productronica CHINA

MESSE MÜNCHEN

Sales Brochure

The Pulse of Innovation

March 24 - 26, 2027

Shanghai New International Expo Centre

MORE INFORMATION

MINI PROGRAM



productronica China 2027 is dedicated to the electronic manufacturing industry chain. Our exhibits cover a wide range of products, including electronic and chemical materials, dispensing and bonding technology, electronic assembly automation, test measurement and quality assurance, electronic manufacturing services, surface mount technology, wire harness processing, connector manufacturing, motion control and drive technology, industrial sensors, robots, and intelligent warehousing. The exhibition presents a one-stop, comprehensive and efficient platform of innovative solutions for intelligent manufacturing in the electronics industry through cutting-edge technologies and products.

productronica China will highlight the following topics, presenting innovative solutions for intelligent manufacturing in the electronics industry across the industry chain: Precision electronics production equipment and manufacturing/assembly services, IGBT packaging technology and applications, new energy and automotive integration technology, charging piles, lithium batteries and energy storage technology, industrial robots and intelligent warehousing and logistics solutions, intelligent inspection of gearboxes, digital transformation, cloud-edge-terminal collaboration and liquid cooling servers, low-altitude economy, AI computing power, innovations in medical electronics, flexible and printed electronics, and more.

productronica CHINA

Exhibition Information

productronica China 2027

Date: March 24-26, 2027
Venue: Shanghai New International Expo Centre

Key Figures of 2026

Nearly 100,000 m²	1,156	67,184
Exhibition Area	Exhibitors	Professional Visitors

2027 General Floor Plan

Hall E1-E5, W1-W4, C1, C5



EXHIBITION HIGHLIGHTS

1 Wire harness technology continues to evolve, with multidimensional innovation driving progress

In response to rising demand for higher voltage, higher-speed transmission, and higher-precision assembly, leading companies worldwide are pursuing breakthroughs in efficiency and precision for core processing equipment, developing dedicated solutions for specific applications, and accelerating end-to-end digitalization to re-architect production workflows and factory management—gradually building flexible, efficient, and traceable intelligent manufacturing systems.At productronica China 2027, the wire harness processing segment will again be a key showcase. It is not only a prime opportunity to experience innovative technologies up close and connect with quality resources, but also a key window into the industry's future and transformation opportunities—bringing new thinking and answers to the innovative development of the global wire harness processing industry.

2 Accelerating SMT evolution enables precision electronics manufacturing at scale

Driven by the AI wave, the global electronics manufacturing industry is undergoing twin shifts: demand upgrading and technological breakthroughs. These shifts are driving SMT to evolve from a mass-production tool into the core of high-precision, high-reliability, intelligent manufacturing—through AI upgrades to key equipment, performance breakthroughs in critical materials, and end-to-end penetration of supporting services across the value chain. productronica China 2027 will be an innovation showcase for the global SMT value chain, presenting technological breakthroughs and models of industrial collaboration, and clearly outlining the roadmap for high-quality development in electronics manufacturing.

3 Automation and industrial control develop in coordination to build a flexible manufacturing system

Driven by three forces—the fading demographic dividend, manufacturing upgrading, and the surge of AI—the robotics industry is entering an era of unprecedented opportunities. Meanwhile, as intelligent manufacturing pushes deeper into high-precision, flexible, and digitalized production, motion control technology—the "central hub" of industrial automation—runs through core scenarios across value chains including semiconductor manufacturing, 3C electronics, new energy, and humanoid robots. productronica China 2027 will efficiently integrate automation and industrial control, bringing more cutting-edge technologies and solutions. Through technology showcases, idea exchange, and resource matchmaking, it will explore more possibilities for smart factories to empower intelligent electronics manufacturing.



4 Intelligent inspection steps up, reshaping the quality management landscape

In electronics manufacturing today, higher integration, miniaturization, and higher power density have become irreversible technological trends. Especially in automotive electronics, new energy, and semiconductor packaging and testing, process complexity places increasingly stringent demands on inspection accuracy and throughput. High-resolution, real-time inline X-ray inspection with 3D reconstruction capability is becoming the ultimate safeguard for the reliability of high-end manufacturing. productronica China 2027 will spotlight how inspection equipment works in concert to tackle complex packages and ultra-high-speed lines, revealing how inspection technology—through higher-dimensional capability and system integration—protects quality baselines across the value chain. It is not only a cutting-edge showcase for companies, but also a battleground for idea exchange and technological competition.

