

Shanghai, July 10, 2024

Final Report

Working Together, Striving Forward — electronica China 2024 Has Successfully Concluded!

- **1,671 exhibitors and 75,423 professional visitors gathered together**
- **Exhibition scale reaches 100,000 square meters**
- **13 specialized forums gathered numerous well-known industry experts.**

In July, electronica China reached a successful completion in Shanghai. This year's show featured **1,671** exhibitors across a sprawling **100,000** square meters of exhibition space. Over three days, the show welcomed **75,423** industry professionals, orchestrating a vibrant symphony of innovation for the electronics sector. The exhibitors' products and technologies keep up with industry trends, incorporating new exhibition areas and presentation formats in response to current trends. The bustling crowds at the venue demonstrated the consistent high enthusiasm and fresh interest in the event, reflecting a continued positive outlook on the future of the electronics industry.

Dr. Reinhard Pfeiffer, Chief Executive Officer of Messe München, stated: "On behalf of Messe München, I would like to thank all the electronics industry professionals who attended electronica China 2024! As a pivotal event in Asia's electronics sector, electronica China continues to drive innovation and growth in the industry, attracting an increasing number of high-quality companies and professional visitors. I am delighted to witness such a grand spectacle each year and thank all exhibitors, visitors, media partners, and guests for their unwavering support of the exhibition."

Major technology pavilions upgraded, setting the stage for the electronics industry

This year's exhibition covered the entire electronics industry chain, including semiconductors, embedded systems, displays, sensor technology, test & measurement, electronic design/electronic design automation (ED/EDA), passive components, connectors and switches, power supplies, PCBs, EMS, automotive electronics, and testing.

The exhibition focused on trend applications such as new energy vehicles, intelligent driving, energy storage, robotics, wearables, smart buildings, edge intelligence, smart power supplies, and third-generation semiconductors. It also created specialized technology pavilions spanning the entire electronics value chain, establishing a comprehensive platform that showcased everything from product design to practical applications across upstream and downstream sectors.

Jessica Qian
Assistant project manager
Tel. +86 21 2020 5554
Jessica.qian@mm-sh.com

Messe Muenchen Shanghai
Co., Ltd.
11F, Tower 1, LJZ Financial
Holdings Plaza,
1788-1800 Century Avenue,
Pudong New Area,
Shanghai
Tel.: +86 21 2020-5500
www.mm-sh.com

Evan Sha, President China of Messe Muenchen Shanghai Co., Ltd., stated: "I am delighted to see so many visitors attending electronica China. It brings me great joy that the exhibition provides an excellent platform for industry participants to showcase development trends and practical applications across various sectors of the value chain. The exhibition builds a communication bridge between exhibitors and visitors, creating opportunities for more participants to connect with targeted industry resources. It also contributed to the development of China's electronics industry."

Olaf Scale, CEO of Rosenberger Asia Pacific Electronic Co., Ltd. told us: "electronica China attracted more visitors and exhibitors this year. We are satisfied with electronica China this year because it has a more visitors and better results. We will continuously participate in electronica China, a high-end and well-reached exhibition!"

With generational shifts, intelligent upgrades have become the main theme in the development of new energy vehicles.

Intelligent upgrading has set the tone for the development of new energy vehicles. Functional scenarios such as intelligent driving, intelligent cockpit and intelligent gateway continue to emerge, with more diversified requirements for computing power. In addition, the continuous improvement of sensors, cameras, radars, control chips, communication technology and other technologies will also open up more space for the development and innovation of intelligent functions of automobiles.

At electronica China 2024, several related forums were held, including the "**International Automotive Electronics Conference,**" the "**2024 New Energy Vehicles Three Electric Technology Summit Forum,**" the "**8th Automotive Wiring Harness System Innovative Technology Forum 2024,**" and the "**International Connector Innovation Forum.**" The event also brought together numerous exhibitors from the **Technology Exhibition Group of Shenzhen Automotive Electronics Industry Association.** These forums provided insights into the path of automotive intelligence from both automotive electronics and electric vehicle perspectives, offering an in-depth outlook on trends and developments in the new energy vehicle industry.

Chengjun Zhou, senior marketing Manager of Infineon Technologies Co., Ltd. expressed: "This year, I feel that there are more exhibitors compared to last year, and the enthusiasm of our industry peers is very high. In addition to the exhibition, electronica China also brought us related forums and interviews. The influence of electronica China in the industry is growing, and we will increase our support and participation in the show!"

