And I hope there will be more people when the epidemic is over.

**Yichen Ying, Senior Engineer,
China Automobile Application Technology Department,
RENESAS ELECTRONICS (CHINA)**



I think **e**lectronica China 2020 is still very popular. Although the first half of this year has been seriously affected by the Covid-19 epidemic, but the number of visitors has not decreased, indicating that the exhibition is still very attractive. In fact, we can see that the visitors this year are a lot more professional. Next year, we will definitely continue to participate in **e**lectronica China. I hope that the visitors from the electronics industry will have a better harvest next year.

**Xiaofeng Zhu, Semiconductor and Sensor/Automotive Electronic
Product Manager, Bosch (China) Investment Co., Ltd.**



This is the first time Huawei participated in **e**lectronica China as an exhibitor, and it is quite beyond my expectations. The exhibition is very crowded. In one word, it is prosperous. I hope the epidemic would be gone at this time next year, so there will be more visitors and the exhibition will be more popular.

**Feng Zhang, Vice President/General Manager,
Digital Energy Line/Digital Energy Strategy and
Business Development, Huawei Technology Co., Ltd.**



Affected by the Covid-19 epidemic this year, although in China production has resumed, there are still places that are under tight control. But from what I saw in the exhibition hall, from both the exhibition as a whole and the booth of HIROSE Electric, there are still a lot of people, and we have received a lot of VIP customers, all high-quality enterprises in China. I have seen representatives from their procurement department and R & D department. Though due to the epidemic, overseas exhibitors could not come to the exhibition venue, but the Chinese companies are just as enthusiastic about the exhibition. It may also be that there was no other professional exhibition **e**lectronica China held in the first half of the year, so everyone is excited about such an opportunity to talk face to face.

**Peihao Cao, Marketing Supervisor (China),
HIROSE ELECTRIC (CHINA) CO., LTD.**



Rosenberger

In one word, **e**lectronica China is very “professional”. We have participated in **e**lectronica China since 2014. To us, it represents high-end exhibitions. It is one of the best choices we have made to exhibit at **e**lectronica China. We have also taken part in the supportive programs concerning automobile electronics products and technology every year, because they are very professional.

**Lei Ding, General Manager of Automotive Electronics
Division/ Vice President of Rosenberger (Asia Pacific),
Rosenberger Asia Pacific Electronics Co., Ltd.**



Personally, this is the first time I participate in **e**lectronica China. In this special time when the entire world is under tight travel restrictions due to the Covid-19 epidemic, it is amazing that we can have such a great exhibition that offers both offline and online for in-depth communication between industry professionals. We plan to increase our exhibition of Murata products and technology, e.g. the Murata robots and IoT solutions.

Toshihiro Kadowaki, Marketing Director, Murata

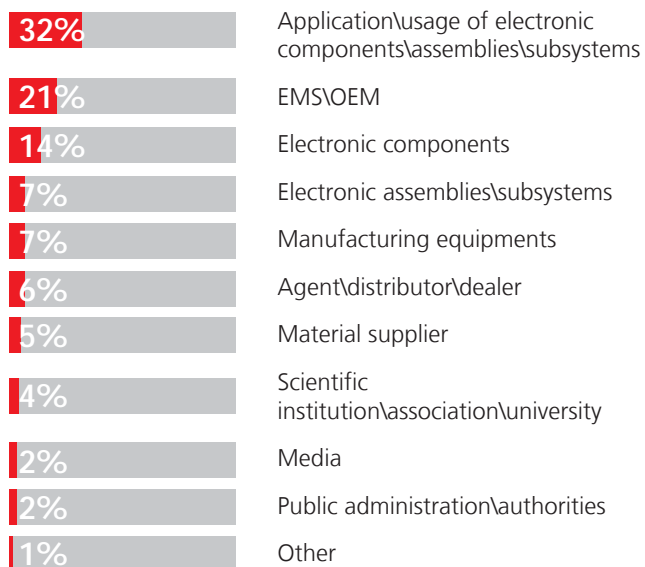


During the three-day **e**lectronica China 2020, we have gained a lot and achieved unexpected results. There are many exhibitors, and the exhibition range is very wide. I hope I will have the opportunity to participate in similar large-scale exhibitions again in the future.