5 Dispensing technology advances to address critical process challenges

As high-end manufacturing requirements for material performance shift from single functions to multi-scenario adaptability, adhesive materials are evolving toward integrated multifunctionality—thermal conductivity, electrical insulation, flame retardancy, high strength, and lightweighting. Meanwhile, demand for customized solutions in segments such as new energy vehicles, semiconductors, and lightweight vehicle bodies continues to rise, becoming a key force driving quality improvement and efficiency gains across the industry.productronica China 2027 will bring together leading global players in dispensing, showcasing innovations in adhesive materials, breakthroughs in equipment precision, and upgrades in process digitalization, serving as a key window for the industry to spot trends and connect resources.

6 High-level dialogues decode industry trends and implementation practices

Several concurrent professional forums, technical competitions, and award ceremonies will be held during the exhibition. Forum topics keep pace with the times, focusing on embodied intelligence, AI compute, liquid cooling, new energy vehicle wiring harnesses, power semiconductors, automotive electronics, dispensing and adhesives, intelligent manufacturing, advanced packaging, and flexible printing. The value of these forums lies not only in sparking ideas through dialogue, but also in serving as a strategic high ground for tracking trends and connecting with practical solutions.



EXHIBITION SECTORS

SMT Cluster

surface mount technology,
soldering,
test & measurement / quality assurance,
electronic assembly automation,
production logistics and material-flow technology,
cleaning technology

Cables, Coils & Hybrids Cluster

manufacturing technologies for cables and connectors, core production, wires and cables

Electronic Manufacturing Automation Cluster

industrial robots,
sensors and actuators,
motion control systems,
intelligent warehousing,
IT and software

EMS Cluster

electronic manufacturing services (EMS)

Soldering & Dispensing Cluster

dispensing and coating,
chemical materials,
surface treatment

Future Markets Cluster

micro-assembly and advanced materials,
flexible and printed electronics,
digital factory,
hybrid component manufacturing





SEGMENT HIGHLIGHT

Surface Mount Technology and Soldering Technology

Wire Harness Processing and Connector Manufacturing

Test, Measurement and Quality Assurance

Robotics Automation and Intelligent Warehousing

Dispensing & Bonding

Electronic Chemical Materials

Motion Control and New Energy Vehicle Technology

* The list is in no particular order (previous exhibitors)

EXHIBITOR PROFILES

Overall Exhibitor Assessment
(good to excellent)



Will recommend productronica Shanghai to their business partners and friends

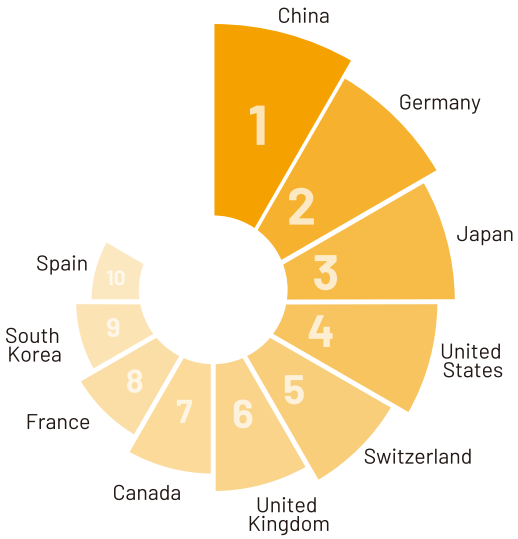


Will attend the next productronica Shanghai

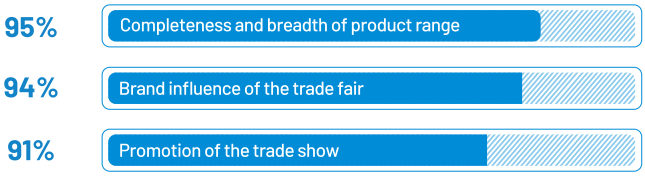


productronica Shanghai benefits them moderately to greatly

Top 10 Exhibitor Countries



Assessment of productronica Shanghai*
(good to excellent)



EXHIBITOR STATEMENTS

Cao Wenhui, FUJI Corporation,
Sales Manager for the East China Region.

