

# FACTSHEET.

INFORMATION FOR EXHIBITORS/2023



## Accelerating Innovation

Strategic Partner



International Trade Fair for Electronics  
Development and Production

April 13-15, 2023

Shanghai New International Expo Centre

**productronica-china.com**

## productronica China 2023

### Date:

April 13-15, 2023

### Venue:

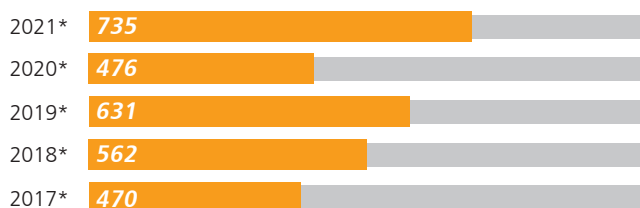
Shanghai New International Expo Centre

## Previous key figures

### Number of visitors



### Number of exhibitors



2021 Exhibition space: 65,000 sqm \*

2021 Pavilions: Germany \*

\* Figures of productronica China only.

electronica China takes place separately from 2021 onwards.

\*\* Figures include numbers of productronica China and electronica China.

## Accelerating Innovation

### At the beginning of the 14<sup>th</sup> "Five-Year Plan" period, smart electronic manufacturing sees new opportunities

In the "14<sup>th</sup> Five-Year Plan", intelligent manufacturing has been given priority. With the combination of favourable national policies and the continuous advancement of new technologies, e.g. 5G, cloud computing, AI (artificial intelligence), and IoT (Internet of Things), the application of smart technology in the manufacturing industry upgrade has accelerated. In answer to the national policy, productronica China will focus on important technologies as surface mounting, advanced packaging and component manufacturing, dispensing and bonding, electronic assembly automation, test and measurement, wire harness processing, robotics and intelligent warehousing. The exhibition will offer a complete display of innovative smart manufacturing solutions for major applications in the electronics industry.

### The very first show of the Asian electronics manufacturing industry annually: a platform for innovative products and technology

productronica China stages an annual event of the intelligent electronic manufacturing industry that is highly accredited by industry professionals and the media. The exhibition gathers different media and high-quality industry resources, and provides high-caliber professional press services for new product and technology releases. It aims to build a base for new product releases for the electronics manufacturing industry, and a compass that directs to the future of the industry.

### High-level decision-makers invited to procure on site

More and more high-level decision makers are now seeing productronica China as one of the most important industry events. They gather in Shanghai every year to look for innovative technologies and industry trends, on which basis they make annual procurement plans. Besides industrial electronics, automobiles, consumer electronics, medical care, communication systems, and military industry, professional visitors from emerging application fields such as security electronics, lighting electronics, new energy, and the Internet of Things are also invited. Exhibitors will have opportunities to meet and talk to more high-level decision makers and strike new deals.

### Meet experts at forward-looking accompanying programs

Along with the 3-day trade show, a series of industry forums, technique competitions and award ceremonies will be held. Experts from the electronics manufacturing, application and research facilities, technical experts, and scientists will answer questions, share experiences, and provide advanced technical solutions and industry forecasts on hot topics such as automation, surface mount, post-assembly, advanced packaging and component manufacturing technology, flexible electronics, dispensing and adhesive technology, wire harness processing, etc..

### Smart factories in the exhibition hall

Driven by the "Industry 4.0" and "Made in China 2025" initiatives, China's manufacturing industry as a whole is undergoing rapid transformation and upgrading towards intelligent manufacturing. How to build smart factories capable of intensive, reliable and complex production that is variable in both variety and batch size, and are more research-oriented? productronica China presents a complete SMT production line onsite, including intelligent warehousing, surface mount welding, plug-in welding, optical inspection, electrical performance inspection, robot assembly, and factory data collection.

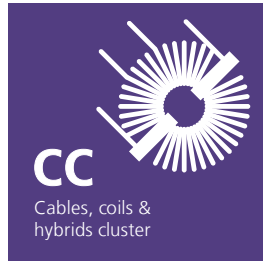


## THE SIX ELEMENTS OF ELECTRONICS DEVELOPMENT AND PRODUCTION.



### SMT cluster

Surface mount technology, welding, test and measurement/quality assurance, automatic electronic assembly, production logistics and material-flow technology



### Cables, coils & hybrids cluster

Manufacturing technologies for cable and connectors, coilware production and hybrid component manufacturing



