FACTSHEET.
INFORMATION FOR EXHIBITORS/2020

Accelerating Innovation

productronica China 2020
International Trade Fair for Electronics Development and Production.
March 18-20, 2020, Shanghai New International Expo Centre
productronica-china.com
productronica China 2020

Date:
March 18-20, 2020

Venue:
Shanghai New International Expo Centre (SNIEC)

Parallel event:
electronica China 2020

2019 Key figures*

<table>
<thead>
<tr>
<th>Number of visitors</th>
<th>2019</th>
<th>2018</th>
<th>2017</th>
<th>2016</th>
<th>2015</th>
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<td>92,695</td>
<td>77,765</td>
<td>68,215</td>
<td>61,455</td>
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<table>
<thead>
<tr>
<th>Number of exhibitors</th>
<th>2019</th>
<th>2018</th>
<th>2017</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
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<td></td>
<td>1,586</td>
<td>1,374</td>
<td>1,230</td>
<td>1,088</td>
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</tbody>
</table>

Exhibition space: 90,000 sqm
Pavilions: Germany, Taiwan, China

* Figures include numbers of electronica China and productronica China.

Accelerating Innovation

Kick-off event of the electronics manufacturing industry in Asia: smart manufacturing Chain

Every March, productronica China as the grand kick-off event for the electronics manufacturing industry exhibits innovative intelligent manufacturing solutions in the entire industry chain, ranging from surface mounting, robots, electronics manufacturing automation, motion control, wire harness processing, dispensing and soldering, chemical materials, electronics manufacturing services and system packaging technology.

Ideal platform for cutting-edge products

As an important release platform of innovation electronic manufacturing technology, productronica China focuses on the innovative value transfer of outstanding products and technologies. It offers more marketing opportunities and support to innovative products, and actively promotes and accelerates innovation throughout the industry.

Meet the global players and decision-makers

More and more senior decision makers regard productronica China as one of the most important industry events. Every March, they gather in Shanghai to learn about innovative technology and future trends. Therefore, at productronica China, exhibitors will have more opportunities to meet and discuss with top decision makers to create business opportunities.

Find potential customers and benefit from the network

Along with electronica China, the scale of the event is expected to exceed 100,000 square meters while the number of visitors around the world is estimated to exceed 100,000. The strong growth and huge synergies offer the exhibitors more market opportunities and business success.

Get expert insights through supporting programs

A series of industry forums, technical competitions and live demos will be held along with the exhibition. Focusing on industry trends, the supporting programs will invite industry leaders, technical experts and research scholars from the electronics manufacturing industry, application industries and scientific research institutes to share their profound knowledges and expertise for the future development.

Audience number of on-site forums and events

- 465 International Smart Manufacturing Ecosystem Summit 2019
- 472 China International SIP Forum
- 260 China Electronics Intelligent Manufacturing Equipment & Process Innovation Forum
- 360 China EMA Innovation Forum
- 200 International Forum on Flexible and Printed Electronics Industry
- 282 International Wire Harness Advanced Manufacturing Innovation Forum
- 321 International Adhesive Technology Innovation Forum
- 601 IPC CFX Conference
THE SIX ELEMENTS OF ELECTRONICS DEVELOPMENT AND PRODUCTION.

**SMT cluster**
Surface mount technology, test and measurement/quality assurance, product finishing, production logistics and material-flow technology

**Electronic manufacturing automation cluster**
Industrial robots, motion control, drive technology and other production subsystems

**Soldering & dispensing cluster**
Soldering, gluing, dispensing, coating equipment, and other soldering/joining technologies for PCBs

**EMS cluster**
Electronic manufacturing services (EMS)

**Cables, coils & hybrids cluster**
Manufacturing technologies for cable and connectors, coilware production and hybrid component manufacturing