From the first day of this edition of productronica Shanghai, visitors have demonstrated a high level of professionalism. A number of customers attended the exhibition with samples in hand to seek solutions directly, which fully underscores the consistently profound influence of the event. Our headquarters has also sent many colleagues to participate in the exhibition, fully reflecting the great importance we attach to this event.

Cao Yang, Schunk Sonosystems (Taicang) Co., Ltd.
General Manager.

One of the most striking impressions from this year's productronica Shanghai was that it was already bustling on the very first day, with a high overall visitor turnout and an even more lively atmosphere for exchanges than last year. A large number of customers visited our booth to dive deep into technology discussions with us and explore opportunities for future business collaboration. Overall, the exhibition got off to a start that completely exceeded our expectations.

David Chen, Kurtz Ersa Asia Ltd.
General Manager of Greater China.

I would like to express my heartfelt gratitude to the organizer of productronica Shanghai for the meticulous planning and thorough arrangements. With professionalism and efficiency, the organizer has provided us with a high-level, high-quality platform for industry exchange and collaboration. This enables us to effectively connect with valuable resources and engage in meaningful discussions for cooperation throughout the exhibition. We have benefited greatly from this experience.

Chen Xichun,OMRON INDUSTRIAL AUTOMATION (CHINA) CO., LTD.
IS Division Supervisor.

We are honored to have participated in this year's exhibition. Leveraging the high-quality platform provided by the organizer, OMRON showcased its newly developed technologies and equipment, engaging in in-depth, face-to-face communication with customers. We sincerely thank the exhibition for offering us invaluable opportunities for professional exchange. This year's event was bustling with visitors and proved highly rewarding for us. We also wish productronica Shanghai continued success and even greater achievements in the future.

Kevin Clue, Mycronic Inc.
Vice President Global Sales.

For us, participating in productronica Shanghai is an invaluable opportunity to engage face-to-face with many of our customers. It also serves as an important occasion to listen to our customers' voices, helping us gain a deeper understanding of their pain points and grasp market trends, so that we can continue to provide better solutions for our customers. For Mycronic, the value of taking part in this exhibition lies in strengthening ties with our customers. For our customers, this event offers a chance to engage with many industry players, stay informed about cutting-edge technology developments, and gain insight into how artificial intelligence is being applied to meet customer needs. Therefore, this is a win-win opportunity for both us and our customers. I believe this is precisely the value of participating in productronica Shanghai.

Guan Qi, Koh Young Technology Suzhou Ltd.
Sales Manager.

productronica Shanghai is a highly influential event in the industry. By participating in its global series across China, Germany, India and other countries, we efficiently connect with global customers, continuously enhance our brand influence, and significantly boost international visibility. We sincerely appreciate productronica Shanghai for offering us such a high-level, international platform for exchanges.

Stephane Huet, Europlacer (Shanghai) Co., Ltd.
Group Operations Officer.

This edition of productronica Shanghai fully demonstrates the upgrading trends in electronics manufacturing and emerging industries, as well as the continuous enhancement of the core competitiveness of local enterprises. It has provided important guidance for the development of the industry. During the exhibition, we engaged in in-depth discussions and exchanges with both new and existing customers, further consolidating our cooperative partnership and building consensus on development.

Ray Wang, Guangzhou Leichen Equipment Technology Co., Ltd.
Business Development Director of International Business Development Department.

We participate in productronica Shanghai every year. The event attracts a large number of visitors, serving as an effective platform for direct engagement with our users and offering us valuable opportunities for professional discussion and exchange. We eagerly anticipate the next session of productronica Shanghai and sincerely wish the exhibition sustained success. We hope it will attract an even wider range of targeted customers, fostering collaboration in exploring innovation in industry processes, equipment development, and the future of manufacturing.

Derek Zhang Ph.D., Henkel (China) Investment Co., Ltd.
Manager Business Development.

productronica Shanghai is buzzing with activity. As a long-standing participant in this event, we meet new industry experts and partners here every year, allowing us to stay attuned to the evolving industry landscape and to access cutting-edge industry insights.