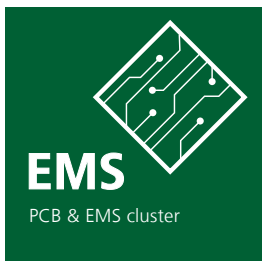
### Electronic manufacturing automation cluster

Industrial robots, motion control, drive technology and other production subsystems, smart warehousing



### Soldering & dispensing cluster

Soldering, gluing, dispensing, coating equipment, and other soldering/joining technologies for PCBs, surface finishing, cleaning



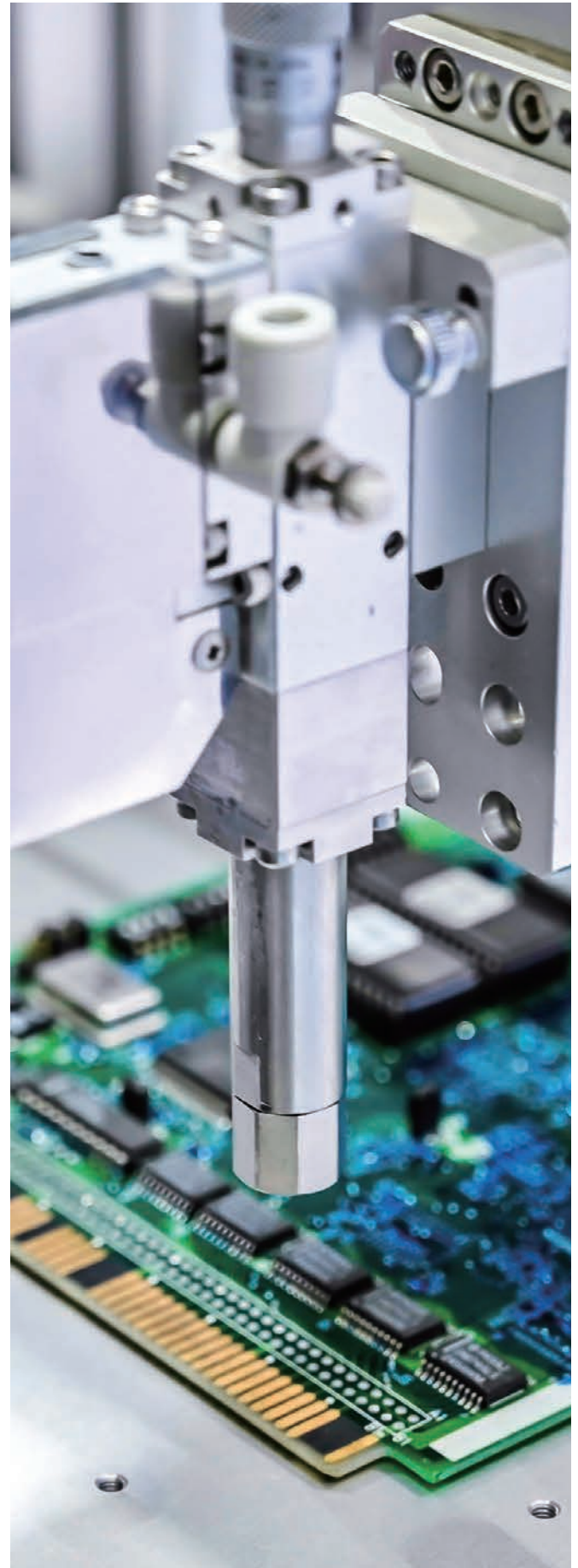
### EMS cluster

Electronic manufacturing services (EMS)



### Future production / smart factory cluster

SIP, flexibility and printing electronics, digital factory





## SEGMENT HIGHLIGHTS.

### SMT segment

Excerpt of exhibitors 2021



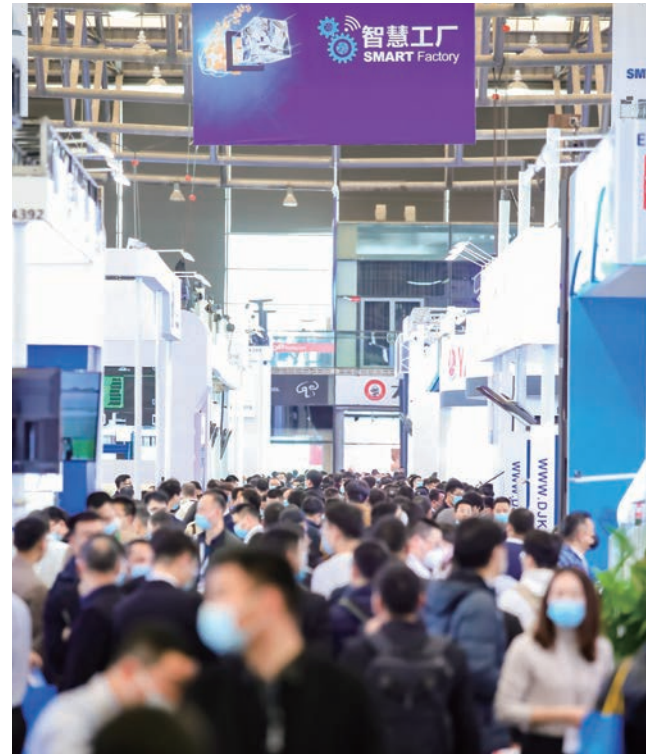
### Cable processing and connector manufacturing segment

