

March 22, Shanghai Final Report

Lighthouse in the sea of intelligent manufacturing: successful conclusion of productronica China 2024

- **904 exhibitors and 60,657 professional visitors**
- **Exhibition space expands to about 75,000 square meters**
- **One-stop showcase of global cutting-edge technologies and products in the intelligent manufacturing and electronic innovation industry chain**

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On March 22, 2024, the three-day productronica China 2024 concluded successfully, attracting 904 exhibitors and showcasing new products and technologies in electronic intelligent manufacturing. With nearly 75,000 square meters of exhibition space, this year's event witnessed a significant expansion of companies from the industry. The newly established Brand New product release program is committed to fostering innovation and technological exchange within the electronics manufacturing sector. This initiative empowers exhibitors to capitalize on emerging industry opportunities.

Dr. Reinhard Pfeiffer, Chief Executive Officer of Messe München, expressed his satisfaction with the contribution of productronica China 2024 to the industry at large: "As global interactions continue to rise, international trade is rapidly advancing. International companies are gearing up and looking forward to the much-expected growth in the Chinese market. Smart manufacturing has become a major global trend, and many Chinese companies are adopting smart technology as part of their future strategy. Intelligent manufacturing represents a new industrial revolution, and China has unique advantages in it. For this reason, we hope that our show will lead enterprises from all over the world into this key future market."

Digital empowerment and smart manufacturing propel high-quality development

Intelligent manufacturing, as a pivotal avenue for accelerating the development of new productive forces and fostering high-quality growth, has garnered significant attention from the nation. China's intelligent manufacturing sector is presently undergoing a golden period of rapid expansion.

Mr. Evan Sha, President China of Messe Muenchen Shanghai Co., Ltd., emphasized the exhibition's role in fostering the development of the electronic intelligent manufacturing industry: "We are pleased to observe that the productronica China is aligning with the evolving needs of the intelligent electronic manufacturing industry. We aim to develop a platform that comprehensively caters to the requirements of enterprises across the industry spectrum, facilitating the display and exchange of innovative technologies. Collaborating with exhibitors, we aspire to explore solutions aligned with industry trends,

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and collectively advancing the digital and intelligent transformation of the industry through the showcase of innovative products and technologies."

The SMT industry embarks on intelligent transformation

The SMT industry, positioned at the core of electronic manufacturing, is undergoing a profound wave of intelligent transformation, propelled by global manufacturing innovation and technological advancements. Technologies such as artificial intelligence, big data, cloud computing, and the Internet of Things are playing pivotal roles in propelling the SMT industry's upgrade. At productronica China 2024, renowned companies such as *FUJI*, *Mycronic*, *HELLER*, *KURTZ ERSA* and others showcased their smart factory solutions.

Moreover, companies such as *Europlacer*, *Kurtz Ersa*, and *Koh Young* showcased complete lines in the core Smart Factory Area (Hall E4), exemplified by the live production process of the Year of the Dragon mascot. Visitors experienced firsthand understanding of the process flow.

Anchoring the new energy vehicle market: wire harness processing industry welcomes new development

With the burgeoning sales of new energy vehicles such as electric vehicles, plug-in hybrids, and fuel cell vehicles, the demand for high-performance cable harnesses has surged. This trend has ushered in unprecedented opportunities for the wire harness processing industry. Leading companies like *Komax*, *TE Connectivity*, *JAM* unveiled newly developed automated wire harness processing equipment and production technology. The exhibition also featured a Central Pavilion in Hall C3, dedicated to new energy wire harness processing and connector manufacturing.

Intelligent industrial automation pioneering electronic manufacturing advancements

Industrial automation and intelligence not only enhance productivity but also serve as pivotal drivers for innovation and development within the electronics manufacturing industry. productronica China 2024 brought together a myriad of industrial automation companies, presenting an array of solutions tailored to smart factories in electronic manufacturing. Alongside industry giants like *FANUC*, the exhibition featured collaborative robot manufacturers. Additionally, smart warehousing companies showcased their capabilities through centralized displays.

The rapid evolution of new energy vehicles fuels momentum in dispensing technology, clean technology, and chemical materials industries

With escalating performance and safety requisites for new energy vehicles, the higher requirements are placed upon the accuracy, reliability, and durability standards of dispensing technology. Moreover, ensuring clean contact surfaces is imperative for achieving precise sealing and robust adhesion. productronica China 2024 served as a

comprehensive dispensing technology showcase and exchange platform, featuring companies such as *Nordson EFD*, *Scheugenpflug*, *Dow* and others. These companies unveiled new technologies and products in glue injection, chemical materials, and cleaning equipment, offering holistic innovative solutions to electronics industry customers across 3C, automotive, medical, and other sectors.

The integration of assembly automation and test and measurement empowers high-quality development in the electronics manufacturing industry

Lead by *JUTZE*, *Comet Yxlon*, *Atlas Copco*, *SPI/AOI* and other production line testing equipment alongside electronic assembly technology were showcased to enhance manufacturing efficiency and product quality, thereby facilitating flexible production within corporate factories.

The "Micro-assembly Technology Park" was an area devoted to equipment accuracy enhancements and production yield improvements. The area focused on a spectrum of equipment and solutions including Micro LED/Mini LED display chips, mobile phone micro components, MEMS devices, radio frequency devices, microwave devices, and hybrid circuits.

Nine forums presenting elite discussion on the future of electronic intelligent manufacturing

Several industry forums took place during the exhibition, featuring trend topics such as *flexible printed electronics*, *TGV advanced materials and packaging*, *advanced wiring harness and connection technology*, *energy storage and emerging lithium battery technologies*. Further, the exhibition hosted forums focus on *new energy vehicles*. The three-day exhibition proved to be a valuable source of information and deep insights of the industry knowledge.

The successful staging of productronica China 2024 not only provided an innovative platform for the industry but also fostered exchanges and collaborations between domestic and international enterprises. We eagerly await the unveiling of more innovative products and technologies, poised to inject fresh vitality into the industry's prosperity and development in the future.

The next productronica China is scheduled to take place at the Shanghai New International Expo Center from March 26-28, 2025.

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 2025 will take place at the Shanghai New International Expo Center (SNIEC) from March 26 to 28, 2025.

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, Smart Tech Asia, electronicAsia and LOPEC.

Messe München

As one of the world's leading trade fair organizers, Messe München presents the world of tomorrow at its more than 80 trade fairs worldwide. These include eleven of the world's leading trade fairs such as bauma, BAU, IFAT, electronica, and ISPO. Messe München's portfolio comprises trade fairs for capital and consumer goods, as well as for new technologies. Together with its subsidiaries, it organizes trade fairs in below countries and regions: China, India, Brazil, South Africa, Turkey, Singapore, Vietnam, Hong Kong (China), Thailand, and the U.S. With the ICM – International Congress Center Messe München, the CCN – Conference Center North, and the MOC – Event Center Messe München, it offers space for a wide variety of events. With around 1,000 employees in Germany and abroad, a network of over 15 affiliated companies, and almost 70 representations worldwide, Messe München is active in more than 130 countries and regions. The more than 150 events held annually in Germany and abroad attract around 50,000 exhibitors and around three million visitors. Messe München thus generates annual indirect profitability of more than 2,5 billion euros in Bavaria, and creates around 23,000 jobs in the region, making it a driving force for the economy and tourism. Messe München has the greenest and one of the most state-of-the-art exhibition centers in the world and, with an exhibition area of 200,000 m² in 18 halls and 414,000 m² of outdoor space, has one of the largest total areas. Messe München will celebrate its 60th anniversary in 2024.