**Future Markets Cluster**
SIP, Flexibility and Printing Electronics, Digital Factory
SEGMENT HIGHLIGHTS.

**SMT segment**
Excerpt of exhibitors

- ASM
- Panasonic
- Fuji
- Yamaha
- Mycronic
- Omron
- SAKI
- WKK

**Soldering tools segment**
Excerpt of exhibitors

- KOMAX
- Juki
- Schleuniger
- Shinminywa
- Etron
- Jabil
- TSY

**EMS segment**
Excerpt of exhibitors

- KOMAX
- NMB
- ATR
- Etron
- RAY
- VAL
- Interron

**Electronic manufacturing automation segment**
Excerpt of exhibitors

- Fanuc
- Nach
- SRT
- Jaka
- Kuka
- Pepperl-fuchs
- HIWIN

**Motion control segment**
Excerpt of exhibitors

- Festo
- MOONS
- AIRTAC

**Dispensing segment**
Excerpt of exhibitors

- Metcal
- Weller

**Cable processing and connector manufacturing segment**
Excerpt of exhibitors

- Bialtronic
- Molex
- PVA

**Materials segment**
Excerpt of exhibitors

- WBO
- DeLo
**HALL ASSIGNMENT 2020.**

**CO-LOCATED TRADE FAIRS.**

**electronica China**

electronica China is the leading trade show for electronic components, systems, applications and solutions in Asia. Growth of a decade has established electronica China a name for its high-end applications and technological innovations. A series of international innovation forums, addressing important application trends and growth markets, offer the electronic community in China the latest industry trends and solutions.

electronica-china.com

**LASER & PHOTONICS CHINA**

As Asia’s largest trade show for lasers, optics and photonics, LASER World of PHOTONICS CHINA has always taken a leading role in the industry and showcased its entire spectrum in four categories: Laser Systems for Production Engineering, Lasers and Optoelectronics, Optics and Manufacturing Technology for Optics, Imaging and Optical Metrology. From fundamental research to industrial applications, LASER World of PHOTONICS CHINA dedicated itself to the development and innovation of all fields in the industry, providing you with the best platform for finding solutions in light.

world-of-photonics-china.com

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**electronic China | W1, E1, E2, E3, C1, C2, C3**

1 - 10 Corporate Brand Halls

E3 Cable Processing Manufacturing

E3 Connector Manufacturing

C Components Manufacturing

E1 &C1 SMT

E2 SiP

E1 Robots & Integrators

E1 Intelligent Logistics

E1 PLC

E1 Softwares & Systems

E1 Industrial Sensors

E1 &C1 Automation & Motion Control

Dispensing

W1 &C1 Chemical Materials

C2 EMS

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**electronica China | E4, E5, E6, C2, C3, C4, C5**

1 - 10 Corporate Brand Halls

E4 Future Automobile Hi-Tech Park

E5 Smart Factory Hi-Tech Park

E6 IoT Hi-Tech Park

E5 &C6 Switch & Interconnection Technology

E5 Passive Components

E5 &C6 Distributor

E4 &C6 Semiconductors & IC

E4 Power Supplies

E4 Micronano Systems & Sensor Technology

E4 Test & Measurement

C2 PCB
**EXHIBITOR SURVEY.**

**Assessment of business goals reached (from good to excellent)**

- Maintaining existing business relationships: 93%
- Company, product & image presentation/promotion: 92%
- Exchange of experience: 91%
- Presentation of innovations: 90%
- Studying the competition, market overview: 88%
- Preparing future business transactions: 87%
- Building up new business relationships: 83%

**Signs of high satisfaction (gave a rating of good to excellent)**

- Exhibition brand influence: 92%
- Completeness and breadth of product range: 91%
- Promotion of the trade show: 87%
- Frequency of visitors entering your stand: 85%
- Quality of visitors: 83%

* Source: exhibitor survey at productronica China 2019.

- Plan to participate in productronica China 2020: 98%
- Will recommend productronica China to their business partners and friends: 97%
- productronica China benefits them moderately to greatly: 91%
According to our analysis of past exhibitions, the visitor number of productronica China has maintained steady growth, especially that of the SMT industry. productronica China covers a wide range of products. There is not only equipment but also raw materials. It is also a very good platform for the visitors to find out about all the developments in the electronics manufacturing industry.

The exhibition is very crowded, and I am impressed by it. This is the biggest and most attended productronica China. During the three-day exhibition, many visitors made visit to or appointments with us, and the number of professional visitors is also increasing.

This is the fifth time Rehm has participated in productronica China. We think highly of it and I think productronica China is very comprehensive and professional. We have met many customers of automotive electronics. At the exhibition, we can connect with different industries and integrate technology from different industries to make progress together.

This is our first time to join the productronica China. We join because we saw that this is a major leading exhibition in our industry and a fast growing one. We see much profound understanding from customers about products and Industry 4.0. They made many professional demands. We also see customers being more mature and more knowledgeable about products. So, we are very happy so far with productronica China.