Excerpt of exhibitors 2021



### Robotics, AGV, intelligent warehousing segment

Excerpt of exhibitors 2021



### Motion control segment

Excerpt of exhibitors 2021



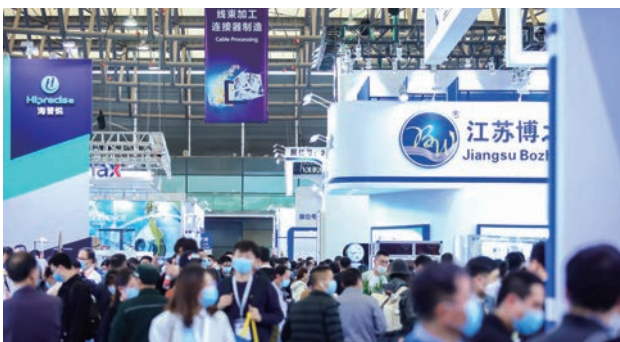
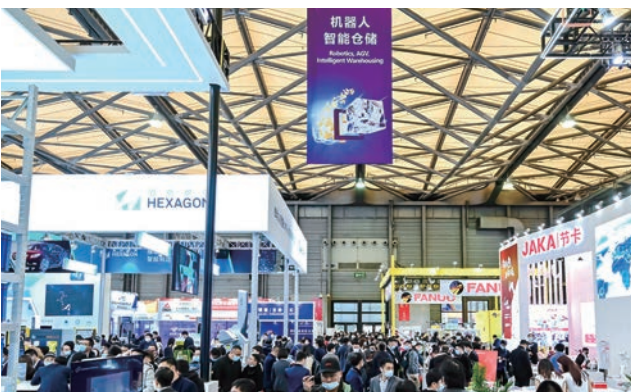
### Dispensing segment

