

Press Release | October 16, 2024

## Innovative Electronics and Smart Technologies Shine at the Successful Conclusion of electronica South China 2024!

LEAP Expo 2024, together with its member exhibitions: electronica South China, productronica South China, LASER World of PHOTONICS SOUTH CHINA, and its concurrent exhibition: VisionChina(ShenZhen ) successfully concluded in Shenzhen. The exhibition area of nearly 80,000 square meters gathered about 750 exhibitors and attracted 35,331 visitors, collaboratively creating a vibrant showcase of this technological extravaganza. The visitors witnessed the rapid developments in electronic technology and experienced the boundless possibilities and optimism brought by innovation.

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**Mr. Evan Sha, President China of Messe Muenchen Shanghai Co., Ltd.**, said, "This year's electronica South China has successfully concluded. Together, we witnessed this event filled with wisdom and passion. In the South China market, where opportunities and challenges coexist, we continuously enhance the display of applications in vertical fields, moving forward steadily. We aim to bring together industry resources and showcase innovative products and cutting-edge technologies. We hope to create a platform that adds value for visitors and exhibitors alike, fostering the growth and development of the electronics industry."

### 11 Tech Exhibition Areas: Highlighting the Allure of Electronic Technology

This session continues to align with industry trends and real-time hot topics, focusing on the entire industrial chain, from components to system integration solutions. It features 11 technology exhibition areas, including **semiconductors, sensors, power supplies, test and measurement, automotive-grade chips, passive components, connectors & switches & cable, printed circuit boards (PCBs), the Internet of Things (IoT), automotive electronics, and hardcore chip hi-tech park**. The expo brings together numerous outstanding enterprises from both domestic and international markets, fully showcasing the allure of electronic technology. Visitors have the opportunity to engage closely with cutting-edge technological achievements and product applications, as well as meet industry leaders face-to-face. This interaction encourages discussions about new trends in electronic technology development, stimulates inspiration, and broadens opportunities for collaboration.

**When being interviewed, Bin Li, Vice President of Sales of Perfect Intelligent Power Semiconductor Co., Ltd.**, told us, "PIP Semiconductor made its debut at electronica South China, and the experience was exceptionally positive. During this exhibition, we had in-depth discussions with partners from both home and abroad."

As the core driving force of electronic industry, the **Semiconductor and Sensor Segment** is undoubtedly the highlight of this expo. Enterprises such as Global Power Technology, Giantec, Changjing, Standex-Meder, and PIC and their products and solutions have demonstrated multi-directional progress from design to application. As the basic building blocks of electronic systems, the **Passive Component & Connector & Switch Segment** is also eye-catching. All kinds of precision electronic components from enterprises such as CCTC,

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Yongming, DEGSON, and CJT are dazzling, reflecting the achievements of the electronic industry in refinement and integration. In the **PCB Segment**, visitors can have a close look at various high-precision multilayer PCBs from enterprises such as Sihui Fuji and Yuwei Electronics, as well as advanced PCB manufacturing technologies and processes. The **Test and Measurement Segment** displays high-end testing instruments and measuring technologies, providing a strong guarantee for the quality control and performance evaluation of electronic products. At the same time, "**Xin Master • Hardcore Chip HI-Tech Park**" has returned to become an important window for promoting technological innovation, application and ecological construction by gathering high-quality exhibitors such as Geehy Semiconductor, Pengshen Technology, Yufanwei, Star-source, and VIYONG.

**Xing Liu, China Sales Director of Standex Electronics** expressed, "electronica South China is a highly professional exhibition. I think it has demonstrated a high level this year. We sincerely hope that electronica South China will continue to make progress and achieve better results. "

### - **Market and Policy Drivers: Shaping a New Era of Intelligent Travel**

With the vigorous development of new energy vehicle industry, the exhibition area for **power supplies, automotive electronics and automotive-grade chips** has become one of the focuses this year. Many products and solutions, such as high-efficiency and high-reliability power supply solutions and automotive-grade chips specially designed for automotive electronics, were unveiled here. Many well-known enterprises such as Hangshun, MEMSIC, GOWIN, MiraMEMS, and QST and "**Automotive Electronics Area by Shenzhen Automotive Electronics Industry Association**" gathered here, demonstrating the strong strength of the electronic industry in supporting green travel.

In addition to automobile-related theme exhibition areas, the electronica South China 2024 has deeply focused on the innovation and development of automotive electronics, and held technical forums such as "**2024 New Energy Vehicles Three Electric Technology Summit Forum**", "**China IC Unicorn Alliance-Automotive Grade Chip Summit**", "**The 27th Session of Intelligent Vehicle Forum**" and "**Bluetooth® Channel Sounding: Technology and Application Forum**". From cutting-edge technology to practical application, we discussed the future innovation and development trend of automotive electronics under the general trend.

**Shuiping Chen, Regional Sales Director of Shenzhen Hangshun Chip Technology R&D Co., Ltd., mentioned**, "This year's electronica South China was buzzing with excitement, as many exhibitors showcased their products, featuring numerous innovative and attention-grabbing highlights. In addition to exhibitors in the MCU field, there are also a large number of semiconductor exhibitors actively involved, showcasing products with innovative elements."