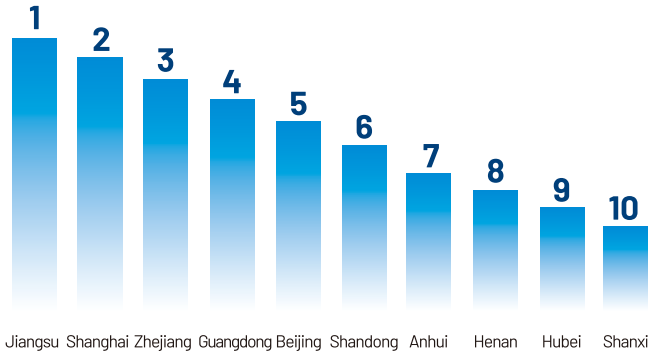
Zhang Leiming, Dow (Shanghai) Investment Co., Ltd.
Marketing Manager of Dow Consumer Solutions Greater China.

productronica Shanghai offers Dow an open and efficient platform for exchanges, enabling us to quickly gain insights into the challenges of thermal conductivity faced by various industry segments and engage in thorough discussions. We will introduce a new collaborative approach at this event: engaging customers early in the design process to jointly define problems and develop practical solutions, fostering ongoing innovation in the electronics manufacturing industry.

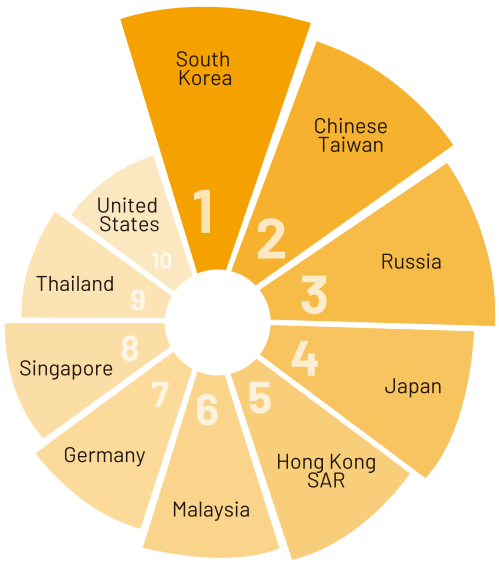
*The list is in no particular order

VISITOR PROFILES

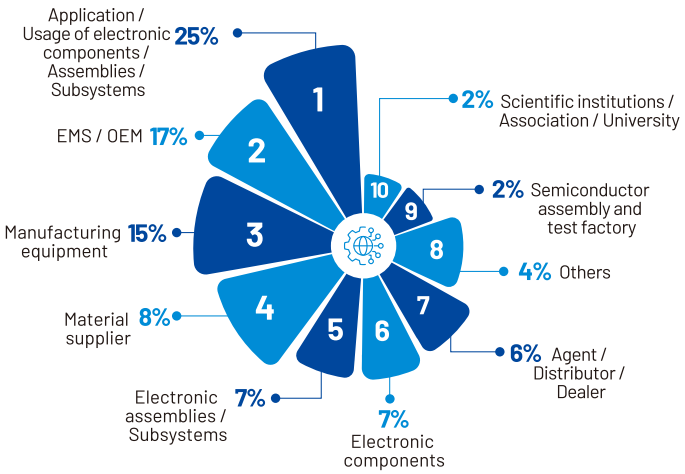
China (excluding Hong Kong SAR, Macau SAR, Chinese Taiwan) TOP 10



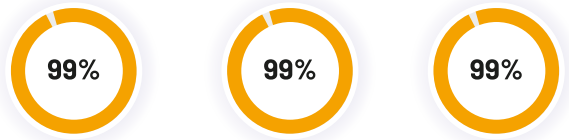
China Regions (Hong Kong SAR, Macau SAR, Chinese Taiwan) and Overseas Country TOP 10



Top 10 Industry Sectors



Overall Visitor Assessment
(good to excellent)

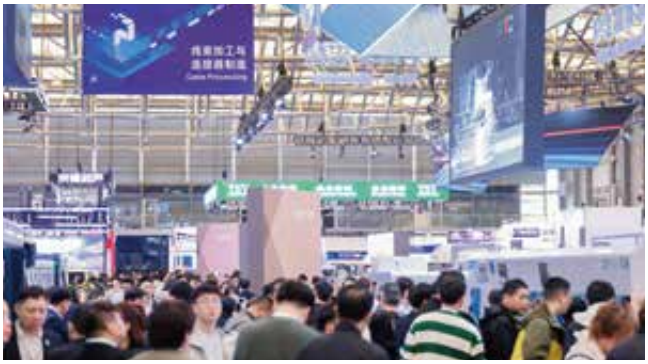


Purposes of Visit



Assessment of productronica Shanghai*
(good to excellent)