Excerpt of exhibitors 2021

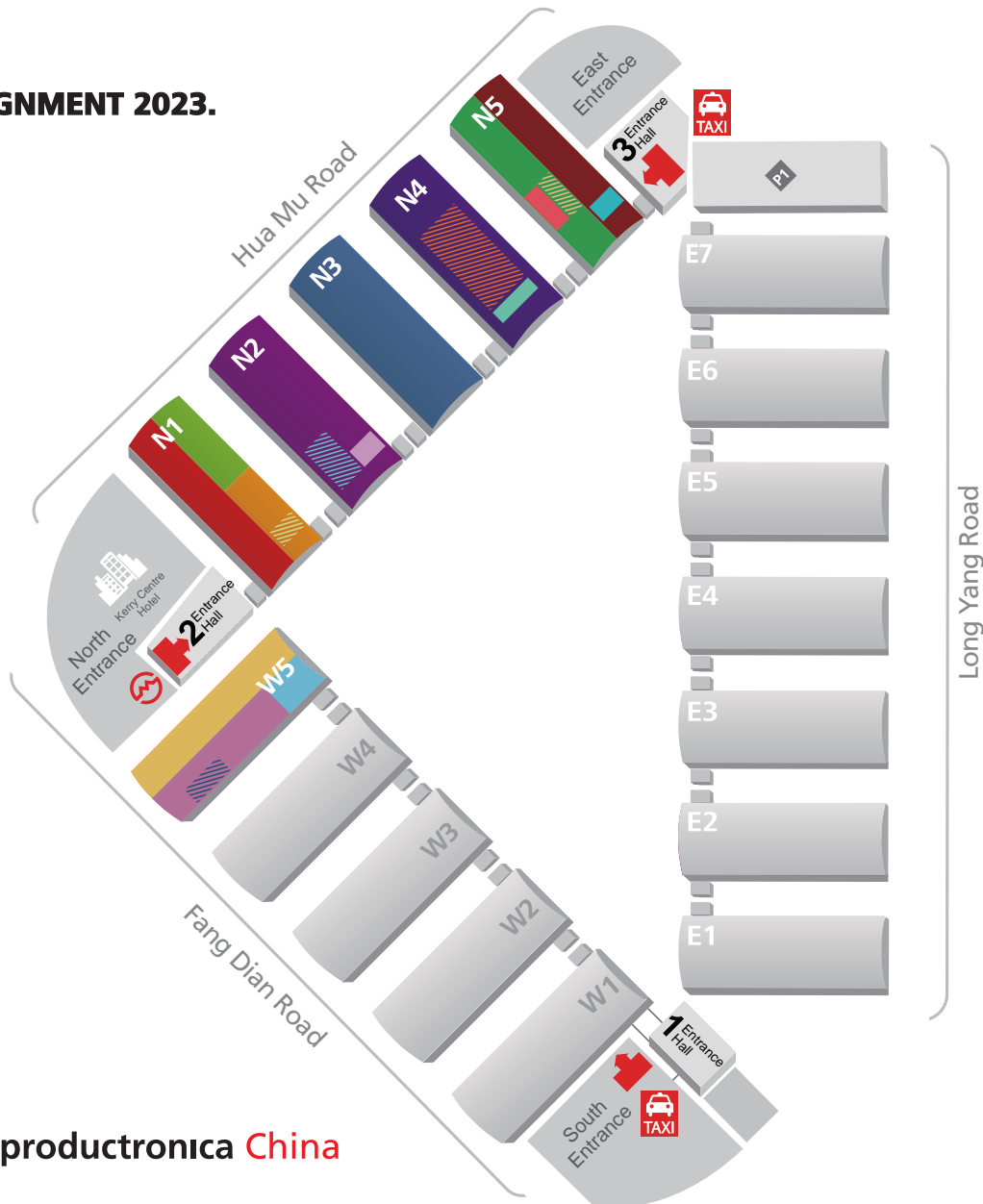


### Electronic chemical materials segment

Excerpt of exhibitors 2021



## HALL ASSIGNMENT 2023.



## N1-N5, W5

- W5**
- Electronic Chemical Materials
  - Dispensing & Bonding
  - Clean Technology
  - Innovative Technologies for New Energy Vehicle Adhesives

- N1**
- Sensor Technology
  - Component Manufacturing
  - Robotics, AGV, Intelligent Warehouse
  - Brand New Pavilion

- N2**
- Motion Control & Drive Technology
  - New Energy Vehicle Technology
  - Automotive PLC Industrial Control System

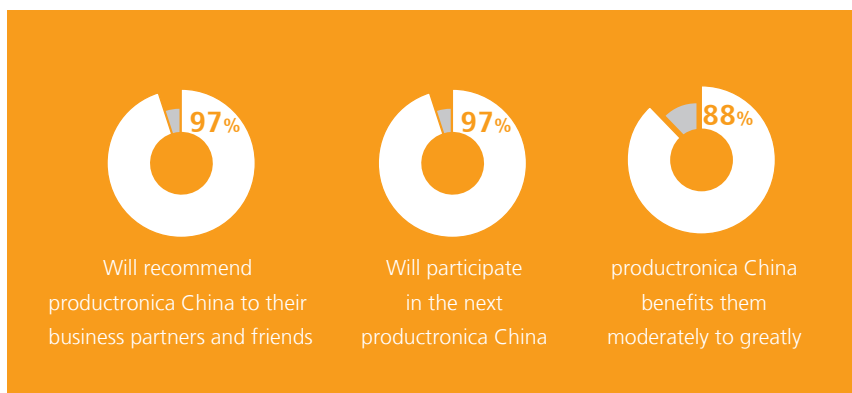
- N3**
- Cable Processing

- N4**
- Component-mount Technology
  - Smart Factory Core Area
  - Semiconductor Bonding Technology