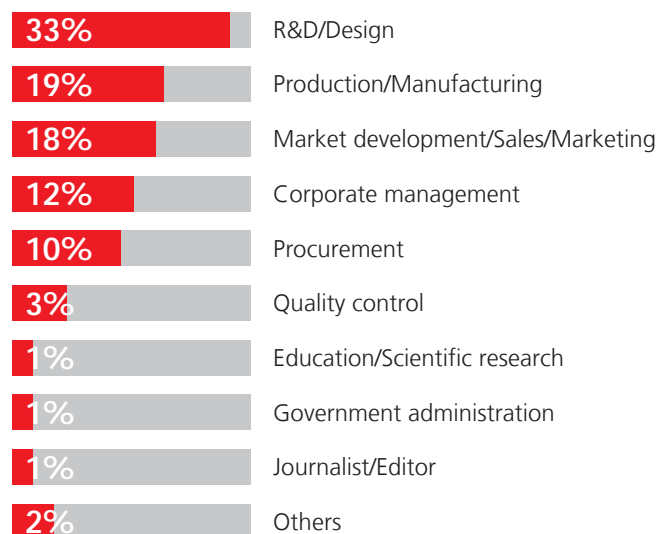
**Lie Chen, Product Specialist, Dharma Institute,
Alibaba Cloud Intelligent Business Group, Alibaba**

Planet e: A cosmos of diverse interests

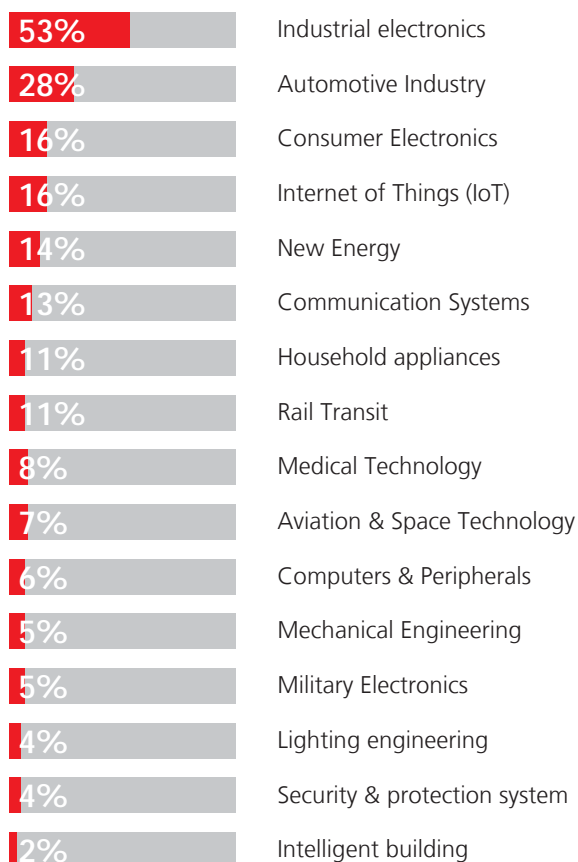
VISITOR ANALYSIS (BY TYPE OF BUSINESS)*



VISITOR ANALYSIS (BY JOB RESPONSIBILITY)*



VISITOR ANALYSIS (BY INDUSTRY-MULTIPLE CHOICES)*



* Source: visitor registration analysis at eElectronica China 2020

Satisfied Visitors



electronica China 2020 is held as scheduled. It is a very important platform for the promotion of new technologies and product upgrades. Chongqing Yanfeng is more concerned about the new ideas, innovations and programs emerging from electronica China. There are many exhibitors at electronica China 2020, and we have found many contacts for future cooperation, so we are thankful to the organizers. At the same time, the supporting forums shared information about cutting-edge technologies, including 5G technology and its applications. New concepts and new developments in different fields in the industry are also demonstrated, and we have learned a lot. Finally, I hope that electronica China will always grow and I look forward to its next opening.