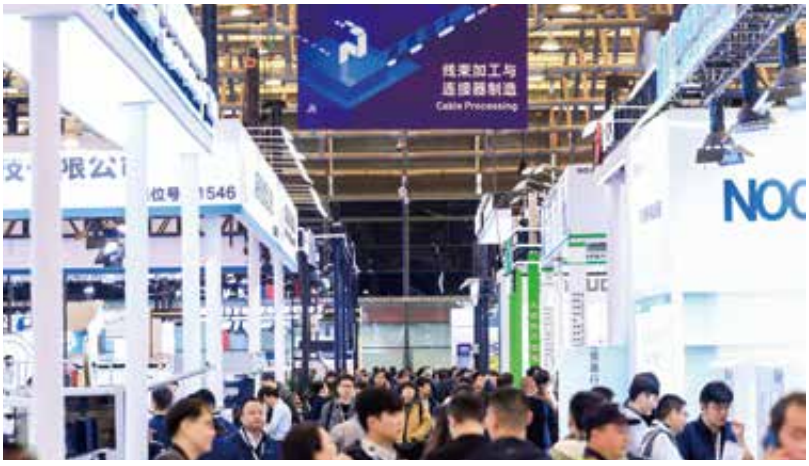




List of Group Visitors (Partial)

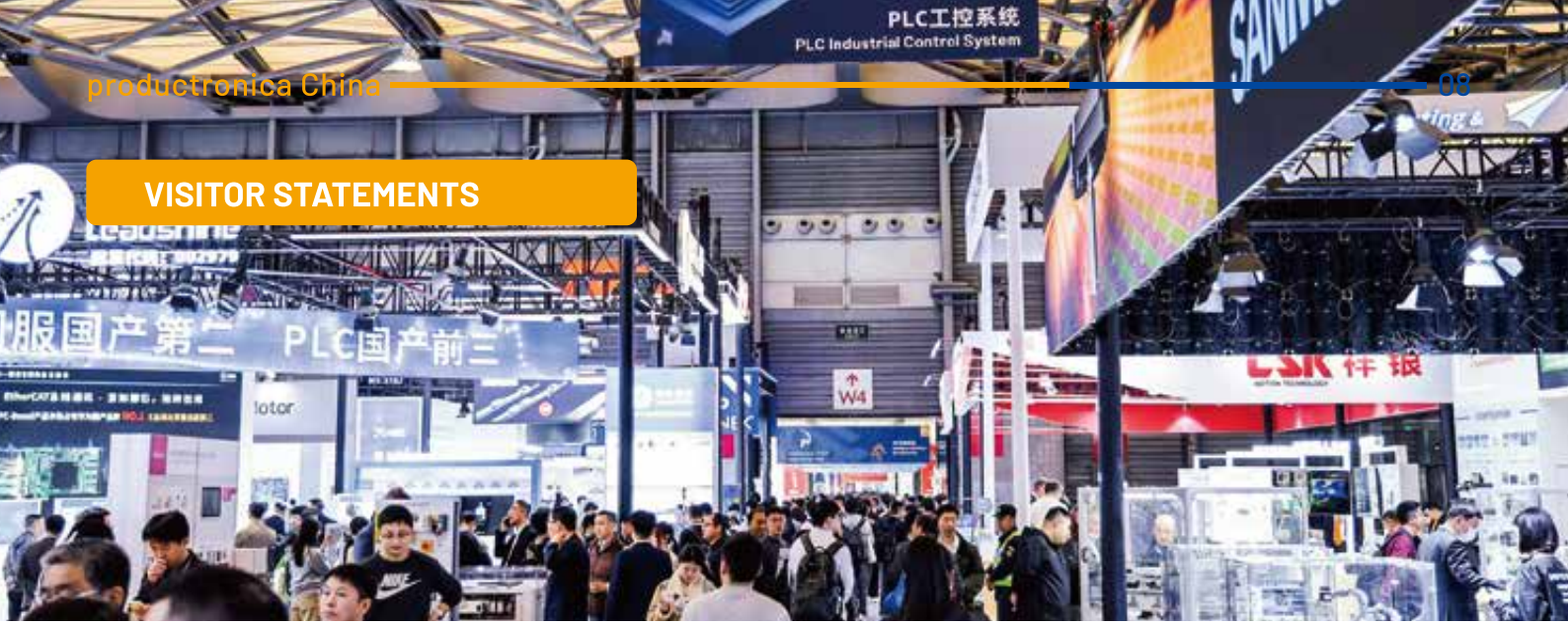
Anphenol (Changzhou) Connection Systems Co., Ltd.	Luxshare Precision Components (Suzhou) Co., Ltd.
Anphenol FCI Electronics Nantong Co., Ltd.	Lizhen Precision Industry (Kunshan) Co., Ltd.
Beidou Intelligent Connectivity (Jiangsu) Technology Co., Ltd.	Lianyungang JARI Electronics Co., Ltd.
Beijing Jingwei Hirain Technologies Co., Ltd.	Magna Automotive (Suzhou) Co, Ltd
Beijing Sifang Jibao Engineering Co., Ltd. Baoding Branch	BizLink Electronics (Kunshan) Co, Ltd
Beijing Railway Signal Co., Ltd.	Maintek Computer (Suzhou) Co, Ltd
Belden Electronics (Kunshan) Co., Ltd.	Nanjing Chervon Technology Co, Ltd
BYD No.15 Business Unit Harness Factory	Nanjing Panda Handa Technology Co, Ltd
Bozhou Luxshare Electronics Co., Ltd.	Ningbo Tuopu Electric Appliance Co, Ltd
Bosch Automotive Products (Suzhou) Co., Ltd.	Pinli Automotive Technology (Ma'anshan) Co, Ltd
Changshu Sanrong Electric Co., Ltd.	Qilong Electronics Manufacturing (Suzhou) Co, Ltd
Dagong (Shanghai) Computer Co., Ltd.	Chiyoda Electronics (Jiaxing) Co, Ltd
TDK-Lambda (China) Electronics Co., Ltd.	Qinhuangdao Tayuan Technology Co, Ltd
Famax Electronics (Suzhou) Co., Ltd.	Qingdao Jiucheng Electronic Technology Co, Ltd
Foxconn - Cable Automation	Renbao Information Technology (Kunshan) Co, Ltd
Bull Group	Nitto Electric Wire Industry (Hangzhou) Co, Ltd
NARI Technology Co., Ltd.	Sakon Electronics (Shanghai) Co, Ltd
Hangzhou Anphenol Feifeng Communication Components Co., Ltd.	Self Electronics