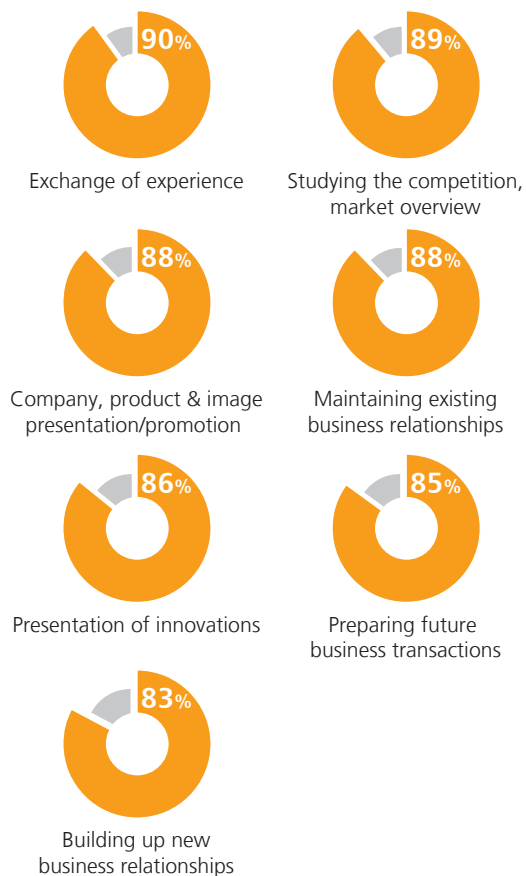
- N5**
- Automated Electronic Assembly
  - Test and Measurement, Quality Assurance
  - EMS
  - Micro-assembly Science & Technology Area
  - New Energy Vehicle Inspection Technology



## EXHIBITOR SURVEY.



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



\* Source: exhibitor survey at productronica China 2021.



## SATISFIED EXHIBITORS.



**Kirby Zhang, General Manager-State Business Sector,  
Europlacer (Shanghai) Co., Ltd.**

productronica China is a platform we value very much. We have cooperated with the organizer for many years and have taken part in almost every session. productronica China is very suitable for us and provides a good opportunity for product exhibition. The overall impression this year is that it is very successful, with a large number of visitors and a comprehensive range of exhibits. The organizer's service is very attentive, and our cooperation is very smooth. We are just like family. Next year, we will continue to participate in productronica China, and we thank the organizers again for their help.



**Jinzhong Song, Deputy Director,  
Tokyo Juki International Trading (Shanghai) Co., Ltd.**

This is the first time we participated in productronica China. Through the show, we have obtained a lot of valuable information. We hope that through the exhibition, we can introduce our high-quality automation equipment to customers from all over the country and the world, and thus to promote the Chinese and global markets. We will definitely continue to participate next year and continue to cooperate with productronica China.



**Sean Rong, Managing Director Komax China,  
Komax (Shanghai) Co., Ltd.**

We are an old friend of productronica China. Overall, we are quite satisfied, and as usual, we will participate in the exhibition next year.



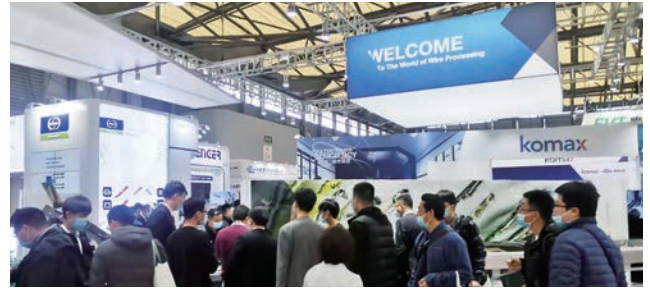
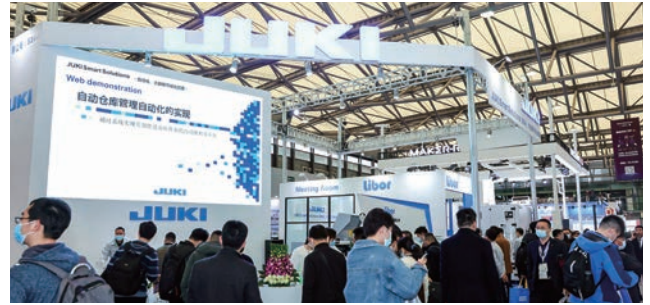
**Toby Wang, Industry Manager for SEMI&PV, Beckhoff  
Automation (Shanghai) Co., Ltd.**

We will continue to participate in productronica China next year. The electronics industry in China is constantly improving, and high-end technology has been used by major electronics manufacturers. We also hope to introduce advanced German technology into China through productronica China, and to help Chinese electronics manufacturers improve their technological level. In this way, we can communicate and benefit from each other.



**David Chen, Greater China Sales Director, Advanced  
Assembly and Elastomer, Dow Consumer Solutions**

We will continue to participate in productronica China. It is an inclusive, professional and high-end platform. We can meet many target customers here, and the customers can also get to know our products. At the same time, we can meet many friends in the industry, and we can find out the trend of the industry through exchanges with them. Since COVID-19 broke out, the exhibition we have taken part in is productronica China, apart from the CIIE. It is a very good platform.