### - **AI and IoT Empowerment: Creating a New Digital Economy Ecosystem**

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As a bridge connecting the physical world and the digital world, IoT has become an important engine to promote the development of the digital economy. With the ongoing advancement of artificial intelligence (AI), cloud computing, big data, and other technologies, China emerged as a front-runner in entering the era where "connected things surpassed connected people" by the end of 2022. The trends of intelligence and digitization have spurred demand for AI sensors, encouraged the implementation of more innovative applications, and ushered in a new wave of growth for the IoT industry.

The **"IoT Special Area"** introduced outstanding enterprises in the field of Internet of Things, such as Qorvo, Dosisilicon, Runic, and RIGOL. At the same time, relevant forums such as **"The 11th IoT Summit"**, **"Innovative Chip Driven Intelligent Life — IoT Consumer Electronics Technology and Application Forum"** were held on site to deeply discuss the integration and application of IoT with AI in industrial and consumer scenarios.

**Ping Yan, Sales Manager of Shenzhen BBJconn Technology Co., Ltd. expressed,** "This is our sixth time taking part in electronica China and electronica South China. The organizers have consistently done a great job in attracting visitors, which has helped make our displays successful."

### 2 Maker Shows: Sharing Creative Inspiration of the Project

The electronic industry is a technology-intensive industry, and innovation is the key factor to promote technological progress. Against this background, two innovative theme exhibition areas emerged at the right moment. The introduction of **Supplyframe · Maker Park and the Future Technological Achievement Transformation Exhibition Area for the Initiative Cup Competition** has created a platform integrating project display, technical exchange and innovation interaction for participants. The two maker shows cover multiple application scenarios, showing the combination of innovative spirit and future technological trends. At the same time, the deep integration of exclusively planned interactive games and demo demonstrations also stimulated the innovation potential of each participant and attracted much attention.

"We realize that innovation is one of the keywords of electronica South China. Even though the current economic situation is tough, we feel very positive after attending electronica South China. Despite some temporary difficulties, I strongly believe that the drive for innovation remains strong and customers are still willing to spend. As long as we can overcome these tough times, better days are on the horizon." **Jianfeng Wu, CEO of QUANZHOU KTSENSE MICROELECTRONICS CO., LTD.** mentioned.

### 12 Theme Forums: Exploring the Future Development of Technological Innovation

A series of rich and colorful forums will be held at the electronica South China 2024, covering new energy vehicles, intelligent vehicles, automotive-grade chips, AI chips, third-generation semiconductors, consumer electronics, IoT, Bluetooth and other cutting-edge fields. From intelligent manufacturing to green and low-carbon development, and from cutting-edge

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technology to practical applications, these forums invite industry leaders, technical experts, and scientific researchers from electronics industries and application fields. Participants include representatives from companies such as **SAIC Motor, GAC Group, Black Sesame Technologies, Huawei's HiSilicon, Siemens, Tencent Cloud, ST, NXP, Onsemi, ARM, and Bosch**. The discussions focus on technological innovation trends, the current market status, and future development directions. These forums not only provide attendees with the latest industry information and technology trends but also foster cross-field collaboration and the exchange of ideas, injecting new vitality and inspiration into the future of the electronics industry.

**Lei Wang, President Assistant of Shenzhen Orient Components Co., Ltd.** said, "By participating in electronica South China, we hope to boost our brand's visibility and get more attention. At the exhibition, we are pleased to connect with many new people and possible customers, and we have a successful experience. We wish electronica South China the best of luck in the future."

With the successful conclusion of electronica South China 2024, a new era filled with opportunities and challenges has opened its doors to us. Let's work together to explore the infinite possibilities of electronic technology! The next stop is electronica China, taking place from April 15 to 17, 2025. See you there!

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### **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, electronicIndia, electronicAsia, electronica China, productronica China, and electronicAmericas. Drawing on the expertise gained from the Munich exhibitions, these events showcase content tailored to meet local market demands.

### **Messe München**

As a well-known global exhibition company, Messe München presents the future at more than 80 brand exhibitions around the world, including 11 famous brands such as bauma, BAU, IFAT, electronica and ISPO. Its business covers three major fields: capital products, consumer goods and high-tech. Its various professional expos have been held in China, India, Brazil, South Africa, Turkey, Singapore, Vietnam, Hong Kong (China), Thailand, the United States and other countries and regions. It has about 1,000 employees and more than 15 subsidiaries in Germany and abroad, nearly 70 representative offices around the world, and is active in more

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than 130 countries and regions. Its venues, the Munich International Conference Center, the Munich North Conference Center and the Munich Order Center provide ideal options for various events. Every year, more than 150 events are held in Munich and around the world, attracting about 50,000 exhibitors and 3 million visitors on site, generating over EUR 2.5 billion of indirect revenue and some 23,000 jobs for Bavaria, becoming an important driver of the local economy and tourism. In addition, Messe München also has an eco-friendly and advanced exhibition center, covering 18 pavilions with a total display area of 200,000 square meters and an outdoor space of 414,000 square meters. It is one of the largest exhibition centers in terms of total area. In 2024, Messe München will celebrate its 60th anniversary.

Further information: [www.messe-muenchen.de](http://www.messe-muenchen.de)