Hangzhou Jinyu Electronics Co., Ltd.	GoerTek Inc (Weifang, Shandong)
HI-P (Suzhou) Communication Technology Co., Ltd.	Shaanxi Wanfang Tianyun Automotive Electric Appliance Co, Ltd
Hebi Mingtai Electric Appliance Co., Ltd.	Shanghai Baolong Automotive Technology Co, Ltd
Foxconn Interconnect Technology Co., Ltd.	Shanghai Fazhiyuan Electric Co, Ltd
Jiaxing Yongrui Electronic Technology Co., Ltd.	Shanghai Aerospace Control Technology Institute
Katata Electronics (Kunshan) Co., Ltd.	Shanghai Hebi Electronic Components Co, Ltd
Jiangsu Acrel Electrical Manufacturing Co., Ltd.	Shanghai Machine Tool Electric Works Co, Ltd
Jiangsu Beifang Huguang Optoelectronics Co., Ltd.	Shanghai Laser Power Equipment Co, Ltd
Jiangsu Huasheng Automotive Electronics Co., Ltd.	Shanghai Jari Zhaoxin Information Technology Co, Ltd
Jiangsu Yongsheng Electric Co., Ltd.	Shanghai Juyi Information Technology Co, Ltd
JPC Electronics (Suzhou) Co., Ltd.	Shanghai Kailun Electronic Technology Co, Ltd
Kunshan Anphenol Zhengri Electronics Co., Ltd.	Shanghai Railway Communication Co, Ltd
Kunshan Bostar Automation Equipment Technology Co., Ltd.	Shanghai Wanxu Electronic Technology Co, Ltd
Kunshan Deke Auto Parts Co., Ltd.	Shanghai Yingzhi Automotive Electronics Co, Ltd
Kunshan Depeng Electronic Technology Co., Ltd.	SAIC General Motors Co, Ltd
Kunshan Huguang Auto Electric Components Co., Ltd.	Shensxun Computer (Kunshan) Co, Ltd
Kunshan Luxshare Electronics Co., Ltd.	Schneider Electric (China) Co, Ltd
LUXCASE Precision (Kunshan) Co., Ltd.	Yazaki (China) Investment Co, Ltd





