

Munich, July 7, 2020

## Final report

### Confidence and commitment brings electronica China to a successful close

- **1,373 exhibitors and 81,126 visitors**
- **Four major technology parks and five technical support forums**
- **The introduction of a Resource Integration Technology Park to bridge the gap between exhibitors and visitors**

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In 2020, there is no denying that the COVID-19 pandemic earlier this year has impacted the electronics industry but, looking at it from a different perspective, it has also meant new opportunities for development! As the first major professional electronics exhibition to be held in China since the pandemic – and as the lighthouse event for the electronics industry – electronica China 2020 has made a significant contribution to economic recovery by meeting the needs of exhibitors and visitors and bringing renewed confidence to the industry.

Together with productronica China, electronica China 2020 played hosted to a total of 1,373 exhibitors including Fujitsu, STMicroelectronics, Renesas, Bosch, Murata, HRS, Phoenix contact, Wago, Harting, etc., covering an exhibition space of 90,000 square meters. A total of 81,126 visitors took part in the exhibitions. The combination of the electronica China, productronica China, Laser World of Photonics China and VisionChina (Shang- Hai) provided a complete insight into the entire electronics industry chain and offered the ideal platform for the release of new products and solutions.

In 2020, under the theme of “Innovation Integration and Intelligent Future”, electronica China focused on eight key industry terms: smart factory, smart mobility, smart living, 5G, IoT, AI, China Power, and Start-ups. The exhibition provides a comprehensive, one-stop platform on which to demonstrate a huge range of exclusive cutting-edge technologies and industry solutions. It also inspires industry innovation and accelerates the development and upgrade of the entire electronics industry chain. Mr. Falk Senger, Managing Director of Messe München, is very satisfied with the contribution of electronica China 2020 to the entire industry: “We are very pleased to provide exhibitors and partners with a new exhibition agenda. China is and will continue to be an important base for the development of global advanced technology. Messe München hopes to continue its services to global enterprises that are planning to enter the Chinese market. We are very pleased about the successful opening of electronica China 2020.”

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Yazheng Zhao, Vice President of DC Segment of Nanjing Phoenix said: “In 2020, I think the one word to describe the exhibition is “innovation”. The visitor number is increasing every year, and the exhibition is constantly growing. What’s most important is that every year the exhibition has captured the key trends in the industry.”

### **Exhibitor-visitor matching helps integrate resources and empower the electronic information industry**

In order to further meet the needs of exhibitors and visitors, electronica China 2020 saw the introduction of a new ‘Resource Integration Technology Park’, which aims to provide users with a more accurate and efficient service. By lifting the boundaries between exhibitors and visitors, the new park provides access to all kinds of resources. Mr. Stephen Lu, Chief Operating Officer of Messe Muenchen Shanghai Co., Ltd., mentioned: “electronica China is no longer a simple exhibition platform, but a platform that aims to integrate resources and empower the electronics industry. We are delighted to be able to provide more resources, as well as information about trends and applications in the electronics industry chain. By bridging between exhibitors and visitors, we can ensure that more participants find the resources they need. By introducing these measures, we are doing our bit for the revitalization of the Chinese electronics industry.”

Toni Cao, Marketing Supervisor of HIROSE (CHINA) referred to the exhibition: “electronica China 2020 is very popular. Many of our VIP customers are here, mostly headed by the directors of their procurement departments and R&D departments. They are representatives of the high-quality enterprises of their respective industries in China. This year marks the 9th consecutive participation of Hirose in electronica China, and next year will be the 10th. For us exhibitors, and I believe customers as well, electronica China is a very good platform for face-to-face communication. Hirose is planning our exhibition at electronica China next year.”

### **Future trends in the electronics industry: IoT drives transformation and upgrade**

As more industries are turning IoT technology in their transformation or upgrading efforts, the scale of IoT is expanding. electronica China is leading the way into the IoT market and, in collaboration with the Shanghai Internet of Things Industry Association, has launched the IoT Smart Hardware Hi-tech Park. Well-known exhibitors from the global IoT industry were invited to present the current status and development of IoT at this year’s exhibition, and electronica China also staged the ‘Green Screen IoT Live Show’ for the first time ever. This allows visitors to experience a brand-new electronic technology show with virtual scenes changed in real time.

