

Shenzhen, November 1, 2023
Final Report

Unwavering Commitment and Perseverance Leads to Successful Conclusion of electronica South China 2023

The member of LEAP Expo : electronica South China 2023 concluded successfully on November 1! The exhibition covered an area of **50,000** square meters, and gathered **548** high-quality exhibitors. More than **35,000** professional visitors were attracted to the exhibition along with productronica South China, LASER World of PHOTONICS SOUTH CHINA, VisionChina (ShenZhen). It focused on showcasing the latest technologies and applications in areas such as new energy vehicles, energy storage, data centers, smart cabins, smart homes, wearable medical devices, industrial applications, edge AI, and intelligent sensors, providing a professional and dynamic communication platform for electronic companies and industry professionals.

"This year marks the third edition of electronica South China, and we are thrilled to witness its steady growth in this region. We hope that the exhibition will continue to spark fresh ideas and insights for our peers in the industry and create new opportunities for South China to develop further its electronics sector. By harnessing the industry's collective energy and showcasing innovative products and cutting-edge technologies, we aim to actively explore and stimulate new application demands, providing value and empowerment for both visitors and exhibitors," said **Mr. Stephen Lu , Chief Operating Officer of Messe Muenchen Shanghai Co., Ltd.**

Creating a Microcosm of the Electronics Industry with Five Themes

Gathering high-quality companies such as STMicroelectronics, Dsilicon, CR Micro, Geehy, Jiejie Microelectronics, HestiaPower, Mornsun, Keysight, Lumberg, Degson, CJTcoon, Kinwong, Sihui Fuji, and Champion Asia, electronica South China 2023 was organized following five main themes: **smart vehicles, consumer electronics, power and new energy, the Internet of Things (IoT) and smart industries**. Through setting of special exhibition areas and diverse activities such as forums and matchmaking meetings, the event has facilitated in-depth discussions and collaborations within the electronics industry.

Smart Vehicles

The market for new energy vehicles (NEVs) continues to grow rapidly, signaling the start of the second phase of industry competition. As new requirements for NEVs arise within the industry, a range of technologies have emerged in response. Among them are lightweighting, solid-state batteries, 800V high-voltage platforms, and dual-motor series-parallel hybrid systems. These technologies are rapidly being adopted in the market, unlocking new potentials and possibilities for NEVs. To create a comprehensive platform for the development, exchange, and display of NEVs, electronica South China 2023 featured a series of concurrent forums, activities and exhibitions: **The 5th Hardcore Chip**

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Ecological Conference and The 2023 Automotive Chip Technology & Innovation Forum, The 24th Session of Intelligent Vehicle '100 Forum': Changes and Opportunities in the Auto Industry Chain Against the Competitive Landscape, International Automotive Electronics Conference, 2023 New Energy Vehicles Three Electric Technology Summit Forum, South China Automotive Electronics Procurement Matchmaking Meeting, and Car Lights Disassembly Show. Attended by quality automobile enterprises and technical service providers at home and abroad, these events have facilitated exchanges and discussions on how to promote technological innovation and elevate the industry, thus driving the high-quality development of the automotive sector.

Liu Huang, Microcontroller Marketing Manager of STMicroelectronics referred :“This year's electronica South China covers diverse sections, such as MCU, automotive IC, and power supply IC, providing comprehensive services to customers. It is an important industry exhibition, and we hope it can flourish even more. ”

IoT

The Internet of Things (IoT) provides a solid technological foundation for smart cities, enhancing urban perception capabilities to be more profound and intelligent. By enabling environmental perception, urban infrastructure perception, personal health perception, and intelligent transportation interactive perception, smart cities can achieve intelligent management in aspects such as municipal affairs, people's livelihoods, and industries. It can be said that smart cities are the ultimate goal of IoT, and IoT acts as a catalyst for their development. electronica South China 2023, in collaboration with electronic enthusiasts, hosted **the 10th IoT Conference**, bringing together industry experts to explore the endless possibilities of IoT. An **IoT Special Area** was set up to showcase the latest trends and technological applications of IoT through various high-quality exhibitors.

