

July 7, Munich
Final report

Collective wisdom brings productronica China 2020 to a successful close

- **Major gathering of 1,373 exhibitors and 81,126 visitors**
- **Held alongside electronica China, covering a total area of 90,000 square meters**
- **The advancement of the electronics manufacturing industry chain is driven forward by market reopening and new infrastructure development**

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On July 5, 2020, the three-day productronica China 2020 drew to a successful close. In conjunction with electronica China 2020, productronica China 2020 attracted 1,373 exhibitors and 81,126 visitors, showcasing innovative solutions for electronics manufacturing across a total exhibition space of 90,000 square meters. The exhibition was extremely well attended and the exhibitors and visitors as enthusiastic as ever, signaling the recovery of the electronics manufacturing industry from the impact of the Covid-19 pandemic earlier this year.

Mr. Falk Senger, Managing Director of Messe München is very satisfied with the contribution of productronica China 2020 to the entire industry in the post-pandemic era: "Despite the current pandemic having hit the global electronics industry hard, China is and will continue to be of global importance to the advancement of technological development. productronica China 2020 is an important exhibition platform for electronics manufacturing industry in China. This year's exhibition has provided insights into the new direction of market development, as well as bringing renewed confidence and hope to the industry."

New infrastructure development in the post-pandemic era promotes new ideas in intelligent electronics manufacturing

With the accelerated application of 5G technology and the construction of EV charging stations, big data centers, artificial intelligence and industrial Internet, we have now arrived in an era of digital economy which is driven by digital information technology. Mr. Stephen Lu, Chief Operating Officer of Messe Muenchen Shanghai, shared his thoughts on how to promote the transformation and upgrade of smart manufacturing in order to revitalize the electronics industry: "In this extraordinary time, we needed a major event to serve as a barometer for the industry, and to pave the way for its revitalization. I am very pleased to say that productronica China has been just that. It successfully built a communication platform that sends a strong message that the industry is back in action."

Accelerated expansion of 5G technology paves a new path for electronics manufacturing

The further commercialization of 5G technology this year inevitably gives smart manufacturing technology even more room for growth. Thanks to the vigorous development of the 5G industry, the electronics manufacturing industry will also be able to start a new round of rapid growth. At productronica China 2020, leading SMT exhibitors, including Panasonic, Yamaha, REHM, Zestron,

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ETERNAL, TAKAYA, Scienscope, ELECTROLUBE and MACDERMID ALPHA, exhibited a wide range of innovative products and solutions.

Andy Wang, Regional Sales Director of REHM THERMAL SYSTEMS GmbH mentioned: "We participate in productronica China because it is very professional and offer us comprehensive supports and market services. We have always believed in the organizers, and we will continue to participate in 2021. "

New infrastructure development promotes the wire harness market for electronic vehicles

The further popularization of electric vehicles is set to trigger a new round of development in the automotive wire harness market. In view of the stringent requirements of electric vehicles on automotive wire harnesses, productronica China 2020 focused on high-voltage wire harness solutions that have been upgraded in terms of raw materials, production and product specifications. Many outstanding exhibitors launched their innovative products and solutions at the exhibition, including Komax, JAM, Schunk Sonosystems, Hiprecise and True Soltec.

Sean Rong, AP Sales Director of Komax (Shanghai) mentioned:

"In one word, I want to describe productronica China as "professional". It is exactly the professionalism of productronica China that attracted me to the exhibition."

Acceleration of the process of manufacturing intelligence facilitates smart factory

The flexible manufacturing of large-scale, diversified products in smart factories has gone from an abstract notion to a fully achievable goal. productronica China 2020 brought together many industrial automation companies, each of whom provided a range of new smart factory solutions for electronic manufacturing. Among them are excellent robot companies from China and abroad, such as Universal Robots, HIWIN, JAKA, ELITE, Aubo, IPLUS Mobot, STANDARD ROBOTS and Youibot. In addition, representatives of industrial sensor brands such as Pepperl+Fuchs, Autonics and Banner, as well as automation industry leaders such as B&R and Beckhoff, also demonstrated their high-end innovative technologies for the electronics manufacturing industry.

Guo Xuanyu, Branch Manager Flexible Manufacturing of B&R Industrial Automation (China) said: "What impressed me the most is that the visitor quality is very high. This is also the main reason for us to participate in productronica China. So overall we are very satisfied with productronica China 2020."

Smart terminals offer new opportunities for dispensing and chemical engineering

productronica China 2020 created a comprehensive platform for dispensing technology, bringing together leading brands like Henkel, H.B.Fuller, Wanhua Chemical, Wevo-Chemi, SCHEUGENPFLUG, Hoenle, Plasmatrete, Marco, DOPAG , and PVA. They presented the latest dispensing and adhesives technology and products that offer a wide range of innovative solutions to users in the 3C, automotive, semiconductor, 5G and other industries.

Eric Liu, Sales Manager of Atlas Copco Industrial Technique (Shanghai) referred: “Atlas Copco has been exhibiting for many years in a row at productronica China. Because of its professionalism, excellent service and strong influence, productronica China is obviously an important annual event of the electronics industry.”

Supporting program: Smart Manufacturing in Focus

A number of industry forums were held alongside productronica China 2020. At the ‘International Wire Harness Advanced Manufacturing Innovation Forum’, experts from Komax, Schleuniger, Rosenberg and others shared their views on automotive wire harness processing and digitalized wire harness processing, as well as other key topics. The ‘International Dispensing and Adhesive Technology Innovation Forum’ featured experts from Hoenle, Nordson and HOLS, who talked about dispensing and adhesive technology applications and solutions for different requirements. The very first ‘Smart Logistics Hardware Solutions Seminar’ was held, boasting a variety of innovative solutions from industry experts. As an unprecedented addition to the program, the 15th ‘EM Award’ Presentation Ceremony was held at productronica China. The award is given to suppliers who have made outstanding contributions to the development and innovation of the electronics manufacturing industry. The three days of productronica China 2020 were packed with exciting activities such as summit forums, technical seminars, and even hand-soldering competitions! The feedback from visitors to these eye-opening events has been overwhelmingly positive.

The electronics manufacturing industry, which endured a quiet spell during the first half of 2020, showed a strong recovery at productronica China as we enter the second half of the year. The exhibition saw businesses actively demonstrate their new products and highlights, share innovative technologies and solutions, and give a vital confidence boost to the development of the industry in the post-pandemic era. Although the pandemic has separated people, the exhibition of cutting-edge technologies and industry solutions brought them together – as it always has.

In 2021, electronica China and productronica China will be upgraded again and separated to be held in different time. The exhibition area will also be expanded. productronica China 2021 will observe its original schedule and will take place from March 17–19, 2021, at SNIEC in Shanghai. As in previous years, LASER World of PHOTONICS China, Vision China as well as Semicon China will be held in parallel.

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 81,126 visitors and 1,373 exhibitors participated in both events in 2020. productronica China 2021 will take place at the Shanghai New International Expo Center (SNIEC) on March 17–19, 2021. productronica-china.com

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, Smart Cards Expo, electronic Asia as well as electronica China, electronica South China, electronica India and LOPEC.

Messe München

Messe München is one of the world's leading exhibition organizers, 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 at a range of locations outside Germany. 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 strong global presence.

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