

July 1–3, 2026
Shanghai
New International
Expo Centre

Factsheet

Information for exhibitors 2026

Scan QR for
Exhibition Details





electronica Shanghai is important trade fair for the electronics industry in Asia. It provide the industry with more display options and opportunities, as well as more participation from related application fields. More application demos for vertical industries will be included to create a cross-industry platform that is helpful to the entire industry chain from product design to application. More than ten forums focusing on cutting-edge topics in vertical industries will also be held during the exhibition, covering electric vehicles, smart vehicles, artificial intelligence (AI), embodied intelligence, green energy, smart factories, Internet of Things Plus (IoT+), smart wearables, industrial internet, wireless communications, data centers, smart homes, etc.

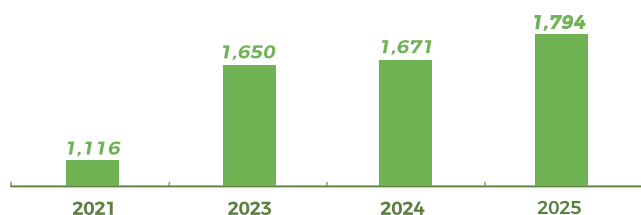
Show Highlights

- Comprehensive range of products and services
- Leading business platform: high quality of buyers and decision-makers in upper management who are preparing for and conducting business transactions
- From components to systems, applications and services: everything here revolves around the world of electronics
- Technical forums with prominent speakers: topics covering cutting-edge technologies and hot application fields.

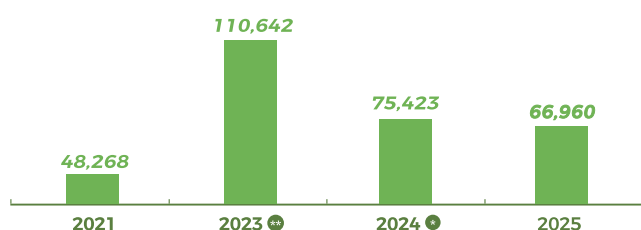
Previous key figures

2025 Exhibition space : 100,000 sqm

Number of exhibitors



Number of visitors



electronica Shanghai 2022 was postponed due to COVID-19

⬤ Co-located with LASER World of PHOTONICS SHANGHAI, analytica Shanghai, Vision China (Shanghai).

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Exhibition Categories

- Semiconductors
- Embedded systems
- Sensor technology
- Micro-and nanosystems
- Relays
- Passive components
- Connectors, Switches, Cable Harness
- Displays
- PCBs and other circuit carriers
- Power supplies
- Test and measurement
- EMS electronic manufacturing services
- Assemblies and subsystems
- Automotive
- Wireless
- Services
- Artificial intelligence technology
- Internet of things technology

Application Fields

- | | | | |
|--|---|--|-------------------------------|
| | Industrial Electronics / Industrial Control | | Internet of Things (IoT) |
| | Automotive electronics and EV | | Household appliance |
| | Consumer electronics | | Aviation & space technology |
| | Communication systems | | Military electronics |
| | Electricity and New Energy | | Lighting engineering |
| | Medical technology | | Rail transit |
| | Computers & peripherals | | Security & protection systems |
| | Mechanical engineering | | Intelligent building |
| | Mobile phone | | Artificial intelligence |

Fairgrounds Map



electronica Shanghai

July 1–3, 2026

Shanghai New International Expo Centre

N1–N5

W1–W5



Connectors, Switches, Cable Harness

W1–W4

Sensors

N3

Power Supplies

W5

Semiconductor Manufacturing N3

Test & Measurement

W5

PCB EMS N3, W4

Distributors

W5, N2

Semiconductors N3–N5

Passive Components

N1–N2

Embedded System N5

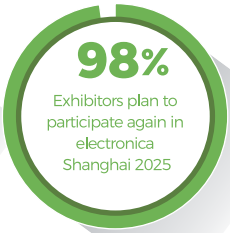
Display

N1

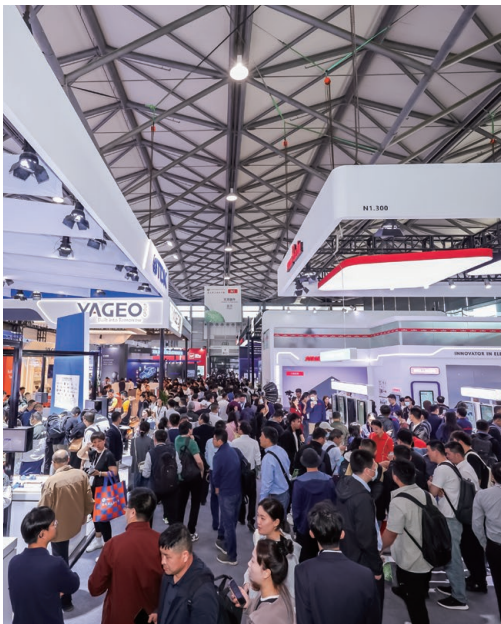
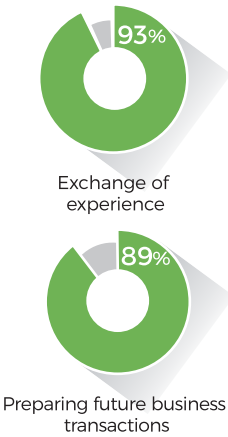
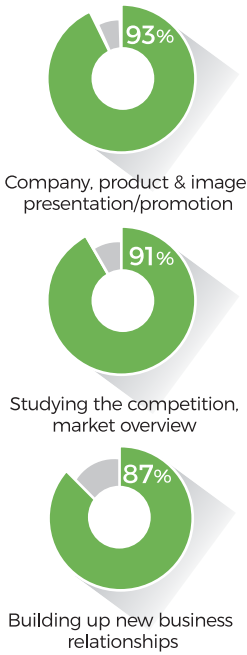
Component Manufacturing

