10th Anniversary of electronica & Productronica China Sets a New Milestone

electronica & Productronica China 2011 closed this year's show successfully with the best figures in its 10-year history. A total of 480 Chinese and international exhibitors presented their products on 23,000sqm exhibition space. With 37,908 visitors the visitor number was far beyond expectation. The number has increased by 18% compared to last year's event. Therewith electronica & Productronica China set a new milestone for future development.

A gathering of industry leaders
electronica & Productronica China were held from 15 to 17 March 2011 at the Shanghai New International Expo Centre. The trade fair has already become a leading platform for the presentation of electronic components, ICs and manufacturing equipments in China as well as the Asian-Pacific region. This is also reflected in the congregation of industry leaders such as BOSCH, BYD, CREE, EPCOS, ERNI, Fairchild, Freescale, HARTING, Infineon, International Rectifier, LEM, Linear, Molex, OMRON, ON Semiconductor, PANASONIC, Phoenix, ROHM, STMicroelectronics, TE Connectivity, Vicor, Weidmueller and JAM, KODERA, KOMAX, Practical Solution, Schaefer, Schleuniger and Shinmaywa in the exhibition areas. The exhibitors brought the world's latest technologies and industry trends to the

visitors.

Varied supporting programme

A high-quality supporting programme has become a unique feature of electronica & Productronica China. This year Messe München International collaborated with prestigious organizations, such as Society of Automotive Engineers of China and China Power Supply Society, to bring out a programme consisting of over 100 speeches. 4,373 audiences attended the lectures. The two conferences and seven forums reflected the fastest-growing market segments in China: automotive electronics, automotive testing, power electronics, medical electronics, LED, communications test, green manufacturing, connector and wire & cable processing.

At the two-day “International Conference on Advanced Automotive Electronics Technology”, 26 experts from automobile makers, Tier One and Tier Two suppliers, and universities shared their views on the developments in automobile electronics and their latest applications in power train technology, new energy, safety and bus technology. A total of 1,696 audiences listened to speakers from BOSCH, Delphi Packard, FAW, Freescale, GM, Infineon, SAIC, etc.

The audience number has almost doubled compared to last year.

Under the theme of low-carbon economy environment, the “International Power Electronics Innovation Forum” targeted power supply innovation and discussed power inversion, renewable energy, frequency conversion and other new technologies. Speakers from ADI, China Power Supply Society, Infineon, ROHM, SEIKO, Semikron, Tongji University, Vicor and other representatives shared their scientific findings with the audiences.

The 2nd “International Medical Electronics Innovation Forum” and “International LED Technology Forum” were again the focuses of visitors due to their high-quality speakers and best selection of topics. 212 and 343 visitors attended the forums respectively.

In addition, representative from ETAS, dSPACE Intrepid, Shanghai Automobile Technology Center, Shanghai Jiaotong University and Vector introduced their innovations at the “International Automotive Testing Innovation Forum”. The participation was far beyond expectation. A total of 331audiences took part in the discussion. And the “International Communications Test Innovation Forum” attracted speakers from renowned enterprises as Aeroflex, Agilent, JDSU, Lecory, Rohde&schwarz, Spirent and Tektronix.

electronica & Productronica China again took place under the umbrella of the 2011 Shanghai International IT & Electronics Fair, together with LASER World of PHOTONICS China, SEMICON China and the CPCA Show.

In 2012, electronics components and systems on the one hand and electronics production on the other hand will be presented parallel again. The branding will be changed to electronica China and productronica China to follow the needs of the industry. electronica China 2012 and productronica China 2012 will be held on March 20-22, 2012 at the Shanghai New International Expo Centre.

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