Carbon neutrality: The core of future development in the electronics industry

The development of third-generation semiconductors, led by materials like gallium nitride (GaN) and silicon carbide (SiC), plays a pivotal role in supporting the realization of China's "dual carbon" goals and a highly intelligent, digital and electrified society. The rapid development of new energy vehicles, PV and energy storage has paved the way for the application of third-generation semiconductors in high-power scenarios and also brought a new platform for them. This year's exhibition hosted several forums, including the **"2024 Innovation Forum on the Advanced Power Semiconductors Technology and Industry Chain,"** the **"2024 Innovation Forum on Energy Storage Technology,"** the **"Wide-Bandgap Forum 2024,"** and the **"International Motor Drive and Control Technology Forum 2024."** These events provided a comprehensive analysis of the long development path towards carbon neutrality.

Kai Niu, sales and marketing Director of Hestia Power International Pte. Ltd. said: "This year's electronica China is as hot as the blazing weather, with high enthusiasm from upstream and downstream suppliers, and we hope to find new opportunities and products through this exhibition. For the electronics industry, I think electronica China is a benchmark. We aim to deepen our cooperation with electronica China and use this platform to promote our brand and products to serve more customers."

Artificial intelligence: A stage showcasing cutting-edge technologies transforming future life

Recently, there has been an endless stream of new wearable products. Galaxy Ring, OnePlus Watch 2 and the newly launched Vision Pro have made health functions a must-have. The convergence of generative AI is accelerating, bringing new vitality to the smart wearable market. At electronica China 2024, several related forums were held, including the **"International Embedded System Innovation Forum,"** the **"Industrial Internet of Things (IoT): Leading the Future – AIoT Innovation Application Forum,"** the **"2024 Computing Power Technology Ecology Conference,"** the **"International Medical Electronics Innovation Forum,"** and the **"2024 Forum on the Development of Intelligent Manufacturing Industry."** These forums provided in-depth discussions on the multifaceted development of artificial intelligence.

Zhen Zhu, marketing manager of Industrial Automation Industry of Analog Devices referred: "The number of visitors and exhibitors can manifest how popular the current electronica China is. The scale, level, and visitors' engagement of electronica China have

been significantly improved. We hope to continue cooperating with electronica China in the future!”

Special viewing events and live broadcasts to provide a dual online and offline experience

This year, the exhibition continues to collaborate with media partners such as "Xin Master," "elecfans," and "yesky.com" to create themed 1-on-1 live broadcast rooms and tour live streaming activities. These initiatives include in-depth interviews with selected quality exhibitors, offering insights into industry trends and the current development status of these companies from a business perspective. This also provides an additional channel for professionals in the electronics industry to understand the sector and relevant companies.

Steve Si, senior sales manager of Qorvo mentioned: “I believe this year’s electronica China is larger in scale compared to previous years, with more overseas exhibitors. At the same time, I saw many new generation products launched by emerging domestic semiconductor peers at this exhibition. The platform provided by electronica China is very attractive to us, and we look forward to meeting everyone again at the next show in April!”

Industry experts gather: 13 cutting-edge technology forums interpret new trends

electronica China 2024 has invited industry leaders, top company representatives, and experts from research institutes and universities to provide answers, share experiences, and closely follow the latest developments in hot application markets and rapidly growing sectors such as **electric vehicles, automotive electronics, third-generation semiconductors, embedded systems, artificial intelligence and computing power, industrial IoT, energy storage, smart manufacturing, medical electronics, connectors, automotive wiring harnesses, and motor drives**. Leaders, technical experts, and scholars from the electronics industry, application fields, and research institutions offered solutions, shared production cases, and discussed advanced technological solutions, all while providing insights into future industry trends for the attending audience.

Hongjun Wu, MCU marketing manager of Silergy expressed: “electronica China is exceptionally well-organized, showcasing professional customers participating in the exhibition. We believe that electronica China is an excellent platform for communication. We will continue to support its organization next year.”

Working Together, Striving Forward. electronica China hopes to continue supporting the electronics industry’s long journey, advancing together with all industry professionals! Next stop: electronica South China. See you in Shenzhen!”

Media Contact:

Messe Muenchen Shanghai Co., Ltd.

Jessica Qian

Tel.: +86-21-20205554

Email: Jessica.qian@mm-sh.com

electronicachina.com.cn

About electronica, productronica, and the global electronic exhibition network

electronica is a world-renowned global exhibition for electronic components and assemblies, while the world-famous productronica focuses on electronic production equipment. The two exhibitions alternate annually in Munich, Germany. The Messe München global network of electronic exhibitions encompasses electronica, productronica, electronica India, electronicAsia, electronica China, and productronica China. Drawing on the expertise gained from the Munich exhibitions, these events showcase content tailored to meet local market demands.

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.