N2

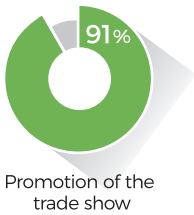
Exhibitor survey analysis



BUSINESS GOALS REACHED



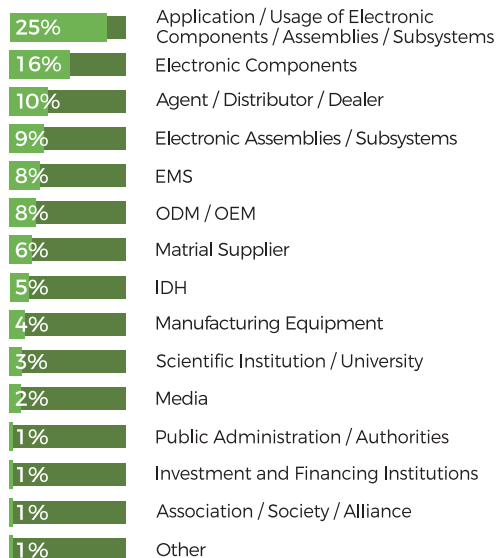
ASSESSMENT OF ELECTRONICA SHANGHAI REGARDING



* Source: Exhibitors survey at electronica Shanghai 2025.

Visitor analysis

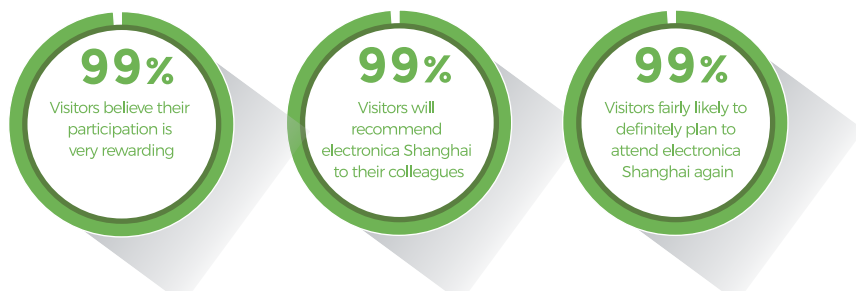
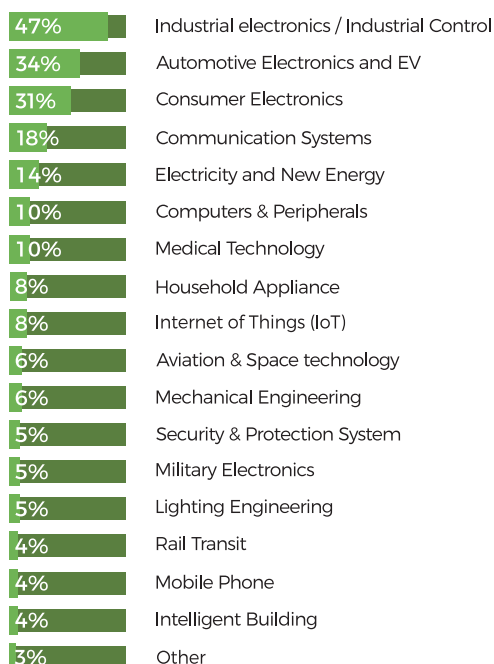
BY TYPE OF BUSINESS



