

## Press Release | March 28, 2025

Shanghai, March 28, 2025  
Final Report

**productronica China 2025 successfully closes with a spark of technologies converging to boost intelligent manufacturing.**

- **1,101 exhibitors, attracting 72,417 professional visitors along with VisionChina Shanghai 2025**
- **exhibition area of nearly 100,000 square meters**
- **Eight thematic forums to explore innovations in electronic intelligent manufacturing technology**

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On March 28, 2025, the three-day productronica China 2025 and VisionChina Shanghai 2025 came to a successful conclusion, attracting a total of **72,417** visitors. productronica China continues to expand in scale, gathering **1,101** exhibitors in the nearly 100,000 square meters of exhibition hall, showcasing new products and cutting-edge technologies in electronic intelligent manufacturing. As an annual industry event in the global electronics manufacturing field, productronica China provides a professional display platform for global innovation achievements by integrating resources across the entire industry chain. The specially launched brand new themed initiative at the exhibition focuses on new product launches. It constructs an exclusive technology release platform to help enterprises seize market opportunities and accelerate the commercialization of cutting-edge technological achievements.

**Dr. Reinhard Pfeiffer**, CEO of Messe München, highly praised the role of productronica China 2025 in industry value creation: "China has not only become a natural testing ground for technological innovation with the global application of intelligent manufacturing, but also a strategic hub for international cooperation by establishing a new industrial ecosystem."

**Jan Rohde**, CFO and Deputy General Manager of Messe Muenchen Shanghai Co., Ltd., stated when discussing the exhibition: "We have always been committed to creating a practical display stage for cutting-edge. The intelligent production solutions showcased at this exhibition are optimizing the definition of the efficiency standards and collaboration models in electronic manufacturing."

### **Intelligent Upgrade in Progress: SMT Technology Opens a New Chapter in Electronic Intelligent Manufacturing**

At productronica China 2025, well-known companies and brands involved in various links of SMT production lines, such as **FUJI, Europlacer, Mycronic, Kurtz Ersa, Rehm, HELLER, ITW EAE** and others fully demonstrated their smart factory solutions to customers on-site. Additionally, electronic assembly companies like **Elesa + Ganter, and AGA** collectively showcased their solutions. More technical solutions were presented to the Chinese electronic manufacturing industry in a scenario-based manner, inspiring the innovative spirit of professional visitors.

Additionally, **Europlacer, Kurtz Ersa, KEYENCE, JUKI, and VISCOM**, among others, were present in the core display area of smart factories in Hall E3. They showcased the real production process of the Year of the Snake mascot by starting the entire line of equipment on site. Visitors at the exhibition experienced the complete technological processes of the production line firsthand.

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## Press Release | March 28, 2025

### Intelligent Manufacturing Upgrade: Wiring Harness Processing Equipment Moves Towards a New Era of High Precision and Flexibility

The wiring harness industry is undergoing a role transformation from "functional connection" to "intelligent nerve." At productronica China 2025, **Komax, Schleuniger, JAM, ShinMaywa** and many other outstanding industry enterprises gathered to provide more targeted application solutions for users in the wiring harness field. These solutions aim to support wiring harness users in achieving digital, intelligent production and flexible processing, enhancing production efficiency and creating further development opportunities for enterprises.

### Reconstructing the Intelligent Manufacturing Ecosystem, Ushering in a New Era of Flexible Automation

The deep collaboration between 5G and the Industrial Internet enables intelligent production lines to offer customized intelligent manufacturing solutions for emerging sectors such as new energy vehicles. productronica China 2025 gathered many industrial automation companies, providing more diverse solutions for electronic manufacturing smart factories. Both domestic and international collaborative robot manufacturers such as **Omron, SIASUN DUCO, ELITE ROBOTS** along with intelligent warehousing companies including **Passion Intelligent, KinTN Intelligent, and Guomai Intelligent**, showcased their solutions in a centralized manner. Moreover, outstanding enterprises in the industrial control industry such as **HIWIN, SANYO DENKI, Beckhoff (from Germany), Pepperl+Fuchs** are offering more options and possibilities for the electronic manufacturing industry, advancing the improvement and optimization of the entire industrial chain.

