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## Press Release

# electronica China announces three major upgrades on its 20<sup>th</sup> anniversary

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- **New Dates, Double Space**
- **Debut of 2021 China International Exhibition and Congress for Automotive Electronics, Systems and Solutions (eAC)**
- **More Vertical Connections for a “Model T” Exhibition**

electronica China, an important trade fair of Messe München, has taken its root in the Chinese electronics industry for nearly 20 years since its entry into this country in 2002. With its strong brand influence and highly professional exhibition services, electronica China has established its reputation and is now the flagship platform of the Chinese electronics industry, increasingly favored by exhibitors and visitors. In recent years, with the rapid development of information technologies, Chinese electronics industry has entered a stage of rapid growth. New technologies and new applications have been continuously integrated and upgraded for the accelerated development of the industry. To create a higher quality, diversified and forward-looking professional platform for the visitors as well as the industry, electronica China will start a new journey at its 20<sup>th</sup> anniversary. Messe München Shanghai officially announced today that electronica China will move to a new date in 2021. The show will take place from April 14-16, 2021, at the Shanghai International Expo Centre (SNIEC). Another Messe München trade fair, productronica China will observe its original schedule and be held in March 17-19, 2021 at SNIEC.

"Thanks to the rapid development of the Chinese electronics market and the strong support from the exhibitors, electronica China, with its brand appeal and reputation, has become an important platform for technology exchange, product exhibition, and business development in the Asian electronics market. We have every reason to believe that electronica China will continue to grow in the next

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20 years and stay as a strong partner of the Chinese electronics industry”, says Falk Senger, Managing Director of Messe München.

### **New Dates, Double Space**

As its opening dates changed, more hall space will be available to the exhibitors of electronica China, thus offering an effective solution to the space shortage problem faced since 2019 show. This will also leave enough space for the expansion of new segments that reflect the new developments and trends of the industry. In addition, under the new strategy, there will be more high-quality professional visitors expected. Outdoor exhibition area will also be set for the first time. Visitors will have the opportunity to experience smart life, smart factory and smart travel in the future city.

### **Debut of 2021 China International Exhibition and Congress for Automotive Electronics, Systems and Solutions (eAC)**

In the past 20 years, China's automotive market has gone through a series of stages: explosive growth, a temporary slowdown, rapid growth, and gradual development. Since 2020, the market has once again stood at a crossroad and encountered many difficulties and uncertainties. However, opportunities always coexist with challenges, and at the moments of crisis, the chance to clear the fog and forecast the future needs of the market will also increase. China International Exhibition and Congress for Automotive Electronics, Systems and Solutions (eAC), a new exhibition platform of Messe München, was born at just such a critical period under the expectations of the industry. Based on the advantages of electronica China, eAC features solutions through innovative exhibition forms, supporting forums and summits. With the theme of Driving Future Mobility, eAC will build a leading professional technology platform in the field of automotive electronics, systems and solutions covering new energy vehicles, intelligent network, driverless vehicles and smart travel.

### **More Vertical Connections for a “Model T” Exhibition**

In addition to the expansion of exhibit range, electronica China will feature more solutions for application fields along the vertical industrial links. Instead of a simple venue of product exhibition, electronica China will build a platform that spans the upstream and downstream of the industry, from product design to

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applications implementation. The Smart Mobility Hi-Tech Park and Smart Factory Hi-Tech Park launched in 2019, as well as the IoT Hi-Tech Park in 2020 are examples of this successful application-oriented approach. They help exhibitors present their latest products, cutting-edge technologies and innovative solutions in more intuitive ways, and were well accepted by both the exhibitors and visitors. Other new trends such as 5G, smart life and smart medical will be considered in future to provide more options for exhibitors and visitors. These and other future topics like Internet of Things (IoT), 5G, artificial intelligence (AI), intelligent manufacturing, medical electronics or power electronics are also discussed by well-known experts and entrepreneurs in many forums.

For more information, visit [electronicachina.com](https://www.electronicachina.com).

#### **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 92,695 visitors and 1,586 exhibitors participated in both events in 2019. The next exhibition will take place at the National Exhibition and Convention Center (NECC) in Shanghai on July 3-5, 2020.

[electronicachina.com](https://www.electronicachina.com)

#### **electronica worldwide**

electronica China is part of Messe München's network of trade fairs for the electronics industry. That network also includes the leading international trade fairs electronica and productronica in Munich, electronica India, Smart Cards Expo, electronicAsia as well as productronica China, productronica South China, productronica India and LOPEC.

#### **Messe München**

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, more than 50,000 exhibitors and about three million visitors take part in more than 200 events at the exhibition center in Munich, the ICM - Internationales Congress Center München, the MOC Veranstaltungszentrum München, the Conference Center Nord as well as abroad. Together with its subsidiary companies, Messe München organizes trade fairs in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of affiliated companies in Europe, Asia, Africa and South America, and about 70 foreign representatives covering more than 100 countries, Messe München has a global presence. [www.messe-muenchen.de](https://www.messe-muenchen.de)