

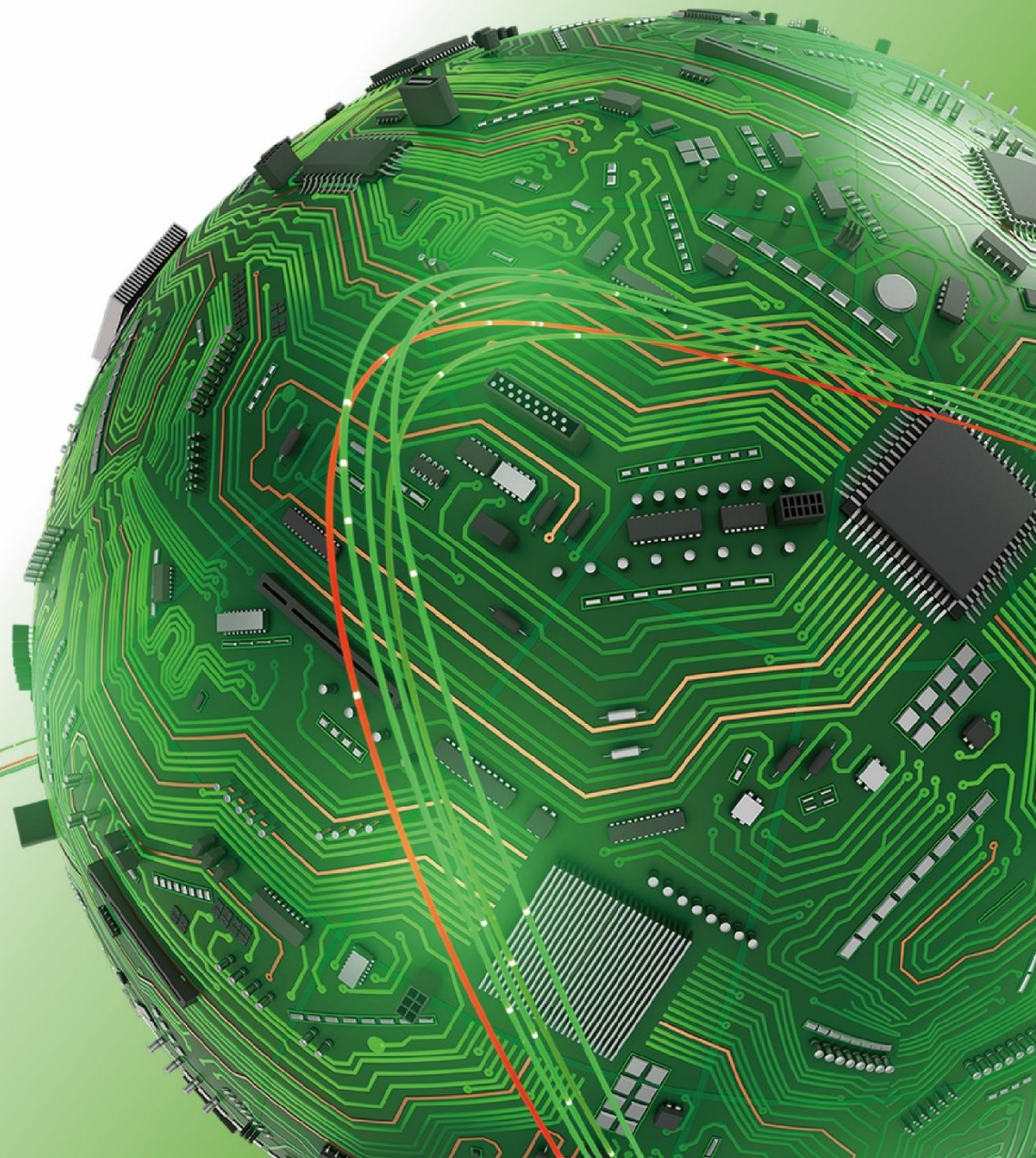
 electronica Shanghai 2026

慕尼黑上海电子展

展后报告 Post-show Report

2026年7月1-3日, 上海新国际博览中心

July 1-3, 2026, SNIEC



展会、展商数据及分析

Exhibition data, exhibitor data and analysis

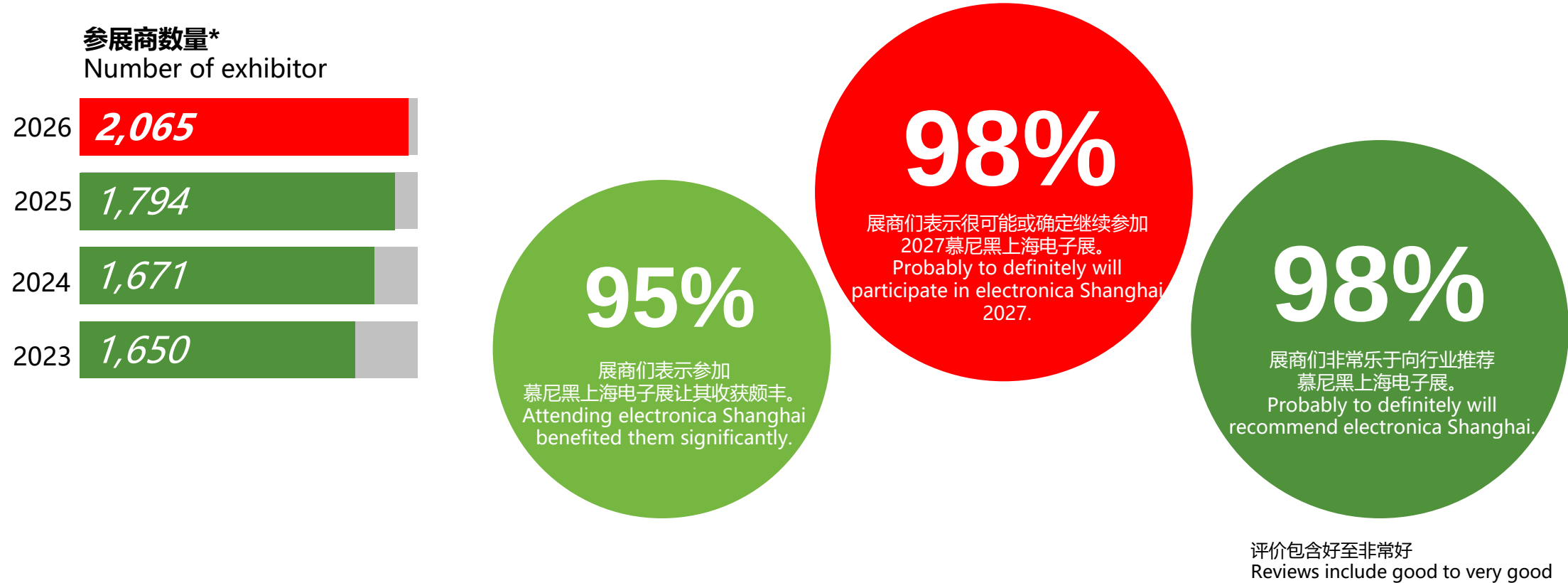


主办单位
Organizers

慕尼黑展览（上海）有限公司
Messe Muenchen Shanghai Co., Ltd.

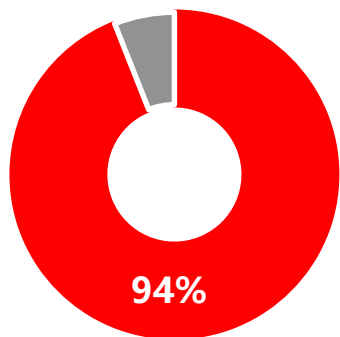
展出面积
Exhibition space

超120,000平米
Over 120,000 sqm

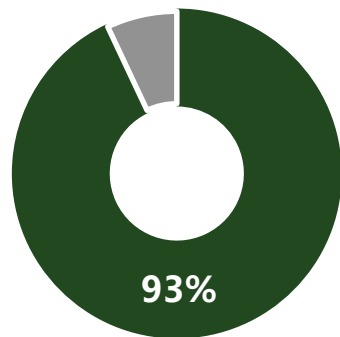


展商反馈 Exhibitor feedback

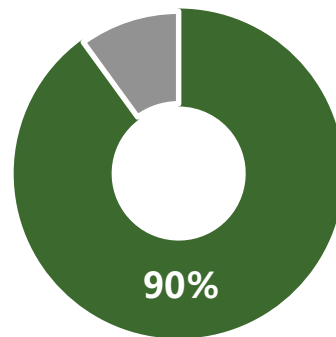
对2026慕尼黑上海电子展整体评价
Overall assessment of electronica Shanghai 2026



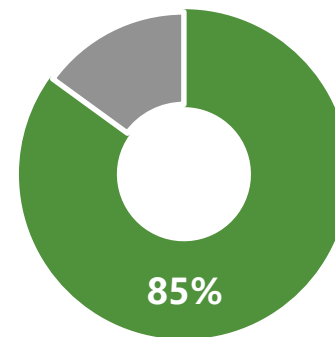
展品范围的完整性和覆盖面
Completeness and
breadth of product range