**Huazhen Song, Technical Communication Manager,  
B&R Industrial Automation (China) Co., Ltd.**

We have participated in productronica China for many years. Our company has been in the electronics industry for many years, and we want to continue to expand our advantages by participating in the exhibition. In addition, productronica China is a major exhibition of the electronics manufacturing industry, with a large flow of high-quality visitors.



**Kenny Chen, Sales Supervisor of Plastic Bonding  
Adhesives, South China, Nordson (China) Co., Ltd.**

productronica China impressed us as a very professional exhibition. The show covers the entire industry chain of the electronics industry. Through the show, we have more opportunities to communicate with peers and customers. At the exhibition, we can learn about new developments and new information in the electronics industry through exchange with our customers and friends. We can not only meet many old friends but also make many new friends here. Nordson has been a "loyal customer" of productronica China for more than ten years, and we will continue to support productronica China and grow together in the days to come.



**Guo Chen, Key Account&HNV Director, Hexagon  
Manufacturing Intelligence**

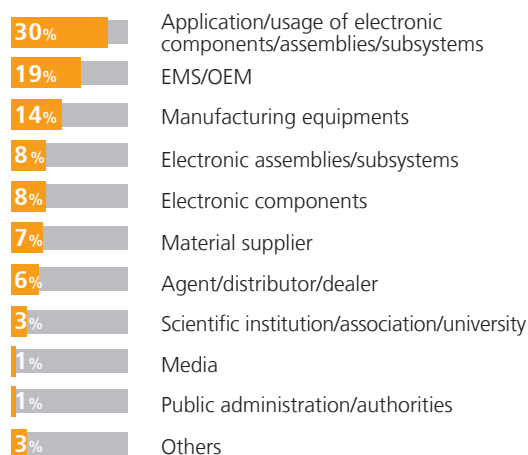
We have participated in productronica China for many years, and we have always given the fair a high praise. This is an exhibition that is both professional and representative of cutting-edge technology. For exhibitors, we are very willing to participate in such exhibitions where there are more advanced technology and professional visitors. Through productronica China, we can promote new technical solutions to the market, and expose our brand image to more customers.



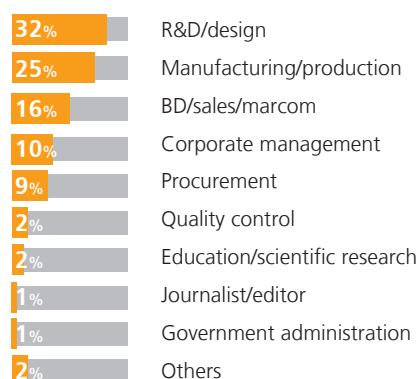


## VISITOR SURVEY.

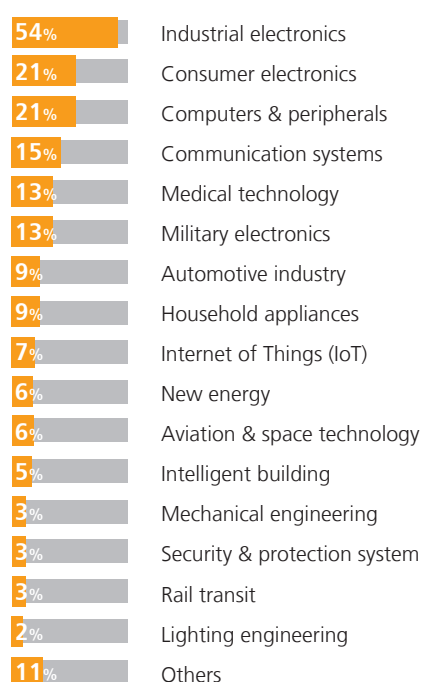
### Visitor analysis (by type of business)\*



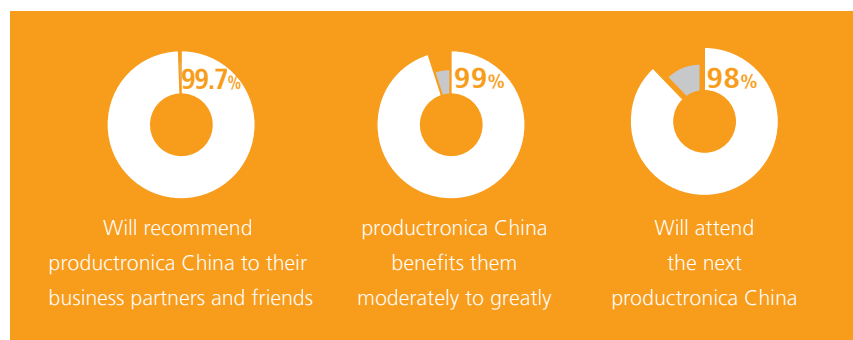
### Visitor analysis (by job responsibility)\*