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Toshihiro Kadowaki, Marketing Director of Murata mentioned:” Personally, this is the first time I participate in electronica China. In this special time when the entire world is under tight travel restrictions due to the Covid-19 epidemic, it is amazing that we can have such a great exhibition that offers both online and offline platforms for in-depth communication between industry professionals. “

### **Smart mobility: Technology that’s changing the future of transportation**

electronica China 2020 has created a ‘Smart Mobility Hi-Tech Park’, which brings together well-known automotive electronics manufacturers from across the industry to demonstrate an astounding array of cutting-edge technologies, including unmanned driving, intelligent vehicle networking, new energy vehicles and automotive body electronics.

Zhu Xiaofeng, Semiconductor and Sensor/Automotive Electronic Product Manager of Bosch (China) Investment, said: ” electronica China 2020 is still very popular. Although the first half of this year has been seriously affected by the Covid-19 epidemic, but the number of visitors has not decreased, indicating that the exhibition is still very attractive. In fact, we can see that the visitors this year are a lot more professional.”

### **The emergence of Chinese IC technology at electronica China 2020**

electronica China 2020 saw the construction of the ‘China Power Hi-Tech Park’, which brings together leading Chinese electronics companies to exhibit their innovative products and technical solutions and demonstrate China’s outstanding progress in the electric power industry.

### **Technology summits: Industry leaders interpret trends**

As a feature of its supporting programs, electronica China 2020 invited high-quality experts to share their experiences with visitors on topics such as automotive electronics, electric vehicles, medical treatment, connectors and embedded applications. The supporting forums, technical competitions and live demos held alongside electronica China have always attracted large numbers of exhibitors and visitors. Featuring hot topics, future trends, KOLs, high-quality talks and professional services, they have become the barometer of the electronics industry.

“Now we’re starting over from scratch.” The grand electronica China exhibition held in July 2020 not only brought renewed confidence to the entire electronics industry, but

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also turned a new page for electronics industry practitioners after what has been a difficult few months. electronica China now plans to explore and develop new ways of continuing its important work in promoting the electronics industry.

In 2021, electronica China and productronica China will be upgraded again and separated to be held in different time. The exhibition area will also be expanded. The next electronica China will be held on April 14 –16, 2021 in Shanghai. A new spin-off brand of the exhibition, the China International Exhibition and Congress for Automotive Electronics, Systems and Solutions (eAC), will be held at the same time. The eAC exhibition will cover automotive electronics, systems and solutions such as new energy vehicles, intelligent networking, unmanned driving and smart mobility.

For more information, please visit [electronica China 2020](#).

### About electronica China

electronica China is the leading trade fair for electronic components, systems and applications in China. The fair is one of the most important industry gatherings for the electronics industry in Asia, and it takes place each year in Shanghai at the same time as productronica China. A total of 81,126 visitors and **1,373** exhibitors participated in both events in 2020. electronica China 2021 will take place at the Shanghai New International Expo Center (SNIEC) on April 14–16, 2021. [electronica-china.com](#)

### electronica worldwide

electronica China is part of Messe München's network of trade fairs for the electronics industry. That network also includes the leading international trade fairs electronica and productronica in Munich, electronica South China, electronica India, Smart Cards Expo and electronicAsia, as well as productronica China, productronica South China, productronica India and LOPEC.

### Messe München

Messe München is one of the world's leading exhibition organizers, with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, more than 50,000 exhibitors and about three million visitors take part in more than 200 events at the exhibition center in Munich, the ICM – Internationales Congress Center München, the MOC Veranstaltungszentrum München, the Conference Center Nord, as well as at a range of locations outside Germany. Together with its subsidiary companies, Messe München organizes trade fairs in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of affiliated companies in Europe, Asia, Africa and South America, and about 70 foreign representatives covering more than 100 countries, Messe München has a strong global presence. [www.messe-muenchen.de](http://www.messe-muenchen.de)