We have exhibited productronica China for 7 years. The visitor flow is high, and we have worldwide customers in this exhibition. I think productronica China is one of the most important trade shows in Asia.

On the first day, we have received many visitors at our booth. Most of them are of high quality. They made special visit to our booth for in-depth and detailed consultation. Next year, Universal Robots will participate in the exhibition for sure.

productronica China is a really incredible show. Nordson participates every year. There are lots of opportunities to showcase products to so many customers. We are really looking forward to not only the rest of this show and coming again next year.
VISITOR SURVEY.

Visitor analysis (by type of business)*

- 21% Application/usage of electronic components/assemblies/subsystems
- 20% Electronic components
- 15% Manufacturing equipments
- 13% Electronic assemblies/subsystems
- 8% Agent/distributor/dealer
- 8% Material supplier
- 7% Scientific institution/association/university
- 4% Media
- 1% Public administration/authorities
- 2% Others

Visitor analysis (by job responsibility)*

- 31% R&D/design
- 19% Manufacturing/production
- 18% Business development/sales/marketing communication
- 12% Corporate management
- 12% Procurement
- 3% Quality control
- 2% Education/scientific research
- 1% Government administration
- 1% Journalist/editor
- 1% Others

Visitor analysis (by type of industry)*

- 51% Industrial electronics
- 27% Automotive industry
- 26% Consumer electronics
- 19% Communication systems
- 16% New energy
- 11% Medical technology
- 10% Mechanical engineering
- 10% Computers & peripherals
- 9% Internet of Things (IoT)
- 7% Household appliance
- 7% Aviation & space technology
- 6% Military electronics
- 5% Lighting engineering
- 5% Rail transit
- 5% Security & protection system
- 4% Intelligent building
- 1% Others

* Source: visitor survey at productronica China 2019.

Assessment of business goals reached (from good to excellent)*

- 98% Will recommend productronica China to their business partners and friends
- 96% Plan to attend productronica China 2020
- 96% productronica China benefits them moderately to greatly

Signs of high satisfaction (gave a rating of good to excellent)*

- 98% Exhibition brand influence
- 98% Presence of Chinese exhibitors
- 97% Completeness and breadth of product range
- 96% Presence of market leaders
- 95% Presence of international exhibitors
- 95% Quality of visitor information provided by the organizer

* Source: visitor survey at productronica China 2019.
BUYER GROUPS.

619 buyer groups with a total of 8,126 people from the electronics industry

Aptiv
Bozhou Liantao Electronics Co., Ltd.
Bosch Automotive Products Suzhou
BSH Bosch und Siemens Hausgeräte GmbH
Pegatron Corp (Shanghai) Co., Ltd.
Changzhou Xingyu Automotive Lighting System Co., Ltd.
Murata Manufacturing Co., Ltd.
Finisar Shanghai Inc.
Fiberhome Telecommunication Technologies Co., Ltd.
Foxconn Interconnect Technology Limited (FIT)
Foxconn Technology Group
Goertek Inc.
LITE-ON Technology Corporation
Guizhou Space Appliance Co., Ltd.
Harman Automotive Electronic Systems (Suzhou) Co., Ltd.
Hangzhou Guangan Automobile Electric Co., Ltd.
Holley Technology Ltd.
Hangzhou Silan Integrated Circuits Co., Ltd.
Tospo lighting
Huawei Technologies Co., Ltd.
Universal Scientific Industrial (Shanghai) Co., Ltd.
Furukawa Electric Co., Ltd.
BDStar Navigation Co., Ltd.
Jiangsu Xin Electronics Co., Ltd.
Jiangyin Sinbon Electronics Co., Ltd.
Jiangyin Changyi Group Co., Ltd.
Kingston Technology
CommScope
Lear Corporation.
Luxshare Precision Industry Co., Ltd.
METTLER TOLEDO
Compal Digital Technology (Kunshan) Co., Ltd.
XIAMEN DNAKE INTELLIGENT TECHNOLOGY CO., LTD.
Shanghai Fuyulong Auto Tech. Co., Ltd.
Cambridge Industries Group Ltd
Shanghai JinTing Automobile Harness Co., Ltd.
Shanghai Mitsubishi Elevator Co., Ltd.
Shanghai Wanke Industrial Co., Ltd.
NIO NEXTEV LIMITED
SAC General Motors Corporation Limited
Suzhou Inovance Technology Co., Ltd.
OPPLE Lighting Co., Ltd.
ZF Friedrichshafen AG
Celestica (Suzhou) Technology Co., Ltd.
Hella Electronics (Suzhou) Co., Ltd.
IMS Automotive Electronic System
Wuxi Tongbu Electronics Manufacturing Co., Ltd.
Midea Group
Xi’an Railway Signal Co., Ltd.
New H3C Technologies Co., Ltd
YAFENG ADIENT SEATING Co., Ltd
Sungrow Power Supply Co., Ltd.
Inventec Corporation
AU Optronics (Suzhou) Corp.
Shenzhen Kaifa Technology Co., Ltd.
SELF Electronics Co., Ltd.
Zhejiang Chint Instrument & Meter Co., Ltd.
CRRC Qingdao Sifang Rolling Stock Research Institute Co., Ltd.
Delta Electronics (Wujiang) Co., Ltd.
CHINA NORTH VEHICLE RESEARCH INSTITUTE
The Second Institute of China Electronics Technology Group Corporation
The 38th Institute of China Electronics Technology Group Corporation
8511 INSTITUTE OF CHINA AEROSPACE SCIENCE AND INDUSTRY CORPORATION LIMITED
Fujikura Ltd.
Zhuzhou CRRC Times Electric Co., Ltd.

