

April 15, Shanghai Final Report

Accelerating technology upgrade and powering intelligent manufacturing – productronica China 2023 successfully concludes.

- **822 exhibitors and 70,833 visitors gathered for the event of the year**
- **73,000 square meters expanded exhibition space**
- **Innovative solutions and popular applications in the intelligent manufacturing industry for electronics**

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productronica China 2023 successfully took place from April 13 to 15 at SNIEC again. With a total exhibition space of 73,000 square meters, the exhibition attracted 822 exhibitors, who showcased innovative products and solutions for electronics manufacturing to 70,833 visitors from 47 countries and regions. This April signaled a vibrant spring for the electronic intelligent manufacturing industry, as we saw increasing international business interaction, the recovery of the exhibition market, and the bustling crowds at productronica China during the past three days. Exhibitors and visitors could finally meet up again in person to talk about business opportunities and cooperation. Fruitful results were achieved.

Dr. Reinhard Pfeiffer, Chief Executive Officer of Messe München, recognized the contribution made by the productronica China to the entire industry in the post-pandemic era: *"As the leading event in the smart electronics manufacturing industry in Asia, productronica China not only creates an efficient business platform for manufacturers and buyers, but also showcases industry trends and cutting-edge technology. We are confident about a smart future and the recovery of global economy, in which our trade show plays a crucial role."*

Focusing on the digital transformation of intelligent manufacturing and enabling further growth of the digital economy in China

The Chinese market for intelligent manufacturing is entering a "period of accelerated growth". Digital transformation is the new theme for the industry, which aims to comprehensively enhance the quality and efficiency in each aspect of production and management.

Lu Wangbin, Chief Operating Officer of Messe Muenchen Shanghai Co., Ltd., added when talking about how the exhibition contribute to the intelligent manufacturing industry: *"The digital economy is the future. Seizing the opportunity of digital economy development and accelerating the integration of key digital technologies such as artificial intelligence, advanced manufacturing, and 5G in the electronics manufacturing industry are our major goals at present. I am very pleased to see that productronica China has successfully built a platform for enterprises to showcase products and innovative technologies, which further enables the growth of the digital economy."*

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Accelerating the upgrade of China's smart factories with connected and intelligent SMT applications

The new trend of consumer products requires diversification, small-batches production, fast iteration, as well as technology upgrade. Such trend has expanded to a lot of industries and market processes as intelligent manufacturing technology develops. From the perspective of future development, smart factory plays a decisive role in the future intelligent manufacturing industry. At productronica China 2023, well-known companies in various fields of the SMT industry, such as *FUJI, JUKI, E-Generation Elec., YAMAHA, Europlacer, Panasonic, YISHI Trading, MYCRONIC, KURTZ, Rehm Thermal, Zhuhai FACC, SMT Thermal, AST, Faroad, MPi, Quick, Axxon, Suneast, Anda, Desen, JBC, MacDermid Alpha, and Indium* displayed their full range of smart factory solutions to the Chinese electronics manufacturing industry in a scenario-based way and inspired professional visitors with innovative ideas.

In addition, *Europlacer, Kurtz Erska, Fulling Motor, Aofeng, Yushunli, and Shanmu Intelligent* also showcased their entire production lines at Hall N4 in the core exhibition area for smart factory, and produced the lucky mascot in the Year of the Rabbit on site. The visitors could experience live demonstration of the entire process of the production line.

Kirby Zhang, General Manager of State Business Sector of Europlacer (Shanghai) Co., Ltd. expressed: " productronica China is a professional display platform for the industry that spans the upstream and downstream of the industry: from materials and equipment to applications and solutions. It could shorten the distance between customers and suppliers, and at the same time promote the development of the industry."

Qinghui Jiang, Sales Department of East China and Inland Areas of Tokyo Juki International Trading (Shanghai) Co., Ltd. mentioned: " productronica China 2023 is very popular. Professionals in the industry gathered together to discuss technology and future development. Thanks to the organizer for the platform and strong supports. "

The wiring harness industry eyes on the new energy vehicle industry and discovers huge opportunities in the new field

Many countries worldwide have committed to achieving "carbon neutrality" by 2050 or 2060, and vehicle emissions are an important source of global greenhouse gases (about 10%), making new energy vehicles an important tool of emission reduction. At productronica China, many outstanding enterprises in the industry, such as *JAM, TE Connectivity, ShinMaywa, Schunk Sonosystems, Hiprecise, Bozhiwang, Lingjun, Airstorm, Hacnt, True Soltec, E-Plus, Harmontronics, LAZPIUR, Hongsheng, TELSONIC and J.M.K.* have gathered at the show and presented their new automated wiring harness processing equipment and technology. Their innovative solutions and strong technical support will help wiring harness customers achieve digitalized, intelligent, and flexible processing.

While increasing their production efficiency, these customers will win more development and business opportunities.

Simon Li, China Sales Manager of Tyco Electronics (Shanghai) Co., Ltd. said: "We could see many familiar brands and exhibitors in the exhibition every year, but it has never been a simple copy of the previous one. We will show products equipped with cutting-edge technologies to empower our customers. This platform can help us increase the stickiness of our users."

