



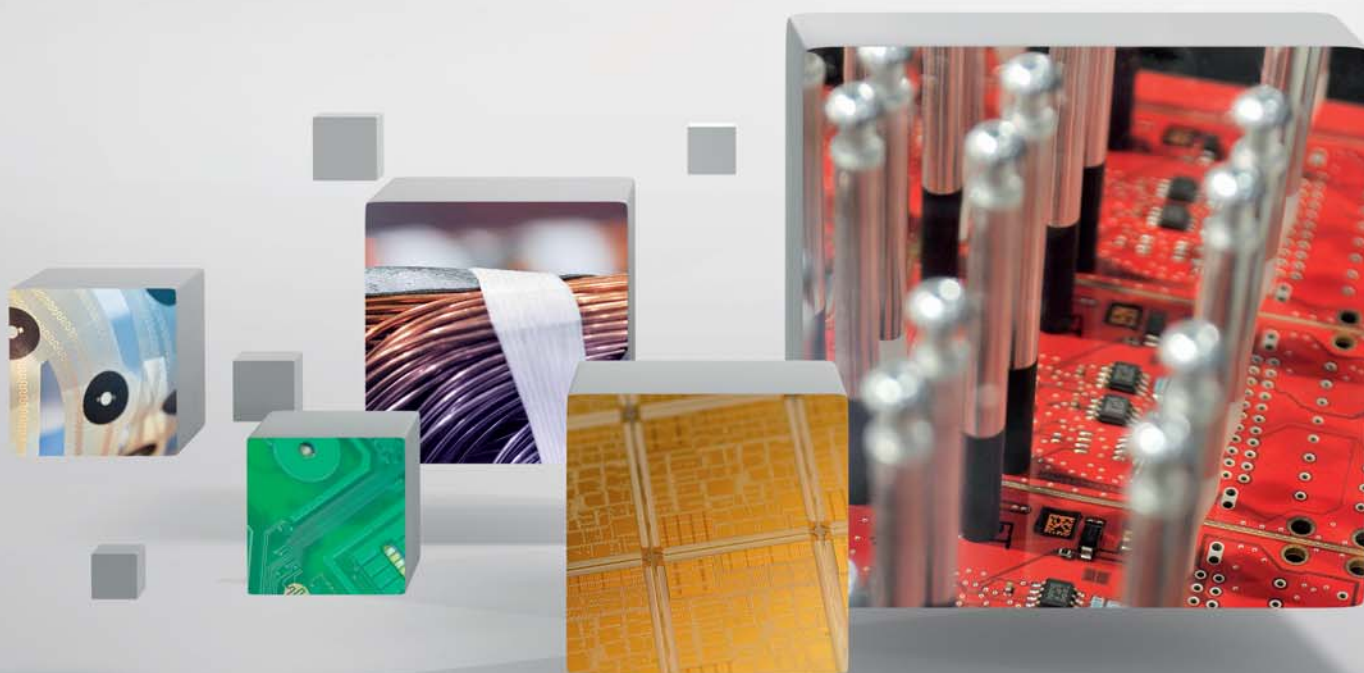
Messe München

Connecting Global Competence

观工艺细节，见产业真章

SEE THE BIG PICTURE
IN THE SMALLEST DETAIL.

2017 展后报告 Post Show Report



关注展会官方微信

International Trade Fair for Electronics
Development and Production.

2017年3月14-16日
上海新国际博览中心
E1、E2、E3馆
productronicachina.com.cn

March 14-16, 2017
Shanghai New International Expo Centre
Hall E1, E2, E3
productronica-china.com



productronica China

慕尼黑上海电子生产设备展

展品范围 PRODUCT RANGES

- 线束和连接器生产技术
Production technologies for cable processing and connectors
- 线圈生产
Coilware production
- 元器件制造
Component manufacturing



- 洁净室技术
Clean room technology
- LED制造
LEDs production
- 生产材料/设备（金属和非金属初加工产品和半成品、工艺材料等）
Production materials/equipment (metallic & non-metallic preliminary products and semi-finished goods, process materials, etc.)



