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Final report

electronica China 2018 drives the next wave of innovation for electronics industry

- **1,374 exhibitors from 23 countries and regions with 77,765 professional visitors**
- **80,000 square-meter area together with productronica China 2018**
- **Automotive electronics with growing significance in the industry**

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electronica China 2018 achieved another record-breaking year. Together with productronica China 2018, the twin exhibitions have continued their success with strong growth: a total of 1,374 exhibitors from 23 countries and regions showed their products and services, up 12%; the exhibition space grew to 80,000 square meters, 16% more than last year. 77,765 visitors came to the exhibition, up 14% from last year.

Mr. Falk Senger, Managing Director of Messe München, speaks highly of electronica China 2018: “Since 2002, it has become the hub for creating business opportunities and stimulating development in China and the whole Asia-Pacific region. This is the place to be for meeting local customers, exchanging knowledge on new trends and sharing future technologies in the electronics industry.”

“The technological innovations are leading research and development in electronic components and systems. This year we see more smart electronic products at electronica China 2018. The successful development and application of these products have a strong influence on industrial technology and life quality.” Mr. Edwin Tan, CEO of Messe Muenchen Shanghai, commented.

* Figures include numbers of electronica China and productronica China.

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As technology develops, a new era is coming where everything can be connected via sensors. The application of smart information technology in consumption, communication, transportation, medical and healthcare, manufacturing and other fields brings revolutionary changes to our daily life. With the concept of “bring the future to the world”, electronica China 2018 presented cutting-edge electronic components and systems applied in connected vehicles, IoT, Industry 4.0, AI, 5G and consumer electronics.

Automotive Day 2018 interprets the future of automotive electronics

Automobile technology is evolving rapidly. The electronic components and systems used in modern vehicles have taken great leaps forward. To address this achievement, the conference program Automotive Day 2018 was held for the second time along with the exhibition and gained huge support from key automotive electronics enterprises, leading OEMs and automotive research institutes. More than 800 delegates attended the event this year. Technical experts from important market players – Bosch, STMicroelectronics, Qualcomm, SONY, Toshiba, micron, MITSUBISHI and Avnet – gave in-depth talks on the latest applications and trends of new energy vehicles, autonomous driving, connected vehicles and on-board electronics. Moreover, the “International EV Innovation Development Forum” and “China International Automotive Innovative Technology Conference” greatly expanded the topics of the “Automotive Day”. Leading automotive electronics enterprises including Micron, Renesas, Silicon Labs, Fujitsu and Rosenberg shared their solutions and successful cases in high-performance storage, induction motors, connectors, ADAS and LIDAR.

Mr. Edward Tsaur, Director of Marketing APAC, TE Connectivity commented: “We have invested a lot into our exhibition here. It shows how important it is to us. electronica China is very suitable for us to promote our brand in China. It offers a wide spectrum of products and services from the upstream to downstream areas. Such features are very important to us.”

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Create a connected world with IoT

Today, the traditional industries are undergoing a considerable transformation thanks to Internet of Things. IoT is estimated to generate more than 1,000 billion dollars in transactions around the globe in the next decade. Consequently, electronic components and systems are playing a key role in the development of IoT technology. At electronica China 2018, Bosch, RENESAS, ROHM, STMicroelectronics, and other leading brands exhibited advanced chips, sensors and embedded systems for IoT. The “International Embedded Systems Innovation Forum” and “Sensors and IoT Innovation Applications Seminar” focused on the applications in retail trade as well as automotive and industrial fields to explore new territory for IoT technology.

Mr. Danny Tan, General Manager, Storage & Device Solution Marketing Division, TOSHIBA Electronics (China) Co., Ltd. said: “Through many years of collaboration between the organizers and exhibitors, electronica China has made significant progresses in its influence, visitor quality and number. I think it is very helpful to our product promotion, especially in the Chinese market.”

Learn more about interactive AI systems

Artificial Intelligence continues to be a hot topic in 2018. From virtual dashboard and voice recognition to gesture and facial recognition, leading exhibitors presented their latest chips, MEMS and sensor products as well as technologies at electronica China 2018.

Mr. Hany Han, Marketing Manager, DS International Group Co., Ltd. is happy about the results of their participation: “electronica China provides a great platform for leaders in the electronics industry to meet and exchange ideas. Many of our customers have become exhibitors this year. And a lot of the visitors are decision-makers, such as general managers or technical directors. The atmosphere in the halls is very good.”

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Share the prospects of industry development through forums

A series of supporting programs is held along with the exhibition, including “International Power Electronics Innovation Forum”, “International Medical Electronics Innovation Forum”, and “International Connector Innovation Forum”.

Leading experts, enterprise representatives, suppliers and technical service providers shared their ideas on the development of smart grid, wearable devices, medical electronics and 5G technologies.

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

About electronica China

electronica China is the leading trade fair for electronic components, systems and applications in China. The fair is one of the most important industry gatherings for the electronics industry in Asia, and it takes place each year in Shanghai at the same time as productronica China. A total of 77,765 visitors and 1,374 exhibitors participated in both events in 2018. The next exhibition will take place at the SNIEC on March 20–22, 2019. electronica-china.com

electronica worldwide

electronica China is part of Messe München network of trade fairs for the electronics industry. That network also includes the leading international trade fairs electronica and productronica in Munich, electronica India as well as productronica China, productronica 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