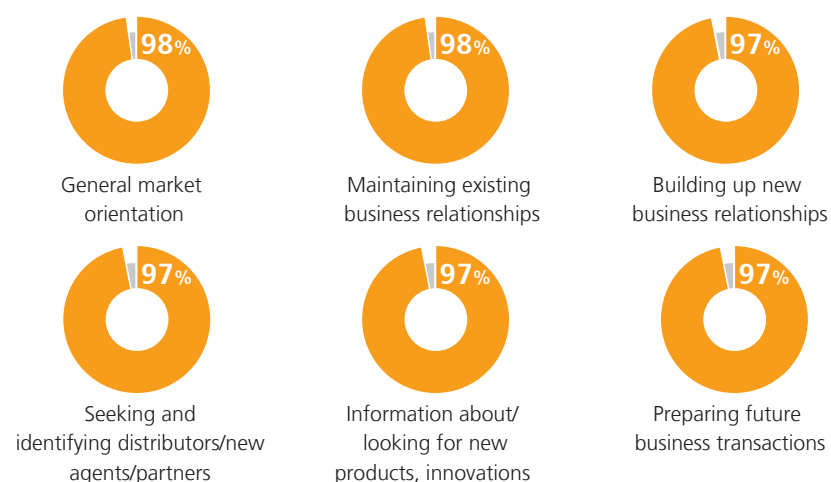
### Visitor analysis (by type of industry)\*



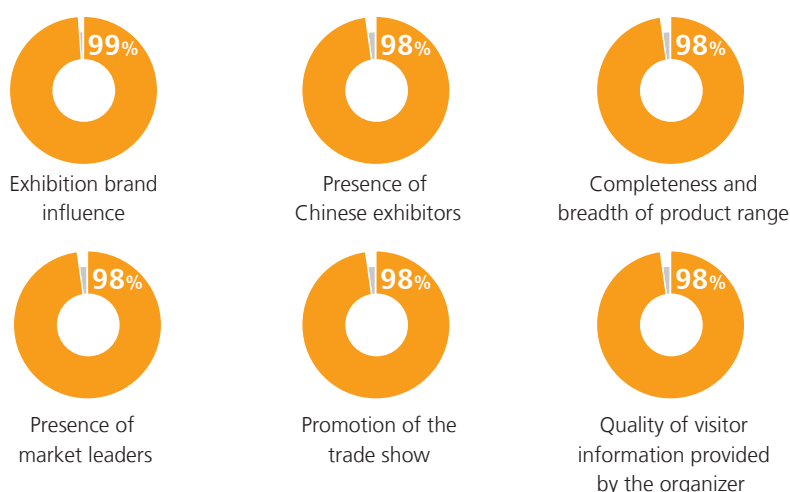
\* Source: visitor survey at productronica China 2021.



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



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





## BUYER GROUPS 2021.

Amphenol Airwave (Haiyan) Communication Electronics Co., Ltd.  
 Auto- Kabel Automotive Wiring Harness Co., Ltd.  
 BSH Electric (Jiangsu) Co., Ltd.  
 Changzhou Xingyu Automotive Lamp Co., Ltd.  
 COMPEQ MANUFACTURING (Suzhou) CO., LTD.  
 Continental Automotive Wuhu Co., Ltd.  
 Daisei (Shanghai) Electronics Co., Ltd.  
 Flextronics Electronic Technology (Suzhou) Co., Ltd.  
 Foxconn Technology Group  
 GoerTek Co., Ltd.  
 Great Wall Motor Co., Ltd.  
 Hi-P (Suzhou) Communication Technology Co., Ltd.  
 Honten Technology Co., Ltd.  
 Hunan Aerospace Electromechanical Equipment and Special Materials Research Institute  
 Inovance Technology (Suzhou) Co., Ltd.  
 Inventec Technology Co., Ltd.  
 Jiangsu Hengtong New Energy Electric Technology Co., Ltd.  
 Jiangsu Yuyue Medical Equipment Co., Ltd.  
 Johnson&Johnson Medical Devices Co., Ltd.  
 Kostal Huayang Automobile Electric Co., Ltd.  
 Kunshan Lanto Electronic Limited  
 MIND Electronic Appliances  
 Nitto Wire Industry (Hangzhou) Co., Ltd.  
 No. 803 Research Institute, Shanghai Aerospace Bureau