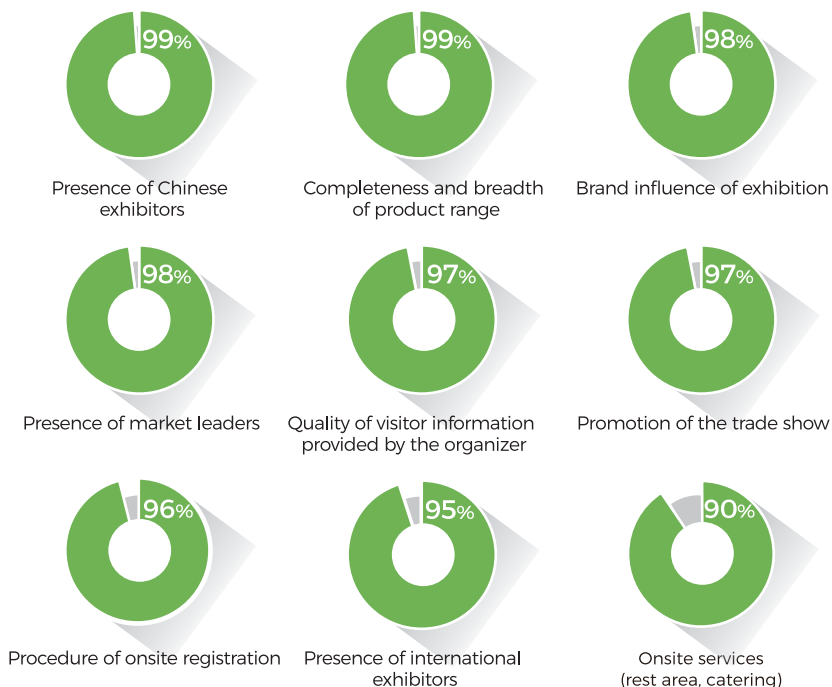
BY JOB RESPONSIBILITY



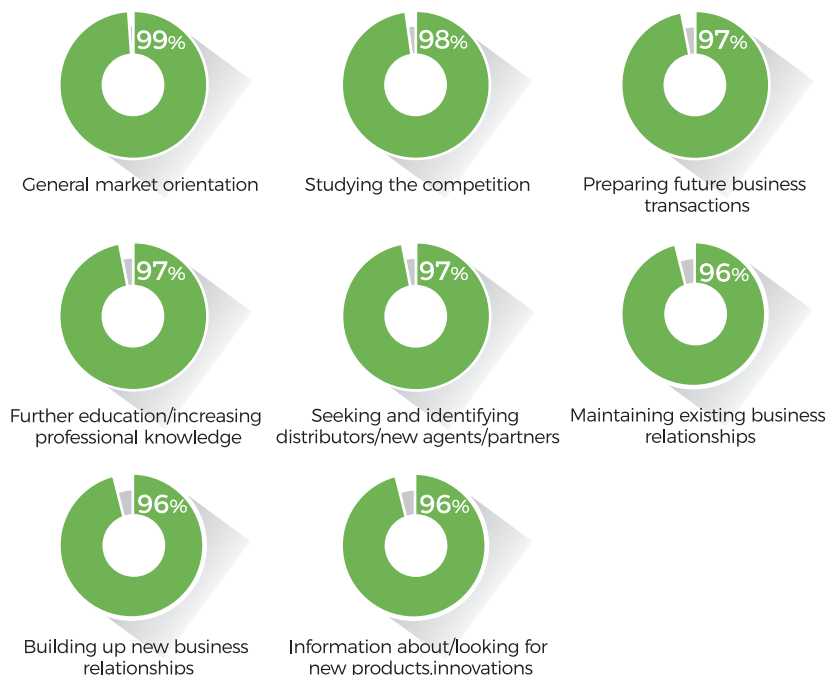
BY INDUSTRY (Multiple Choices)



ASSESSMENT OF ELECTRONICA SHANGHAI REGARDING



BUSINESS GOALS REACHED



* Source: Visitor survey at electronica Shanghai 2025

360° Crossmedia Marketing

Trade media



*In no particular order.

Self-Media Channel Promotion: 工科男孙老师、谈三圈



Social media

Official WeChat account: **200,000+** followers, Average reads: **2,000+** person-time

Press release on media WeChat account: **250+** articles, Average reads: **3,000+** person-time

WeChat



Official WeChat Account
e星球



Official WeChat Account
慕尼黑上海电子展
服务站

Exhibition cooperation WeChat subscription

- 高速射频百花潭
- 硬件十万个为什么
- AI电堂科技
- 电子产品世界
- 达尔闻说
- 今日半导体
- 电子工程世界
- Techsugar探索科技
- TopSemic
- 硬件攻城狮
- strongerHuang
- 记得诚
- 电子通
- 芯师爷
- 半导体芯闻
- 电子发烧友
- 汽车电器杂志社
- 电子技术应用
- 电力电子技术与新能源
- 物联网智库
- IOT物联网技术
- 老虎说芯
- 机器人大学
- 剑指工控
- 储能头条
- 储能100人
- 光伏资讯
- 光伏产业网
- 机器人在线
- AI科技大本营
- 智能制造
- 工业机器人
- 漫话IC
-



360° Crossmedia Marketing

External Promotion Channel



Tencent Promotion

Impressions:
13,468,527
Clicks:
125,203



Baidu Promotion

Impressions:
16,147,096
Clicks:
495,026



Official Promotion Channel

eDM

Database:
600,000+ data
Frequency:
1-3 times/week

SMS

Database:
1,000,000 data
Frequency:
1-2 times/month



Live

Vphoto page-views: **705,087** person-time

Live viewers on
www.elecfans.com: **50,000+** person-time

Live viewers on EEPW: **43,905** person-time





MESSE
MÜNCHEN

GERMANY. CHINA. INDIA.

Global Electronics Network



Nov. 10 – 13, 2026
Munich, Germany



Apr. 8 – 10, 2026
Greater Noida, India (IEML)

Sep. 16 – 18, 2026
Bengaluru, India (BIEC)

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