### The Surge in Demand for Miniaturization and Diversification Is Driving Rapid Innovation in Dispensing Technology and Chemical Materials

As Industry 4.0 continues to advance, the dispensing and injection industry is embracing intelligent transformation. High-precision automated dispensing equipment has emerged as a new market favorite to cater to the manufacturing needs of complex electronic components and precision assemblies. productronica China 2025 has created a more comprehensive platform for displaying and exchanging dispensing technology, bringing together dispensing and glue-injecting companies such as **Nordson EFD, Musashi Engineering** and more. Additionally, excellent companies in the chemical materials industry such as **Dow, Henkel** and others showcased new technologies and products for dispensing and glue injecting, chemical materials, and cleaning equipment on-site. This brought a wealth of comprehensive innovative solutions to customers in the electronics industry in the fields of 3C, automotive, and medical applications.

### Collaborative Innovation of Intelligent Testing and High-precision Measurement Drives a New Paradigm in Electronic Intelligent Manufacturing

With the explosive growth of the 5G, AIoT, and new energy vehicle industries, the test and measurement industry is accelerating its transformation towards intelligence and high precision. The Test, Measurement and Quality Assurance Zone at productronica China 2025 gathered an array of outstanding companies including **Koh Young, JUTZE, TRI**, among others. This zone showcases SPI, AOI, and other production line testing

## Press Release | March 28, 2025

equipment alongside electronic assembly technologies to boost production efficiency and product quality, facilitating flexible production in corporate factories.

Additionally, A Micro-assembly Science & Technology Area was launched, focusing on a special supplier zone for comprehensive equipment and solutions in the application fields of Micro LED/Mini LED display chips, smartphone micro components, MEMS devices, RF devices, microwave devices, and hybrid circuits.

## Eight Forums Ignite Sparks of Wisdom to Explore Technological Innovations in Electronic Intelligent Manufacturing

Concurrent with the exhibition, eight industry forums took place, featuring the hot topic including semiconductor smart manufacturing, flexible and printed electronics, NEVs and three-electric technologies, intelligent and connected vehicle wiring, electronic adhesives, etc. The three-day exhibition proved to be a valuable source of information and deep insights of the industry knowledge.

productronica China 2025 has concluded at this moment. The exhibition not only provided an innovative platform for the industry but also fostered exchanges and collaborations between domestic and international enterprises. We look forward to reuniting with you next year to explore more intelligent manufacturing possibilities together!

## The next productronica China will be held at the Shanghai New International Expo Centre (SNIEC) from March 25 to 27, 2026.

### 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 2026 will take place at the Shanghai New International Expo Center (SNIEC) from March 25 to 27, 2026.

### productronica worldwide

In addition to productronica, Messe München organizes productronica China and productronica India. The network of electronics trade fairs also includes electronica in Munich, electronica China, electronica India, SmartTech Asia, electronicAsia and LOPEC.

### Messe München

As one of the world's leading trade fair organizers, Messe München presents the world of tomorrow at around 90 trade fairs worldwide. These include twelve of the world's leading trade fairs such as bauma, BAU, IFAT and electronica. Messe München's portfolio comprises trade fairs for capital and consumer goods, as well as for new technologies. Together with its 1,300 employees in the group and associated companies, it organizes trade fairs in China, India, Brazil, South Africa, Turkey, Singapore, Vietnam, Hong Kong, Thailand and the USA. With an international network of affiliated companies and foreign representatives, Messe München is active worldwide. Each year, more than 150 events attract around 50,000 exhibitors and around three million visitors in Germany and abroad. This makes Messe München an important economic engine that generates billions in purchasing power.