SPT Electronics (Jiaxing) Co, Ltd
Suzhou Huajun Electric Co, Ltd
Suzhou Huazhan Aerospace Electric Co, Ltd
Suzhou Samsung Electronics Co, Ltd
Panasonic Factory Solutions (Suzhou) Co, Ltd
Suzhou Yuanye Automotive Technology Co, Ltd
Suzhou Kaifa Technology (Suzhou) Co, Ltd
Suzhou Zhuode Electronics Co, Ltd
Suzhou Zixiang Electronic Technology Co, Ltd
THB Automotive Electronics Group Co, Ltd
Flextronics (Suzhou) Technology Co, Ltd
Tianjin Tianzhu Automotive Harness Co, Ltd
Tongda Industry (Chuzhou) Co, Ltd
Veoneer (Shanghai) Automotive Safety Systems Co, Ltd
Flex Electronics Technology (Suzhou) Co, Ltd
Wistron Automotive Electronics (Kunshan) Co, Ltd
West King Electric New Energy
Xiaomi Corporation
XCMG Electric Technology Co, Ltd
Yancheng Huayue Auto Parts Co, Ltd
Inventec Technology Co, Ltd
Changchun Jieyi Automotive Technology Co, Ltd
Changchun Pengran Technology Co, Ltd
Zhejiang Dahua Technology Co, Ltd
Zhejiang Hanbo Automotive Sensor Co, Ltd
Zhejiang Haostar New Energy Vehicle Parts Co, Ltd
Zhejiang Jin Yichang Technology Co, Ltd
Zhonghua Electronic Technology (Taicang) Co, Ltd

*The above is a partial list, presented in alphabetical order



VISITOR STATEMENTS

Feng Yi, Taisei (Shanghai) Electronics Co., Ltd.
Manager, Manufacturing Department.

At this year's productronica Shanghai, we visited Halls E1-E5 with a primary focus on wire harness equipment exhibitors. We engaged in in-depth discussions with multiple high-quality suppliers and collected the latest product literature and technical manuals—information that will be invaluable for our subsequent supply chain optimization, product selection, and technology upgrades. Exhibitor coverage was comprehensive and exceeded our expectations; we were highly satisfied with the overall experience.

Luo Yibei, Hangzhou HopeChart IoT Technology Co., Ltd.
Deputy Director, Intelligent Manufacturing Center.

Our visit focused on the SMT (Surface Mount Technology) Exhibition Area and the Industrial Automation/Robotics sector, giving us a thorough view of current industry trends. The exhibits aligned well with our production line upgrade needs. The participation levels were robust, featuring a sufficient number of both domestic and international exhibitors, including a high presence of industry leaders. This met our expectations and reflected the exhibition's industry appeal. We look forward to the next edition and hope it maintains this high standard.

Ren Jiangtao, Lizhen Precision Manufacturing (Kunshan) Co., Ltd.
IAD Engineer.

Our primary focus areas at the exhibition included automation equipment, digital/smart factories, industrial cameras, industrial robots, and automation standard parts. We gathered new technical ideas that will help reduce costs and improve efficiency on our production line processes. The exhibition met our expectations. We hope that future editions will feature more humanoid robot manufacturers so we can understand different vendors' technologies and applications and quickly assess their application potential within our operational context, further helping reduce costs and improve efficiency.

Zhang Zhaojiang, Kunshan Huguang Auto Harness Co., Ltd.
Equipment Engineer, Process Center.

At this exhibition, we focused on the technological frontiers and new equipment applications among suppliers within the wire harness industry. This exhibition provided useful reference for our future equipment selection planning and created a targeted platform for various departments to connect with industry advancements. Our technology department identified new approaches to overcome existing technological bottlenecks by benchmarking against top-tier industry solutions; our marketing department gained in-depth insights into customer demand trends, providing first-hand data to optimize product positioning; our business department uncovered numerous potential cooperation opportunities, creating conditions for expanding our business footprint. This coordinated effort across departments helped us grasp industry technology trajectories and injected new momentum into our corporate strategy, core competitiveness, and overall operational efficiency.