**Binbin Lei, Chongqing Yanfeng
Adient Auto Parts System Co., Ltd.**

The Covid-19 epidemic has labeled 2020 as "unprecedented". All public activities are suspended, and 90% of the public transportation has been cancelled, making a huge impact on the exhibition industry. We have visited electronica China every year, and it is surprisingly pleasant when we learned that the exhibition will be held, as we expected it to be cancelled. And what's more, the size of the exhibition is the most surprising of all. The number of visitors waiting to be admitted into the venue is beyond imagination, and the quality of the booth and the number of exhibitors are absolutely beyond expectation. I thought that this year the exhibition would shrink a lot, but what I actually see proved that electronica China is very important and attractive to the industry. Thanks to the organizer for their hard work, our visit is very successful. I wish electronica China would be more successful next year!

**Yuran Zhao, Jiangsu Hengtong
New Energy Electric Technology Co., Ltd.**



The year 2020 is very special, so does electronica China 2020. Before I came, I had been hesitant and anxious about the exhibition results. When I am actually here, I can see that the organization is orderly and the exhibition is still popular as usual. The safety measures are great, and we can rest assured about our health. We group visitors received exquisite gifts. So I am very happy and will continue to organize a visitor group next year!

**Huajun Guan,
Huayu Vision Technology (Shanghai) Co., Ltd.**



electronica China 2020 is the first professional electronics exhibition held after the Covid-19 epidemic is controlled in China. It was originally believed that under the dual pressure of the epidemic and the trade war between China and the US, there would be an adverse impact on the electronics industry, but we can see that the exhibition space this year reaches 90,000 square meters, and the customers are still very active in both trade talks and technological discussion. The phenomenon in the halls gives us great confidence. In addition to the electronic products exhibited, 5 technology innovation forums are held at the same time to demonstrate cutting-edge technologies and applications, creating a one-stop, comprehensive product display and technology exchange platform. We are interested in the electronic connectors, stamping machines, and injection molding machines, and have collected information for our subsequent raw material and machine purchases.

Li Zhao, Suzhou Yihua Connector Co., Ltd.

Accompanying innovation forums



Automotive Day

New energy vehicles

- Analysis of new energy vehicle market trend and production capacity, as well as the customer acceptance of new energy technologies in different segments
- The technical development and manufacturing capacity of related electronic devices in China
- Fast charging/wireless charging technology and the respective markets in China
- Battery safety management technology
- Development and application of integrated bridge technology for electric vehicles

Intelligent Connected Car

- The development approaches of auto driving technology, breakthroughs and trends
- Innovations of automotive radar chips and components and their applications
- Lidar/millimeter wave radar solutions for autonomous driving, and their developmental stage in China
- The integration of autopilot sensor technology
- Current 5G technology and its applications in autonomous driving



International Electric Vehicle Innovation and Development Forum

- The new engine of logistics: intelligent auto driving
- 5G-based Internet-of-Vehicles technology empowers smart transportation
- HELLA: leading Internet of Vehicles solutions
- Findings and challenges: how Chinese 32-bit automotive-grade MCU drives future innovation
- Mobileye Technologies
- Quick cost reduction in the automotive electronics industry under the new situations
- Opportunities and challenges in the EV-oriented electronic and intelligent technologies
- Application of ST system in the main drive inverter of electric vehicles
- Development of electric vehicle architecture and the integration of intelligent technology
- Innovative solutions for high-voltage connectors
- Battery overheat management in new energy vehicles