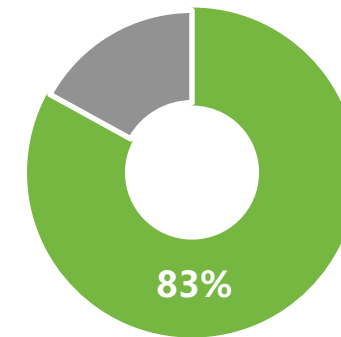
认可展会的品牌影响力
Recognize brand influence
of the exhibition



认可展会的推广力度
Recognize promotion
of the exhibition



认可展会的观众数量
Recognize quantity of
visitors

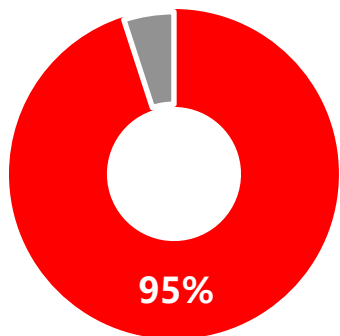


认可展会的观众质量
Recognize quality of
visitors

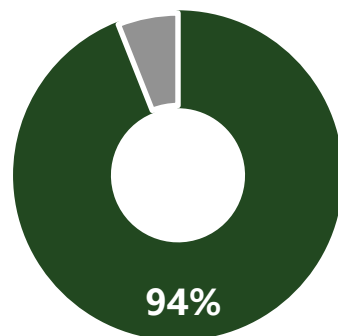
评价包含好至非常好
Reviews include good to very good

展商反馈 Exhibitor feedback

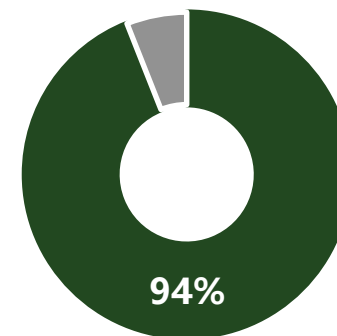
展商对参展目的达成度的评价
Detailed show assessment by exhibitors



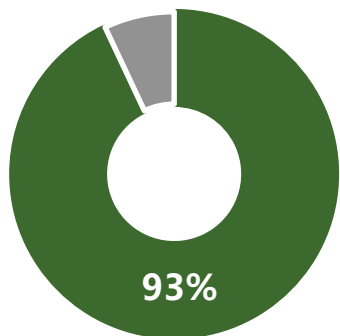
维持现有的商业关系
Maintaining existing
business relationships



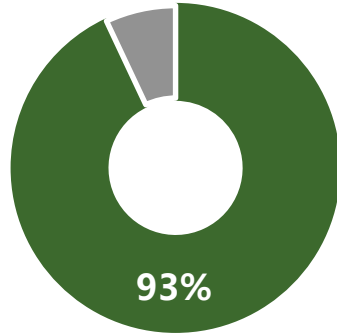
利于公司形象和产品推广
Company, product & image
presentation/ promotion