Automation technology is becoming more intelligent, and "robots+" is shaping the era of intelligent manufacturing

Currently, the robotics industry is booming and is greatly changing our production and lifestyle, injecting strong momentum into our economic and social development. By 2025, the density of robots in the manufacturing environment will double compared to 2020. productronica China 2023 brought together leading industrial automation enterprises, providing solutions for smart factory in electronics manufacturing. Besides traditional industrial robot and automation giants such as FANUC and ABB, collaboration robot exhibitors such as *AUBO, JAKA, ROKEA, FAIR, ELITE, Pt Robot, and Moying*, as well as intelligent warehousing providers such as *Passion and Welai Yate* were present. In addition, leading companies such as *HIWIN, Beckhoff, ADVANTECH, MOONS', WAGO, PEPPERL+FUCHS, Atlas Copco, Banner, CONTROLWAY and AirTAC* also showcased their high-end innovative technologies in the electronics manufacturing industry.

ABB Robotics in China mentioned: "At the exhibition, there are professional visitors from the upstream and downstream of the electronics manufacturing industry chain, even students of related majors and industry associations. The exhibition is very popular and influential."

The glue and chemical materials industrial revolution welcomes diversified applications and new "blue oceans"

The rapid adoption of emerging technologies such as 5G and AR/VR in the consumer electronics industry will bring a revolution in materials and manufacturing processes, creating more opportunities for adhesive and glue equipment suppliers. As a traditional connecting agent, adhesives are becoming more diverse and multifunctional in modern manufacturing industries. productronica China 2023 presented the most advanced adhesive technology by bringing together outstanding companies such as *Nordson EFD, Scheugenpflug, ViscoTec, Musashi, Marco, Plasmatrete, Panacol, HOLLS, Mingseal, GK-PRETECH, KONIG, Second Intelligent, THRAY Technology, SAN-EI Tech, Tensun, HHU, Henkel, Dow, H.B. Fuller, Shin-Etsu Silicone, Bodo Moeller Chemie, WEVO-CHEMIE, WEVO, INVENTEC, Zhijiang Advanced, Guibao, Hansi, Kangda New Materials, Wanhua Chemical, Bostik and ELKEM* for the electronics industry in application fields such as 3C, automotive, and medical electronics.

Grand debut of "Micro-assembly Science & Technology Area" empowered by 5G and AIoT

Deep learning and "AI + Big Data" are widely used in industrial testing. The Testing, Measurement, and Quality Assurance zone of productronica China 2023 brought together many leading enterprises, including *ITOCHU, ViTrox, Comet Yxlon, JUTZE, Scienscope International, DCT, ALeader Vision, Sanying Precision, Maker-Ray, UNICOMP, ELT, Zhenhuaxing, Smarteam, INSUN Intelligent, Blue Eye, BRADY, Ronyi, TOOLTEC and Danikor*. They showcased production line testing equipment and electronic assembly technology, e.g. SPI and AOI, which are crucial to the enhancement of production efficiency and product quality, and the achievement of flexible production.

The brand-new Micro-assembly Science & Technology Area enables market leaders like *Accuracy Intelligence, Accuracy Intelligence, Ultra Precise Intelligent, TORCH SMT, Xinhe, Aofeng Technology, and SaiKeSaiSi* to highlight the full range of equipment and solutions in the MicroLED/MiniLED display chips, mobile phone micro components, MEMS devices, RF devices, microwave devices, and hybrid circuits.

Industry leaders gathered in ten forums to jointly mapping the future of electronics intelligent manufacturing

During the exhibition, multiple industry forums were held, including the "Flexible and Printed Electronic Industry forward-looking Summit Forum" which assembled professors and experts from universities and well-known enterprises to share their analyses and views on the future development of printed electronics, flexible electronic printing technology and equipment, among other frontier topics. The "2023 New Energy Automobile Wire Harness Processing and Connection Technology Summit Forum" invited experts from Tyco, Leoni, Hiprecise, and BOZWANG to talk about current hot topics such as intelligent processing of wire harnesses and automation of high-voltage wire harnesses for new energy vehicles. The "SiP Packaging and Micro Assembly Industrial Innovation Upgrading and Industrial Integration Summit Forum" invited industry experts from Manz, OIP, CASMEIT, Sky Semiconductor, Taiyo Holdings and Honhor Semiconductor to share advanced packaging technology and processes. Also, the "New Energy Vehicle Technology and Lithium Battery Manufacturing Technology Forum" invited experts from ABB and KUKA, and the "the Smart Car Cockpit and Auto Electronics Manufacturing Summit Forum" gathered experts from Tongji University and SAIC Volkswagen to share innovative technologies and solutions in the field of new energy vehicles. The three days of intensive knowledge sharing received very positive feedback from the audiences.

productronica China 2023 has expanded again in terms of both space and trendy applications and technologies covering the entire industry chain. It enables the direct exchange for the electronics manufacturing industry and boosts business confidence and growth of the industry in the post-pandemic era.

International Trade Fair for Electronics
Development and Production

April 13 -15, 2023
Shanghai New International Expo Centre
productronica-china.com



The next productronica China will be held at the Shanghai New International Expo Center (SNIEC) from March 20 to 22, 2024.

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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 yearly in Shanghai productronica China 2024 will take place at the Shanghai New International Expo Center (SNIEC) from March 20 to 22, 2024.

productronica worldwide

In addition to productronica, Messe München organizes productronica China, productronica South China and productronica India. The network of electronics trade fairs also includes electronica in Munich, electronica China, electronica South China, electronica India, SmartCards Expo, electronicAsia 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, about 50,000 exhibitors and around 3 million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München, the Conference Center Nord and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade fairs in China, India, Brazil, Russia, Africa, Turkey and Vietnam. With a network of associated companies in Europe, Asia and South America, and with around 70 representatives abroad for more than 100 countries, Messe München has a truly global presence.