China International Conference of Innovative Automotive Electronics Technology

- Artificial intelligence and auto driving
 - Automotive smart chips
 - Logic control chips
 - ADAS and environment perception in auto driving (visual camera, lidar, millimeter wave radar)
 - Multi-sensor and multi-source information integration
 - High-precision map and positioning
 - Human-machine interaction technology in intelligent connected automobile
- Internet of Vehicles Technology
 - Application of 5G technology in the Internet of Vehicles
 - V2X technology
 - Development of Vehicle network platform
- Auto-driving vehicle simulation and testing



International Embedded System Innovation Forum

- Artificial Intelligence: Embedded Vision, AIOT and its applications
- Internet of Things: IOT chips, operating systems, 5G and IoT security



International Power Electronics Innovation Forum

- Frontier power semiconductor and power supply technology - New materials, new devices and new applications
- Offshore wind power conversion and grid connection
- Intelligent motion control - Intelligent drive, intelligent power supply and robot



International Medical Electronics Innovation Forum

- Current status and trends of the medical electronics industry
- Wearable medical electronics and health IoT
- Medical AI and 5G



International Connector Innovation Forum

- Common technology shared by the connector industry chain
- Applications of reliability system engineering in the connector industry
- The civilian applications of military technology
- Innovative development of intelligent manufacturing technology in the connector industry (e.g. big data, artificial intelligence, intelligent production and assembly, intelligent online inspection, Internet technical services, intelligent logistics, etc.)
- Innovation of connector technology and its new applications (rail transit, new energy vehicles, 5G communications, public health, etc.)
- The opportunities and challenges brought by the 5G and smart technology to the connector industry



Global IoT Technology Innovation Summit

- Technology Development Trend of IoT Hotspot Market
- Trend in Bluetooth 5.1 Market Demand
- Trends in development Trend of Smart Home Gateway
- Pain Points and Development Challenges in the Smart Home Market
- Facial Recognition Deep Learning Algorithm Development
- Software Development Method of IoT System Independent of Platform and OS
- Bluetooth 5.0 Market Development Trend
- Smart Hotel/Smart Campus Solution
- IoT Video Identification Market Development Opportunities
- MacBee: China's Protocol Developed Specifically for the IoT Market
- Solutions for the Last 100 Meters of the Internet of Things
- LoRaWAN Latest Standards and Market Prospects
- Overseas Logistics and Three-table IoT Solution
- IoT Market in China: Staus-quo



Global IoT Technology Innovation Summit (Smart Home)

- Smart Home: Trends and Solutions
- Low Power WiFi Smart Home Solution
- Smart Home Complete Solution
- Huawei Smart Home Ecological Chain Expansion Plan
- Smart Home Demand Development Trends and Solutions
- Whole House Intelligent + Equipment Empowerment Solution

Innovation Hi-Tech Park



IoT Smart Hardware & Smart Factory Hi-Tech Park

electronica China launched the "IoT Smart Hardware & Smart Factory Hi-Tech Park" in cooperation with the Shanghai IoT Industry Association that features heavyweight IoT exhibitors from around the world to showcase the current IoT applications and development.

Excerpt of exhibitors

Imagination	瑞萨 RE. IDEAS FOR EVERY SPACE	晶华 SDIC Micro	RIGOL Possibilities and More	FLUKE
ThunderSoft 平科达	BMR 麦克泰技术	安森美半导体 ON Semiconductor	RT-Thread	大疆科技 DJI Moment
MXCHIP 芯智微	至数 MEDITEC	安森美半导体 ON Semiconductor	PEPPERL+FUCHS 德加福	VISHAY
FUDAN MICRO 复旦微电子集团	ABUP 艾拉比	BERRY	JHEA VENG	HUAYUAN
3节课 sanjieshe.cn	carota 科络达	RKS ROCKSENSOR	麦麦 专注智慧安防服务	Menu:iLife
PERFEC 派菲克·智慧家	PINCHIP	LiveBase	MicroPara	司羿智能 SIIYI INTELLIGENCE
ITS INTEGRATED TALENT SOLUTIONS	行云科技	TENTAC	W 智慧物联 Water IoT	Vonechain 旺链科技
致思科技	EIM	DALITEK 炬泰智能	FW 富源	BOOMA 博奥

