



Shanghai, March 16, 2018  
**Final report**

## **productronica China 2018: A New chapter for the “Smart Factory”**

- **1,374 exhibitors from 23 countries and regions with 77,765 professional visitors**
- **80,000 square-meter show area together with electronica China 2018**
- **SMT Innovation Point and Demo Line: industry leaders showcase a complete live ‘smart factory’**

Felix Kirschenbauer  
PR Manager  
Tel. +49 89 949-21472  
Fax +49 89 949-9721477  
felix.kirschenbauer  
@messe-muenchen.de

On March 16, 2018, productronica China 2018 closed after three successful days. Held along with electronica China 2018, productronica China recorded its highest figures ever in both exhibition space and exhibitor number. The exhibition covers 80,000 square meters, 16% more than last year. A total of 1,374 exhibitors (2017: 1,230) from 23 countries and regions and 77,765 visitors (2017: 68,215) participated in the exhibition, up 12% and 14% respectively.

Mr. Falk Senger, Managing Director of Messe München, speaks highly of productronica China 2018: “It has become the leading platform for the electronics manufacturing industry. You can meet Chinese customers here and share ideas about new equipment and technologies with them. The exhibitor and visitor numbers both had a record-breaking year.”

As information technology is increasingly improved and applied, the manufacturing industry is becoming more intelligent and connected. In response, productronica China 2018 gathered global innovations, concepts and technologies to help Chinese electronics manufacturers run “smart factories”, a transformation from traditional automatic processing to a connected and flexible system.

\* Figures include numbers of electronica China and productronica China.

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



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Mr. Tim Juta, Managing Director China, Komax (Shanghai) Co., Ltd. commented: “productronica China is particularly interesting for us, because we can see the whole wire processing industry in one spot and the show is always of high standard.”

### **Global technology customizes smart factory lines for the Chinese market**

In recent years, the Chinese government has approved a series of favorable policies to promote smart manufacturing aiming at upgrading traditional manufacturing technology. “Smart factory” will be the future of the manufacturing industry, while the electronics manufacturing industry has already made its first steps toward it.

Discussing “Smart Manufacturing in China”, Mr. Edwin Tan, CEO of Messe Muenchen Shanghai, said: “The new driving force behind the Chinese economy lies in the manufacturing industry, and the electronics industry is especially relying on advanced technology. At productronica China 2018, “Smart Manufacturing in China” accounts for half of the exhibits.” Many international brands have increased their production in China and are showcasing their latest technology and products at the exhibition to promote their competitiveness in China.

As a spotlight of productronica China 2018, the SMT Innovation Point and Demo Line this year not only exhibited entire SMT lines, but also offered complete smart electronics assembly solutions for the entire industry. productronica China collaborated with integrators Europlacer, Speedprint, BTU, Koh Young, and Omron China for the first time to display the entire production process chain from material storage to production lines. It also featured live demonstrations on MES and smart warehouse, smart SMT lines, intelligent logistic robots, smart workstations and its collaboration with workers. DEK and SIPLACE, two business units of ASM, collaborated with Rehm and Omron to exhibit assembly lines for smartphones and automotive electronics. Moreover, FUJI, YAMAHA, Panasonic, JUKI, Mycronic, Kurtz Erska, YXLON and other leading SMT players exhibited their flagship machines.

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Ms. Fanny Lee, General Manager (Asia Region), Europlacer (Shanghai) Co., Ltd. commented: “It is our fifth attendance at productronica China. Both the visitor number and quality have made steady progress. The SMT Innovation Point is very special.”

**Smart logistics and warehousing: a key step toward the “smart factory”**

Robots, smart logistics and warehousing, along with other automation technology, are helping the electronics manufacturing industry become more automatic and smart, a necessary step toward the “smart factory”.

productronica China 2018 provided one-stop solutions for the electronics manufacturing industry and shared the “smart factory” concept with visitors from the industry. Leading robotics and automation solution providers such as FANUC, KAWASAKI, NACHI, FESTO and UNIVERSAL ROBOTS represented one of the biggest automatic electronics manufacturing zones with their latest industrial robots and motion control technology.

Mr. Lei Zhou, Industry Segment Manager (Greater China Region), Electronic and Light Assembly Division, Festo (China) Ltd. said: “productronica China is very influential in this fast-growing industry. It brings us a lot of trend-setting information in the market. So it is worth attending.”

**New products reflect innovative “smart factory” technology**

Leading brands exhibited their latest products as premieres in the Chinese market at productronica China 2018. Wire harnessing giant Schleuniger launched new machines: CrimpCenter 36 SP and CrimpCenter 34 C. Europlacer made the 2018 debut of its automatic SMT storage equipment Lzeron 3. The renowned dispensing brand Nordson EFD brought its new Liquidyn® P-Jet SolderPlus® jetting system.

Mr. Jason Guo, EFD General Manager, Greater China, Nordson (China) Co., Ltd. commented: “productronica China is our first smart manufacturing-related

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exhibition this year. It is also the one with the most intelligent products. We have made contact with many important customers and partners at the exhibition. Wish productronica China will become a symbol of the Chinese electronics industry.”

### **High-quality technical forums feature leading experts and share knowledge**

A series of technical forums, competitions and live demonstrations were held along with the exhibition. Centering on “smart factory”, the China Electronics Manufacturing Innovation Forum invited leading experts and enterprises in electronics manufacturing and automation to give their ideas on solutions and technology that suit the industry and make their production more automatic and competitive. The International Adhesive Technology Innovation Forum, on the other hand, is one of the few technical conferences focusing on adhesives and dispensing equipment in China. The high-profile speakers and trend-setting topics attracted a huge audience. The International Wire Harness Advanced Manufacturing Innovation Forum focused on wire harnessing and smart inspection solutions for new energy vehicles. The Flexible & Printed Electronics Forum invited leading experts to introduce the latest findings in printed electronics. Meanwhile, the Electronics Manufacturing Competition featured several competing teams. Their solutions were evaluated on-site according to their advantages in processing, engineering, first pass rate, efficiency and production capability.

The next productronica China will take place in Shanghai on March 20-22, 2019.

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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 77,765 visitors and 1,374 exhibitors participated in both events in 2018. productronica China 2019 will take place at the Shanghai New International Expo Center (SNIEC) on March 20–22, 2019. [productronica-china.com](http://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](http://www.messe-muenchen.de)