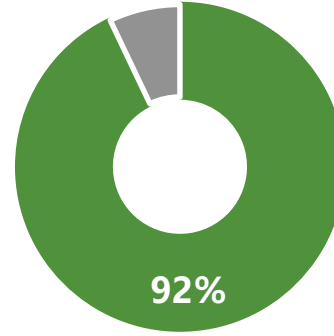
经验交流
Exchange of experience



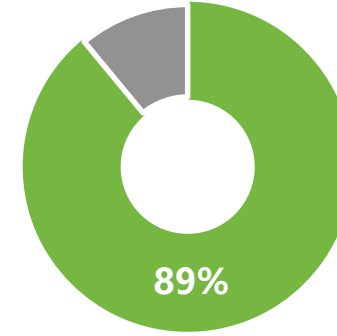
研究市场竞争动态
Studying the competition,
market overview



新产品发布
Presentation of innovations



为将来的业务交易做准备
Preparing future
business transactions



建立新的商业关系
Building up new business
relationships

展商评价 Exhibitor Statement



德州仪器十分荣幸参与慕尼黑上海电子展。慕尼黑上海电子展汇聚产业链上下游，是极具价值的行业盛会。本届展会，观众热情高涨，无论前沿技术探讨还是商务对接都氛围浓厚。TI 期待借此平台与各界开放交流行业新技术、产业变革，挖掘更多合作机会。同时未来TI会持续参展，期待每年都能在此平台和行业伙伴深度交流。

Texas Instruments (TI) is honored to participate in electronica Shanghai, one of the industry's premier events that brings together stakeholders from across the entire electronics value chain. This year's exhibition has been marked by strong industry momentum, with vibrant discussions on cutting-edge technologies and active business networking throughout the venue. TI values this platform as an opportunity to engage in open dialogue with industry peers on emerging technologies and the ongoing transformation of the electronics industry, while exploring new avenues for collaboration. We look forward to continuing our participation in electronica Shanghai and to deepening our exchanges with industry partners through this outstanding platform year after year.

曾繁宸，德州仪器，德州仪器(TI)系统与市场部门总经理

Zeng Fanchen, General Manager, Systems & Marketing, Texas Instruments

慕尼黑上海电子展是亚洲极具影响力的电子行业展会，辐射整个中国乃至全亚洲市场，对罗森伯格而言，慕尼黑上海电子展是接待客户、合作伙伴与行业同行的绝佳平台。

electronica Shanghai is a highly influential trade fair across Asia, with strong reach throughout China and the broader regional market. For Rosenberger, it provides an excellent platform to engage with customers, partners, and industry peers.

Olaf scale，罗森伯格，罗森伯格亚太电子有限公司CEO

Olaf Scale, CEO of Rosenberger Asia Pacific, Rosenberger

今年行业整体氛围格外火热，本次展会到访客户数量激增，接待应接不暇。客户重点关注两类产品：一是机器人相关产品，二是生成式 AI 相关产品，二者市场关注度极高。恩智浦半导体明年还会继续参展，并届时带来全新方案。

This year's exhibition has been very exciting. We've seen a significant increase in visitor traffic, and our team has been busy meeting with customers throughout the event. Their biggest interest has centered on two areas: robotics and generative AI. Both are drawing huge attention. We look forward to returning to the exhibition next year with new solutions and technologies.

冯春柏，恩智浦半导体，技术支持高级经理

Feng Chunbai, Senior Technical Support Manager, NXP Semiconductors

慕尼黑上海电子展一直是观察产业变革的关键窗口。今年展会规模达12万平米，汇聚超2000家展商，其核心看点，如软件定义汽车、AI算力驱动硬件革新以及产业从“芯片性能”向“系统整合”的范式转移，与华大半导体的战略方向高度契合。未来，华大半导体将继续以集团军形式参展，从展示产品升级为展示系统解决方案，助力行业关注系统价值。

electronica Shanghai has consistently served as a key window into industry transformation. This year's exhibition spans 120,000 square meters and features over 2,000 exhibitors. Its core themes—such as software-defined vehicles, AI computing power-driven hardware innovation, and the industry's paradigm shift from chip performance to system integration—closely align with Huada Semiconductor's strategic direction. In the future, Huada Semiconductor will continue to exhibit as a unified entity and evolve from showcasing product upgrades to presenting system solutions, thereby helping the industry recognize the value of integrated systems.

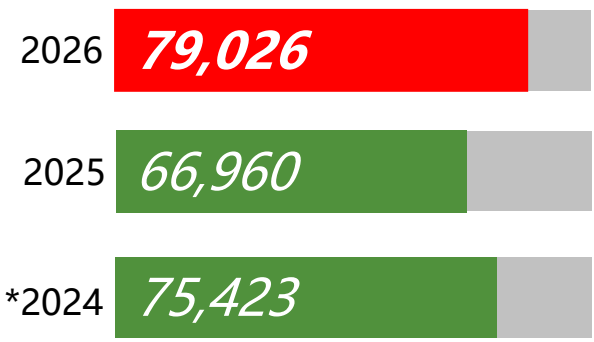
鲍海森，华大半导体有限公司，市场部总经理

Bao Haisen, General Manager of Marketing Dept., Huada Semiconductor Co., Ltd.