Feng Yongchao, Bosch Automotive Products (Suzhou) Co., Ltd.
Changzhou Branch, Engineer, Engineering Department.

We concentrated our visits in Halls E3–E5. The exhibition brought together many familiar, long-term, and high-quality suppliers as well as a number of new entrants showcasing innovative technologies and products, broadening our ideas for future business diversification. The exhibition offered comprehensive industry coverage, met our expectations, and with strong foot traffic and high industry enthusiasm clearly demonstrated the electronics production equipment sector's vitality.

Ma Pengfei, Suzhou Jing Wrasse Photoelectric Co., Ltd.
Product Director, R&D Department.

We focused on cutting-edge areas such as SMT equipment and vision inspection systems and found the visit highly productive. Exhibitors from around the globe showcased their core competencies, presenting technologies and products representing the pinnacle of industry standards. From the precision manufacturing of core equipment and the meticulous craftsmanship of key components to the intelligent innovation in vision inspection systems, the breadth of coverage across the entire industry chain and the maturity of the ecosystem were truly impressive.

Yu Chunfang, Shanghai Power Equipment For Laser Co., Ltd.
Manager, Production Department.

This visit was highly fruitful—we learned about the latest technological developments and market trends within the industry and established initial contacts with several potential partners. We focused on Halls E1 and E2. The product coverage on site was comprehensive, with participating companies from across the upstream and downstream supply chain, presenting a high degree of completeness. The exhibition effectively reflected current mainstream industry products and technological directions. The number of international exhibitors met expectations, domestic participation was enthusiastic, and industry leaders were well represented, aligning with our pre-exhibition projections.

Zhi Qun, Hon Hai Technology Group (Foxconn)
Cable Automation Engineer.

Our visit focused on the Wire Harness Processing, Smart Factory, and Test and Measurement Exhibition Areas, which provided a very clear roadmap for equipment selection for our "Production Line Digitalization and Quality Closed-Loop Transformation" project. It was especially valuable to see how the industry is achieving millisecond-level seamless handshake between underlying quality inspection data and mid-to-upper-level production execution management—insights that are highly practical for our future planning of high-flexibility, low-tolerance smart workshops. Many thanks to the organizers for their meticulous preparation; our gains far exceeded expectations. We wish productronica Shanghai continued success and look forward to next year!

*The list is in no particular order

Major Media Partners

Industry Media

* The list is in no particular order

Social Media

WeChat official account: **233,000+** followers, Highest view count per article: **12,000+**

Press release on WeChat account: **170+** articles,

Total page-views: **120,000+**

Official WeChat Account - Subscription

Official WeChat Account - Service

WeChat Mini Program

New Media Coverage

Elecfans	Cnxianshu	Weixin21ic
ICViews	semi-shanghai	HI-Goodfriend
AI MODERN-DAY	imrobotic	CEIA-Masterinfo
gaogongrobot	zhongguogongkong	cechinamag
ee-focus	AI automobile industry	IIAnews_com
ofweekrobot	TechSugar	Ilinki
Hw100k_com	EEPW	CIO-Electronics
zaoche	smtchina168	emc-asia
zhanjiezixun	Chinaecnet	Ringer_Smart_Mfg



Industry Outreach

Annual industry promotional activities







360°
Multi-Channel Marketing Communications

EDMs

Frequency: **1-3** times/week, achieving high-frequency exposure and targeted dissemination of information.

Live Streaming

Live viewers through official website: **800,000+**
Live viewers through gongkong platform: **88,000+**
Live viewers through eefocus platform: **22,000+**









GERMANY. CHINA. INDIA.

Global Electronics Network

electronica

2026.11.10-13
Munich, Germany

electronica China

2027.4.14-16
Shanghai New International Expo Centre (SNIEC)

electronica India

2027.4.28-30
Greater Noida (IEML), India

productronica

2027.11.16-19
Munich, Germany

productronica CHINA

2027.3.24-26
Shanghai New International Expo Centre (SNIEC)

productronica INDIA

2027.4.28-30
Greater Noida (IEML), India

LOPEC
DRIVING THE FUTURE OF PRINTED ELECTRONICS

2027.3.2-4
Munich, Germany

SmartTech ASIA

Mumbai, India

electronicAsia
國際電子組件及生產技術展

HongKong, China

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