SATISFIED VISITORS.

Mr. Ren, Merry Technologies (Suzhou) Co., Ltd.

This is our fourth visit to productronica China. We have a total of 31 colleagues present. Our focus is on industrial automation equipment and standard parts, industrial robots, lasers, CCD optics, glue and other related products. It is a great opportunity to get the latest industry information and future development direction, which is very helpful to Merry’s new technology research and development. The exhibition organizers are generous and considerate. They have worked hard for our efficient visit. Thank you.

Mr. Wu, FIT-Foxconn Precision Technology Co., Ltd.

Thanks to the organizers for their hospitality every year. FIT-Foxconn has participated in productronica China for five consecutive years. Every year, we could see the progress of productronica China. This year, I attended several forums and met a lot of technical experts and like-minded friends from all over the world. It is a rare opportunity to meet and exchange experience face to face. Every time we could make a lot of progress at the exhibition. We appreciate the exhibition and look forward to coming back next year.

Mr. Wang, Kangzhun Electronic Technology (Kunshan) Co., Ltd.

This year, our department from the Kunshan Wusongjiang Park Section of Kangzhun organized a team of 38 people, 12 more than last year, to visit productronica China. Nearly the entire office and department heads are here. We thank the organizers for their thoughtful arrangements. We have met new friends here and seen new equipment and technologies at the exhibition.
Media partners
Press release on media websites: 2,200+ articles

Industry Media

Public Media

Social media
Official WeChat Account: 50,000+ followers
Page-views: 16,000+ person-time
Press release on media WeChat account: 120+ articles
Total page-views: 160,000+ person-time

Wechat

Exhibition cooperation Wechat subscription
- 中国机器人网
- 机器人百科
- 工控中国
- SMT顶级人脉圈
- SMT电子制造技术百科
- SMT整线设备技术论坛
- SMT设备与工艺技术论坛
- 工控网
- 新亚洲控制工程
- EMC电子制造
- 易控工业
- SMT资讯
- 伺服与驱动控制

Industry activities
Annual industry promotion activities: 150+ events

eDM
Database: 6,680,000+ data
Frequency: 1-3 times/week

Live
Vphoto page-views: 140,000+ person-time
Live viewers on China Gongkong Network: 78,100 person-time
GLOBAL ELECTRONICS NETWORK.

Started in Munich, further developed for the growing markets in China and India, Messe München and its subsidiaries abroad built a global electronics network for the entire industry with maximum quality and professionalism.

The electronics community meets every year at our global exhibition network to present the latest innovations and trends, tailor-made products for the local markets and concrete impetus and ideas for the future development of the industry.

Over 5,800 exhibitors and 200,000 visitors at electronica and productronica in Munich, China and India combined prove the fact: Our exhibition network provides maximum diversities and opportunities for your business.

An up-to-date list of addresses is available here: productronica.com/representatives

Register now! productronica-china.com

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Follow us on Wechat

productronica China 2020 March 18-20, 2020
Opening hours:
Wednesday-Thursday, 9:00-17:00
Friday, 9:00-16:00

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