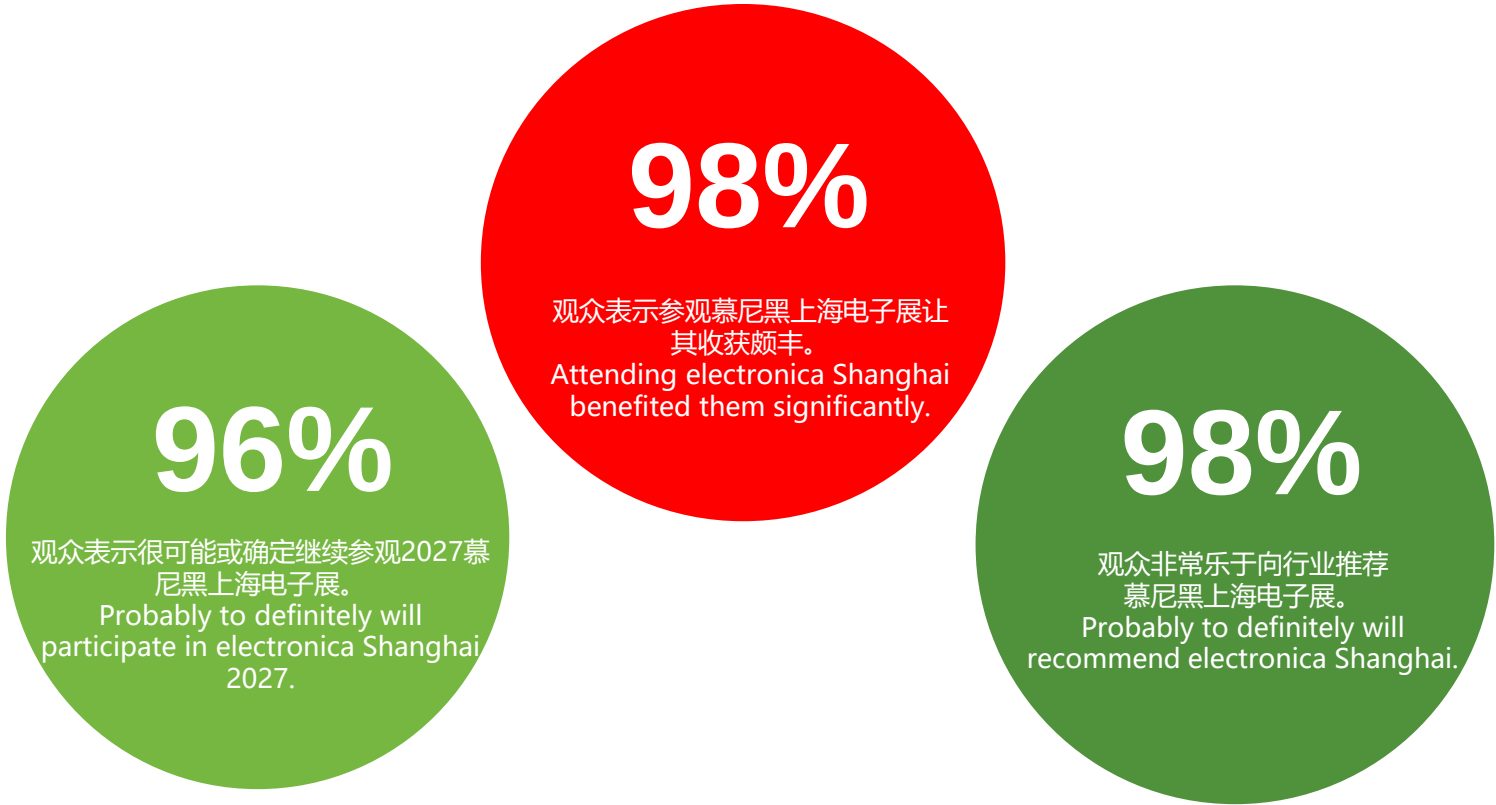
观众数据及分析

Visitor data and analysis

专业观众数量*
Number of visitor



*2024年联合同期Vision Shanghai总观众人数
Visitor including Vision Shanghai in 2024

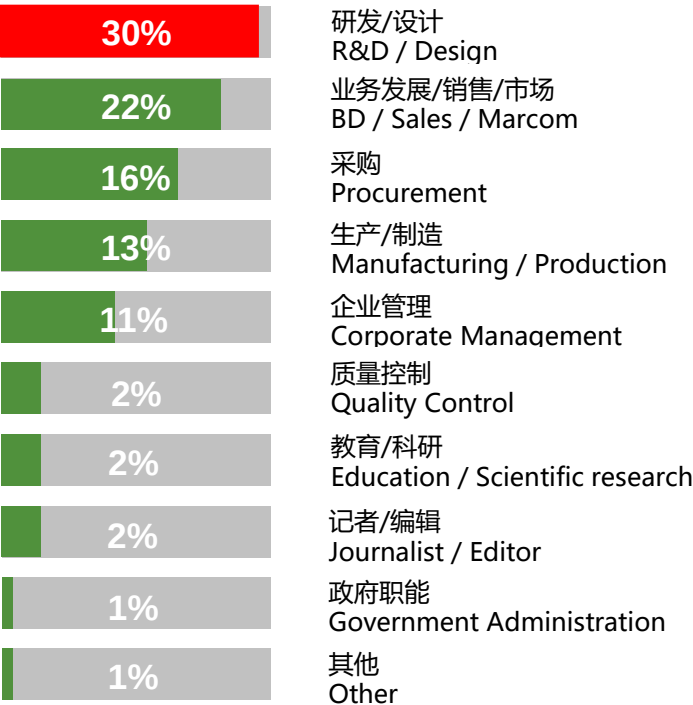


评价包含好至非常好
Reviews include good to very good