Panasonic Industrial Devices SUNX Suzhou Co., Ltd.  
 RiC Medical Technology (Suzhou) Co., Ltd.  
 SAIC Volkswagen  
 Schneider Electric (China) Co., Ltd.  
 Shanghai Chenxing Simcom Electronic Technology Co., Ltd.  
 Shanghai Global Connection Auto Parts Co., Ltd.  
 Shanghai Hangyi High-tech Development Research Institute Co., Ltd.  
 Shanghai Hoppy Electronics Co., Ltd.  
 Shanghai Jinting Automobile Harness Limited  
 Shanghai Railway Communication Co., Ltd.  
 Shanghai Sharetek Industrial Equipment Co., Ltd.  
 Shanghai Siemens Medical Devices Co., Ltd.  
 Shenxun Computer Kunshan Co., Ltd.  
 Sichuan CASC Liaoyuan Technology Co., Ltd.  
 Suzhou Rayval Technology Co., Ltd.  
 SUZHOU ZHUOER-TECH ELECTRONICS.- CO .PTE .LTD.  
 Tech Front (Shanghai) Computer Co., Ltd.  
 Tianhai Auto Electronics Group Co., Ltd.  
 Wistron Capital Kunshan Co., Ltd.  
 Wuxi Murata Electronics Co., Ltd.  
 Yazaki (China) Investment Co., Ltd.  
 Zhongda Delta Electronics (Jiangsu) Co., Ltd.  
 Zhongke Hongtai Electronics Co., Ltd.  
 Zhuhai Fujikura Denso Co., Ltd. Wuhu Branch



## SATISFIED VISITORS.



### Sun Kong, Specialist, Quanta Shanghai Manufacturing City Tech-Front (Shanghai) Computer Co.Ltd.

I think in terms of scale, productronica China is one of the biggest exhibitions in the electronics industry. It covers a relatively complete range of manufacturers, and many new equipment are exhibited here. In terms of service quality, the organizer is very good at its job and is very considerate. The number of exhibitors and visitors has increased, and the organizer's service is also very helpful.

### Hao Lu, Process Management, (AVIC) Shanghai Aviation Electric Co., Ltd.

The show is very rewarding, and it offers directions and blueprint to us in the building of a digitalized factory, as it covers everything from advanced smart warehousing logistics and digital transformation solutions, robotics and other high-quality technologies and solutions, to wire harness processing equipment, automatic dispensers and other basic unit equipment that constitutes an intelligent production line. By learning from leading exhibitors, we now know a lot about how to develop solutions for releasing production capacity and improving product quality. In all, our visit is very helpful to the development of the company and to us personally.

### Shuqing Li, Director, Technical Center, Shanghai Sharetek Technology Co., Ltd.

productronica China is huge, and the platform provides visitors with new technologies and exhibitors. We are especially happy to see the rapid progress of domestically developed technology. Among them, the equipment exhibited by FACC is the most impressive. The exhibits from foreign companies such as FUJI, YAMAHA, and Panasonic still showed strong technical advantages.



## Media partners

Press release on media websites: **2,000+** articles

## Industry media



## Social media

Official WeChat account: **100,000+** followers, Page-views: **8,000+** person-time

Press release on media WeChat account: **100+** articles,

Total page-views: **50,000+** person-time



Official WeChat Account

慕尼黑上海电子生产设备展服务站



WeChat Mini Program

慕尼黑上海电子生产设备展

Exhibition cooperation WeChat subscription

- 中国机器人网
- EMC电子制造
- 智汇工业
- 工控网
- 控制工程中文版
- SMT电子智造技术百科
- SMT整线设备技术论坛
- SMT设备与工艺技术论坛
- SMTJS资讯
- 线束中国
- 线束世界
- PCBworld
- 伺服与运动控制
- 变频器世界
- 机器人在线
- 电子发烧友网
- 自动化网
- 中电网
- 电子产品世界
- 线缆行业朋友分享圈
- 工业机器人培训
- CEIA电子智造
- 物联网世界
- 今日半导体
- .....



## Industry activities

Annual industry promotion activities



## eDM

Database: **3,181,000+**

Frequency: 1-3 times/week



## Live

Vphoto page-views: **82,000+** person-time

Live viewers on Gongkong: **70,000+** person-time





# GERMANY. CHINA. INDIA.

## Global Electronics Network



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