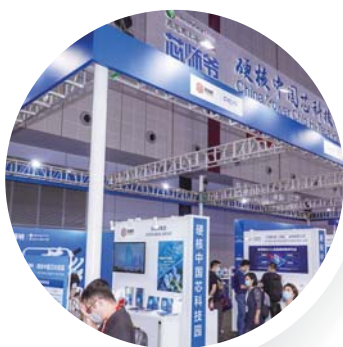


Smart Mobility Hi-Tech Park

It gathers well-known automobile manufacturers and cutting-edge technologies such as unmanned driving, intelligent vehicle networking, new energy vehicles and car body electronics, offering a wonderful automotive electronics feast to the industry.

Excerpt of exhibitors

HELLA	瑞萨 RE. IDEAS FOR EVERY SPACE	安森美半导体 ON Semiconductor	TRUNK 主线科技	JENNY
SDS	VTran Tech 微信科技	Heraeus	中科龙智 Sino Smart	Tektronix



China Power Hi-Tech Park

electronica China supports Chinese electronics companies with a "China Power Hi-Tech Park" that brings together outstanding Chinese electronics companies to exhibit their innovative products and technical solutions that signal the rise of Chinese technology power.

Excerpt of exhibitors

Silan 士兰微电子	紫光同创 PANGOMICRO	芯海科技	Geehy SEMICONDUCTOR	赛腾微电子 SINE MICROELECTRONICS
京微齐力 Hendrix Microelectronics	FREQCHIP 富芮坤	芯海科技 CHIPSEA	GXCAS 中科微谷	深福保集团 SHENFUBAO GROUP

* electronica China 2020

Hall assignment 2021



Under the umbrella of
electronica China

NEW LAUNCH

eAC **electronica Automotive China**

N3 Automotive Technologies and Solutions Hall
C4 eAC New Mobility Park

electronica Automotive China (eAC), a new affiliate brand of electronica China, will be held on April 14-16, 2021 at the Shanghai New International Expo Center under the roof of electronica China. Under the theme of "Driving Future Transportation", the exhibition is dedicated to advanced solutions. Through innovative exhibitions, supporting forums and salons, summit forums and other support programs, it will provide a professional exhibition of automotive electronics technology, systems and solutions, especially those concerning new energy vehicles, unmanned driving, and car networking.

Media partners

Press releases on media websites: 2,000+ articles

Industry media



Public media



Outdoor advertisement



Outdoor subway advertisement

Xinzhuan, Shanghai Swimming Center, Jinjiang Park, Hengshan Road, South Shaanxi Road, People's Square, Xinzha Road, Wenshui Road, Shanghai Railway Station, Hongqiao Railway Station, Century Avenue, Dongchang Road, Lujiacui, West Nanjing Road, Jing'an Temple, Jiangsu Road, Zhongshan Park, Jinshajiang Road, South Xizang Road, Dong'an Road, Zhaojiabang Road, Changshou Road, Xujiabui

Social media

Official WeChat account: 80,000+ followers

Page-views: 15,000+ person-time

Press release on media WeChat account: 100+ articles

Total page-views: 80,000+ person-time

WeChat



Exhibition cooperation WeChat subscription

- 硬件十万个为什么
- 射频百花潭
- 芯师爷
- 猎趣网
- 电子发烧友
- 电子产品世界
- Techsugar探索科技
- 微网
- 电子创新网
- 21IC电子网
- 变频器世界
- 电子技术应用
- 中电网
- 高速先生
- 电子变压器资讯
- IC交易网
- 半导体行业观察
- 新电子

Industry activities

Annual industry promotion activities: 150+ events



eDM

Database: 8,000,000+ data

Frequency: 1-3 times/week



Live

Vphoto page-views: 90,000+ person-time

Live viewers on www.elecfans.com: 120,000+ person-time



*media reports of electronica China 2020

GERMANY. CHINA. INDIA.

Global Electronics Network



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