观众数据及分析

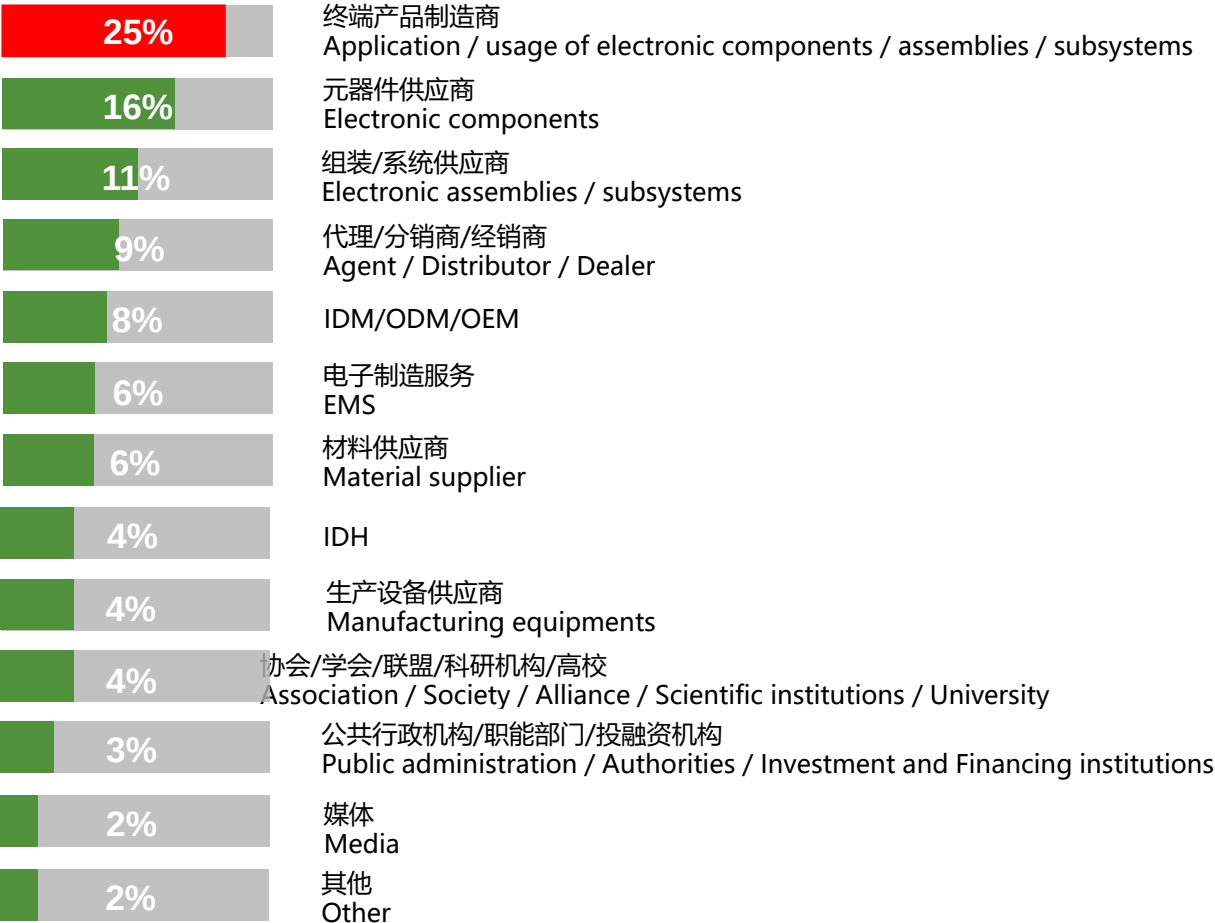
Visitor data and analysis

根据工作职能*
by job responsibility



*单项选择
Single choice

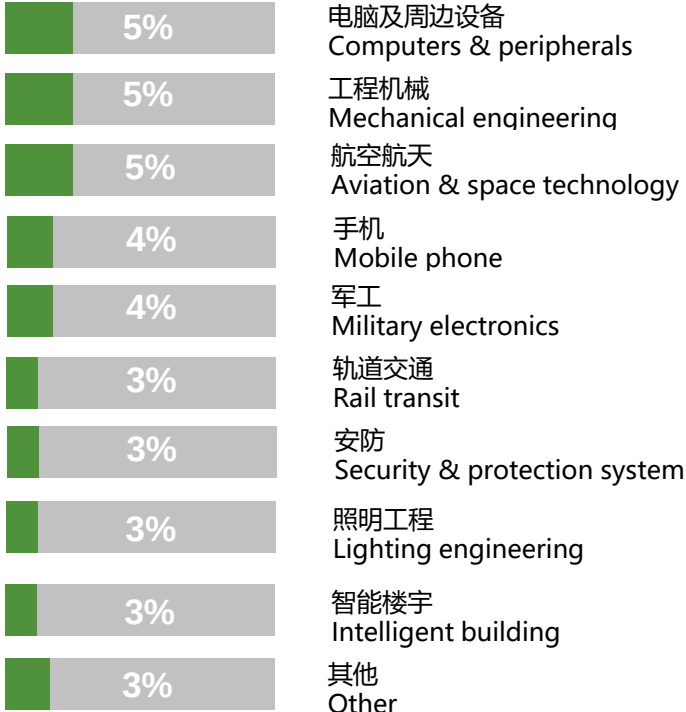
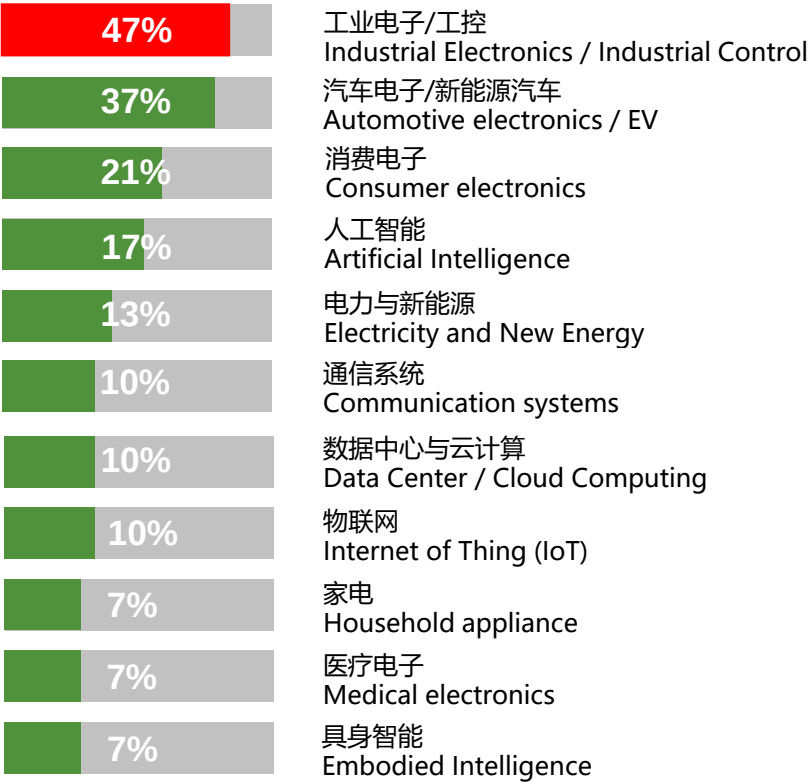
根据所在企业性质*
by type of business