Wei Gao, Vice President and General Manager of R&D Center from Chengdu Novus Semiconductors Co., Ltd. mentioned: “electronica South China is an essential exhibition that we attend every year. It allows us to establish meaningful connections and we have gained valuable insights this year. I hope to see the trade show continuously improve each year, and we look forward to participating again.”

Smart Industries

Intelligent manufacturing plays a crucial role in the revival of the global industrial sector. It serves as a vital tool for building an intelligent and innovative manufacturing value chain, promoting the deep integration of informatization and industrialization to a higher level. With the rapid development of technologies such as 5G, AI, and IoT, intelligent manufacturing faces new challenges and opportunities. Notably, the industrial IoT supported by large-scale intelligent devices is driving the transformation and upgrading of

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the entire manufacturing industry. To date, it has been fully integrated into 45 major national economic categories, with 28 cross-industry and cross-domain platforms established, and a comprehensive identification and resolution system in place. The security technology service system is also improving. In this context, the **Industrial Digital Intelligence Technology Summit Forum** and other related activities were held during electronica South China 2023, enriching the visitors' fruitful experience while promoting further the development of intelligent industry.

Fang Leming, Product Manager of Ningbo DEGSON Electrical Co., Ltd. said: "electronica South China has attracted plenty of high-quality enterprises from various sectors and a large number of visitors. I think that the electronica South China provides a high-quality platform for displaying brands and discovering business opportunities. We are looking forward to next year's exhibition."

Consumer Electronics

As the Chinese economy has entered a new phase of recovery, the consumer electronics sector has also poised for a rebound. Many anticipate that consumer electronics will be one of the first sectors to benefit from this upturn. With the continued penetration of the new energy market and proactive domestic semiconductor investments in areas such as automotive and industrial control, the industry's commercialization process is expected to accelerate. The concurrent **International Embedded Systems Innovation Forum** and **The 10th IoT Conference** also involved pertinent topics in consumer electronics, providing a platform for exploring technological advancements.

Fei Xie, Senior Sales Engineer in South China of MORNSUN Guangzhou Science & Technology Co., Ltd. expressed: "We have been participating in electronica South China for many years. The exhibition themes always align with social trends. The enthusiastic visitors and media presence at the event demonstrate its influence. Attracting more industry buyers and experts, and generating more business opportunities."

Power and New Energy

The promotion of green and low-carbon strategies remains an ongoing priority. As outlined in the International Energy Agency's Electricity Market Report 2023, although global electricity demand continues its upward trajectory, carbon emissions associated with power generation are projected to stabilize between 2023 and 2025. Renewable energy and nuclear power are expected to fulfill over 90% of the incremental electricity demand, with the proportion of renewable energy in the global power structure rising from 29% in 2022 to 35% in 2025. **Carbon Neutrality Innovation Conference 2023 Green Energy Electronics Application Development Summit** was held during the exhibition this year to support the transformation of the green energy industry.

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Liu Xing, Sales Director in China of Standex-Meder Electronics (Shanghai) Co., Ltd.

said: “I believe there are numerous customers at electronica South China, and we are extremely satisfied with the exhibition's impact. We will undoubtedly continue our participation in the trade show next year and eagerly anticipate reconnecting.”

The successful conclusion of electronica South China 2023 owes much to the unwavering support of all exhibitors, visitors, partners, and media. Looking to the future, the exhibition will continue to foster the growth, transformation, and innovation of the electronics industry in South China. Save the date for the next installment: July 8-10, 2024, at the Shanghai New International Expo Center. We look forward to your presence!

Media Contact

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electronica worldwide

In addition to electronica, Messe München organizes electronica China, electronica South China, electronica India, the SmartTech Asia and electronicAsia. The network of electronics trade fairs also includes productronica in Munich, 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, a total of over 50,000 exhibitors and around three 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 shows in China, India, Brazil, South Africa and Turkey. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.

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