观众数据及分析

Visitor data and analysis

根据应用领域* by industry

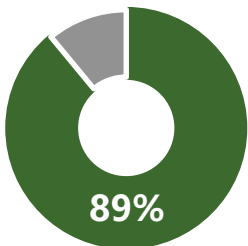


*多项选择
Multiple choice

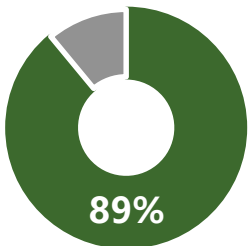
观众反馈

Visitor feedback

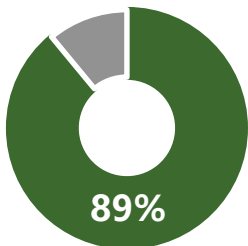
专业观众对本届慕尼黑上海电子展的详细评价
Overall assessment of electronica Shanghai 2026



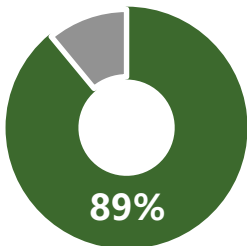
展会的推广力度
Promotion of exhibition



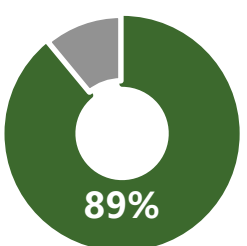
展品范围的完整性和覆盖面
Completeness and breadth of product range



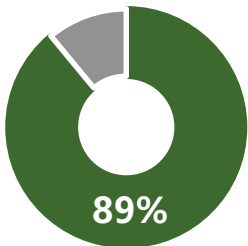
领军企业参展数量
Presence of market leaders



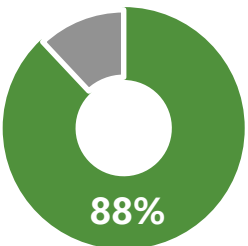
国内参展商数量
Presence of Chinese exhibitors



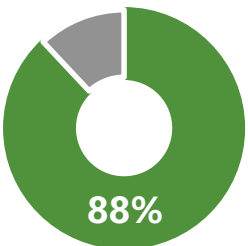
现场指示牌的清晰度
The clarity of on-site signage/signboards.



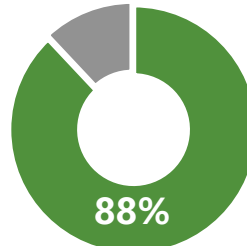
观众登记流程总体评价
Overall evaluation of visitor registration process



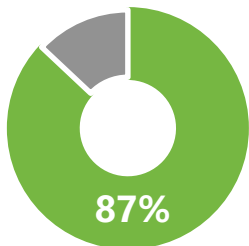
国际参展商数量
Presence of international exhibitors



品牌影响力
Brand influence of exhibition



主办方提供的信息的质量
Quality of visitor information provided by the organizer



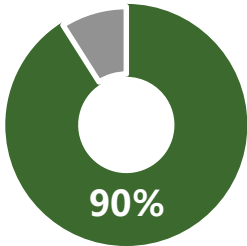
现场服务（休息区、餐饮等）
Onsite services (rest area, catering)

评价包含好至非常好
Reviews include good to very good

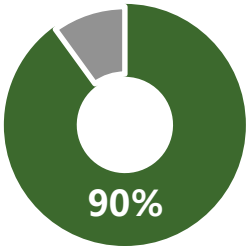
观众反馈

Visitor feedback

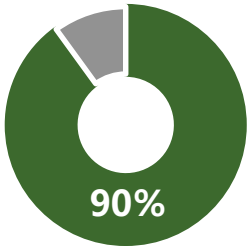
专业观众对本届慕尼黑上海电子展的详细评价
Overall assessment of electronica Shanghai 2026



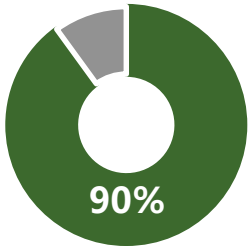
建立新的商业关系
Building up new business relationships



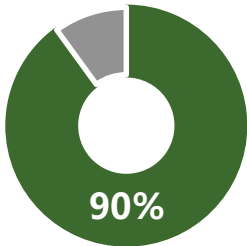
为之后的商业交易做准备
Preparing future business transactions



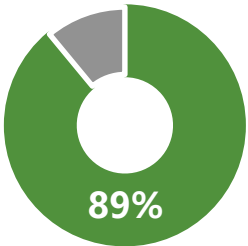
了解市场趋势
General market orientation



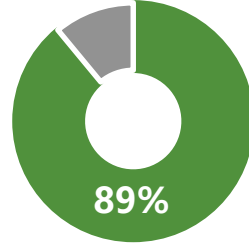
了解新产品发布信息
Information about\looking for new products, innovations



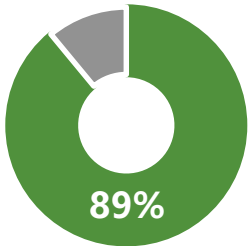
寻求分销商/新的代理/合作伙伴
Seeking and identifying distributors\new agents\partners



维持现有的商业关系
Maintaining existing business relationships



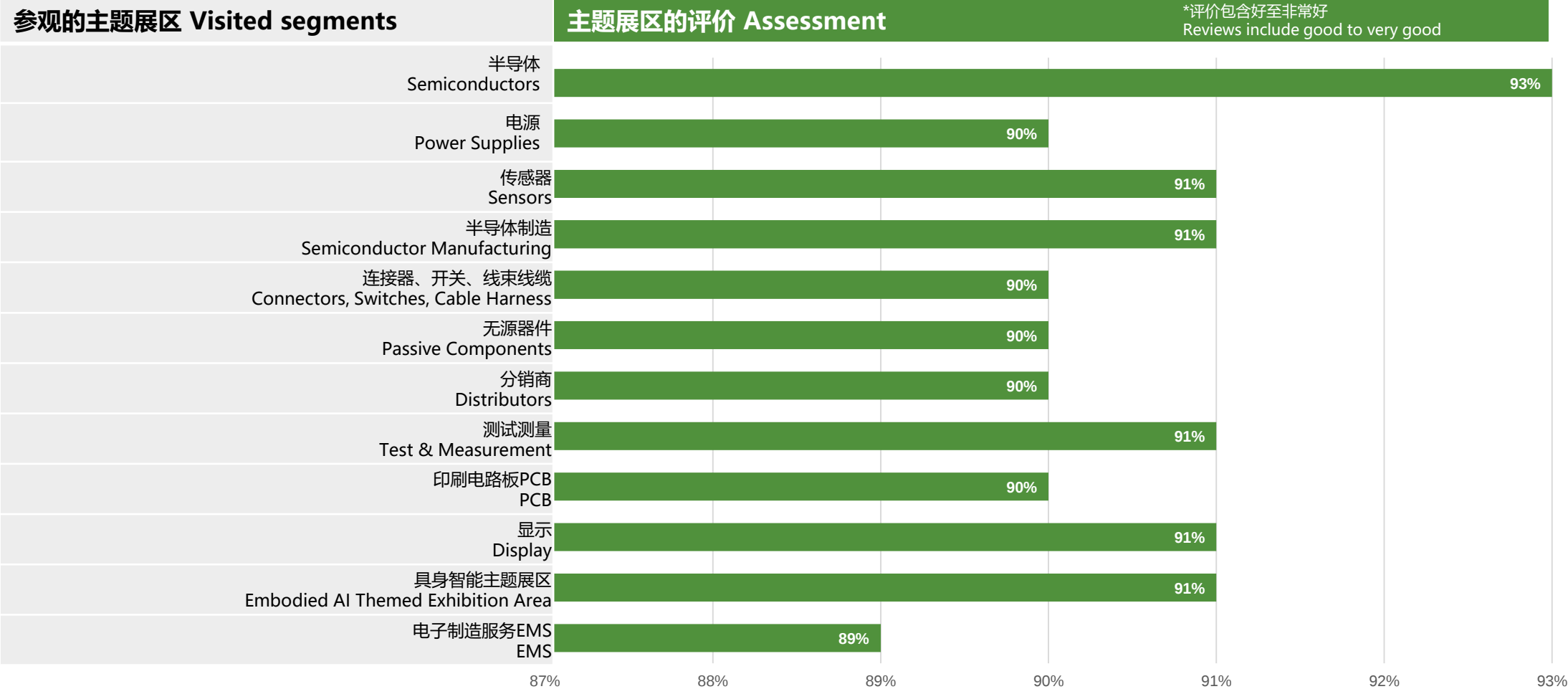
得到更多经验/提高专业知识
Further education\increasing professional knowledge



研究市场竞争动态
Studying the competition

评价包含好至非常好
Reviews include good to very good

观众调研 Visitor Survey



技术论坛 Technical Forum

到场人数
Attendance



1582人

具身智能产业应用大会
Embodied AI Industry Application Conference

1015人

国际连接器创新论坛
International Connector Innovation Forum

832人

新型半导体器件与电源创新论坛
New Semiconductor Devices and Power Innovations Forum

723人

2026年国际电机驱动技术论坛
International Motor Drive and Control Technology Forum 2026

541人

国际嵌入式系统创新论坛
International Embedded System Innovation Forum

508人

2026（第四届）国际汽车电子技术创新论坛
2026 International Automotive Electronics Technology Innovation Forum

402人

AI赋能，智造未来——人工智能重塑制造业新生态论坛
AI Empowerment, Intelligent Manufacturing Futures——AI Reshapes the New Ecosystem of Manufacturing Forum

351人

智联无界，感知共生——消费类IoT技术融合高峰论坛
Intelligent Connectivity Unbounded, Sensing Symbiosis — Consumer IoT Technology Integration Summit Forum

329人

AI 时代的数据中心重构与边缘创新应用论坛
Forum on Data Center Reconstruction and Edge Innovation Applications in the AI Era

272人

2026年创新储能技术论坛
2026 Innovation Forum on Energy Storage Technology

219人

2026新能源汽车三电关键技术高峰论坛
2026 New Energy Vehicles Three Electric Technology Summit Forum

181人

国际医疗电子创新论坛
International Medical Electronics Innovation Forum

159人

智能联接，协同进化：下一代柔性技术赋能智慧工厂（工业连接器）
Intelligent Connectivity, Co-evolution: Empowering Smart Factories with Next-Generation Flexible Technology (Industrial Connectors)

153人

全球电子元器件供需对接峰会
Supplyframe Global Electronic Components Sourcing & Supply Summit

120人

东莞企业新品发布会
Dongguan Enterprise New Product Launch

同期活动 Concurrent Activities

汽车电子采供对接会

Automotive Electronics Procurement & Supply Matchmaking Event

采购商Purchaser

达晟（上海）电子有限公司
Taisei (Shanghai) Electronics Co., Ltd.

威晟汽车科技（宁波）有限公司
Visu Autotech (Ningbo) Co., Ltd.

宁波继峰汽车零部件股份有限公司
Ningbo Jifeng Auto Parts Co., Ltd.

上海新时达电气股份有限公司
Shanghai Step Electric Corporation

伟巴斯特车顶系统中国有限公司
WEBASTO ROOF SYSTEMS CHINA LIMITED

欧摩威投资（中国）有限公司
Aumovio Investment (China) Co., Ltd.

华勤技术股份有限公司
Huaqin Technology Co., Ltd.

舍弗勒投资(中国)有限公司
Schaeffler

森萨塔科技管理（上海）有限公司
Sensata Technologies Management China Co., Ltd.

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同期活动 Concurrent Activities

具身智能闭门对接会 Embodied Intelligence Closed-Door Matchmaking Meeting

采购商Purchaser

欧莱雅 (中国) 有限公司
L'Oreal (China) Co., Ltd.

上海傅利叶智能科技有限公司
Shanghai Fourier Intelligence Co., Ltd.

戴盟 (深圳) 机器人科技有限公司
Daimon (Shenzhen) Robotics Technology Co., Ltd.

北京银河通用机器人股份有限公司
Beijing Galaxy Universal Robotics Co., Ltd.

北京因时机器人科技有限公司
Beijing Inspire-Robots Technology Co., Ltd.

北京星动纪元科技有限公司
Beijing Xingdong Jiyuan Technology Co., Ltd.

中国移动通信集团有限公司
China Mobile Communications Group Co., Ltd.

安谋科技 (中国) 有限公司
Arm Technology (China) Co., Ltd.

西门子 (中国) 有限公司
Siemens (China) Co., Ltd.

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同期活动 Concurrent Activities

人工智能产业对接会 Artificial Intelligence Industry Matchmaking Event

采购商Purchaser

上海鸿晔电子科技股份有限公司
Shanghai Justiming Electronic Technology Co., Ltd.

苏州艾美睿智能系统有限公司
Suzhou IMR Intelligent System Co., Ltd.

雄克精密机械（上海）有限公司
SCHUNK Intec Precision Machinery (Shanghai) Co., Ltd.

上海飒智智能科技有限公司
Shanghai SAGE Intelligent Technology Co., Ltd.

无锡埃姆维工业控制设备有限公司
Wuxi Emwei Industrial Control Equipment Co., Ltd.

上海复运智能科技有限公司
Shanghai Fuyun Intelligent Technology Co., Ltd.

摩登汽车有限公司
Modern Motor Co., Ltd.

上海万里安航空科技有限公司
Shanghai Wanli'an Aviation Technology Co., Ltd.

上海魂伴科技有限责任公司
Shanghai HUNBAN Technology Co., Ltd.

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同期活动 Concurrent Activities

国际采购团商贸配对会 International Purchasing Delegation Business Matchmaking Meeting

采购商Purchaser

Bags.UZ

USST

Solar Experts Zimbabwe/CTES

ZAZU Business

Star Tech

Potencia Industrial

EFI Technology S.r.l.

Fitco

BIMALI Development

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组团观众 Group Visitor

抽样名单 Sample List

纬创汽车电子（昆山）有限公司
XTRONICS (Kunshan) Electronics Technology Co., Ltd

台达电子企业管理（上海）有限公司
Delta Electronics(Shanghai)Co.,Ltd.

鸿腾精密科技
Foxconn Interconnect Technology Limited

科大智能电气技术有限公司
CSG Smart Electrical Technology Co., Ltd.

苏州西门子电器有限公司
Suzhou Siemens Electric Appliance Co., LTD

上海伟世通汽车电子系统有限公司
Shanghai Visteon Automotive Electronics System Co.,Ltd.

上海仪器仪表研究所有限公司
Shanghai Instrument Research Institute Co., Ltd

上海优昇达机电有限公司
SHANGHAI U-EASTAR ELECTRO-MECHANICAL CO.,LTD.

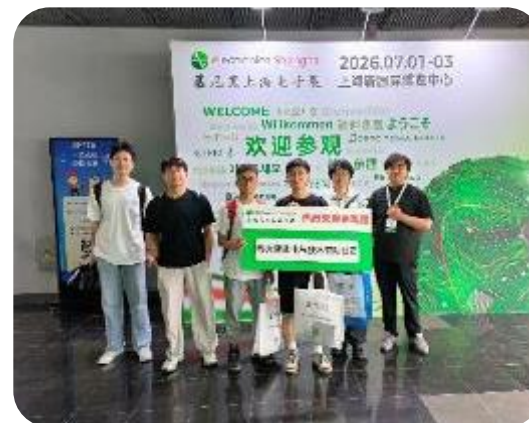
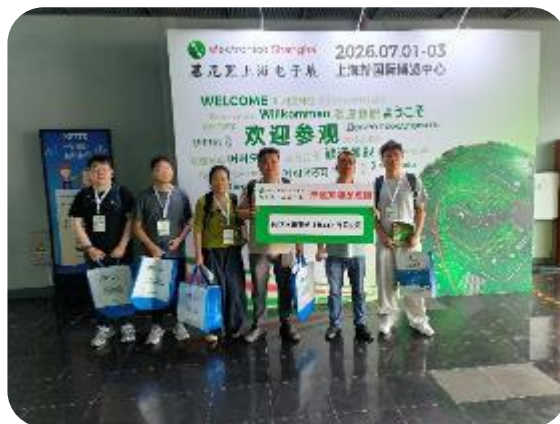
三菱电机自动化机器制造有限公司
Mitsubishi Electric Automation Machine Manufacturing Co., Ltd.

上海微创医疗机器人股份有限公司
Shanghai MicroPort MedBot (Group) Co., Ltd.

比亚迪
BYD Company Limited

上海机床电器厂有限公司
Shanghai Machine Tool Electric Works Co., Ltd.

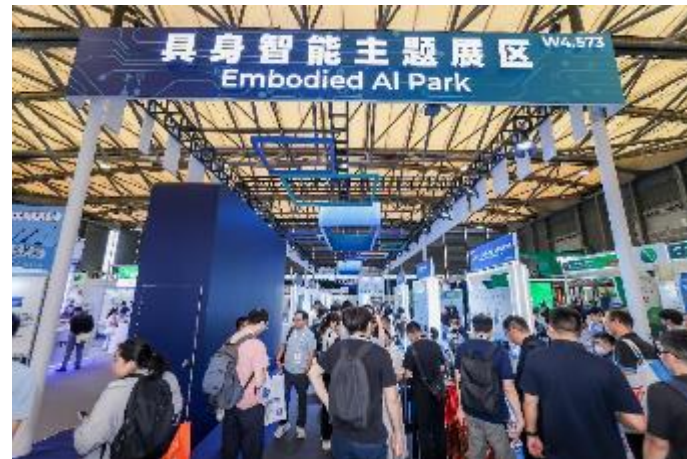
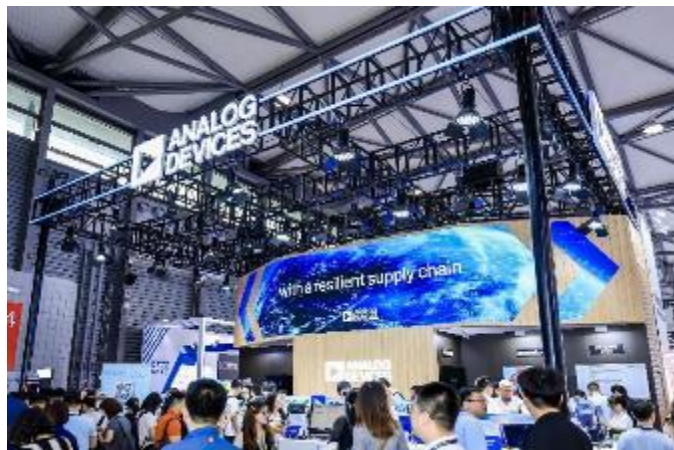
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慕尼黑上海电子展

THANK YOU