- 有机和印刷电子产品
Organic and printed electronics
- 电池和电能存储生产技术
Production technologies for batteries and electrical energy storage



- 表面贴装技术
SMT
- PCB焊接和连接技术（焊接技术、点胶注胶、涂胶设备等）
Soldering and joining technology for PCBs (soldering, gluing, dispensing, coating equipment, etc.)
- 测试测量和质量保证
Test and measurement, quality assurance
- 生产物流和物流技术
Production logistics and material-flow technology
- 生产子系统（工业机器人、运动控制、驱动技术等）
Production subsystems (industrial robots, motion control, drive technology, etc.)



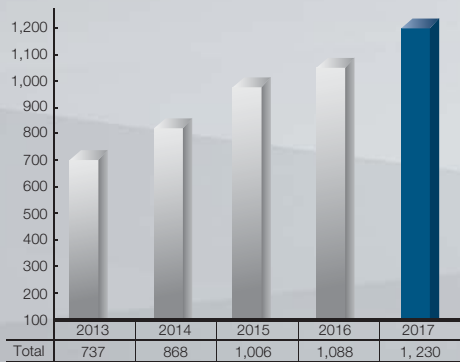
- PCB及电路载体制造
PCB and circuit-carrier manufacturing
- 电子制造服务
EMS



2017重要数据 KEY FIGURES*

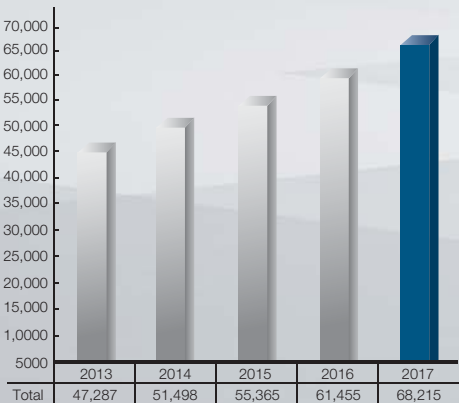
* 数据来自慕尼黑上海电子展及慕尼黑上海电子生产设备展
* Figures include numbers of electronica China and productronica China.

2013至2017年展商数量逐年递增 EXHIBITOR NUMBER



2017展商：1,230家（同比增长13%）
2017展出面积：69,000平方米
展团：德国展团、日本展团、台湾展团
Exhibitors: 1,230 (YOY 13% increase)
Exhibition space: 69,000 sqm
Pavilions: Germany, Japan, Taiwan

2013至2017年观众数量逐年递增 VISITOR NUMBER



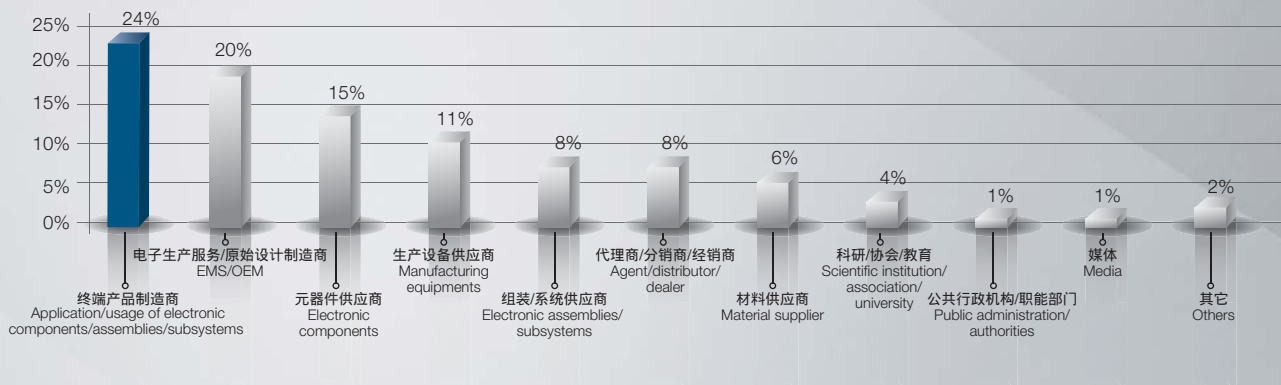
2017观众：68,215名（同比增长11%）
Visitors: 68,215 (YOY 11% increase)

观众分析 VISITOR ANALYSIS*

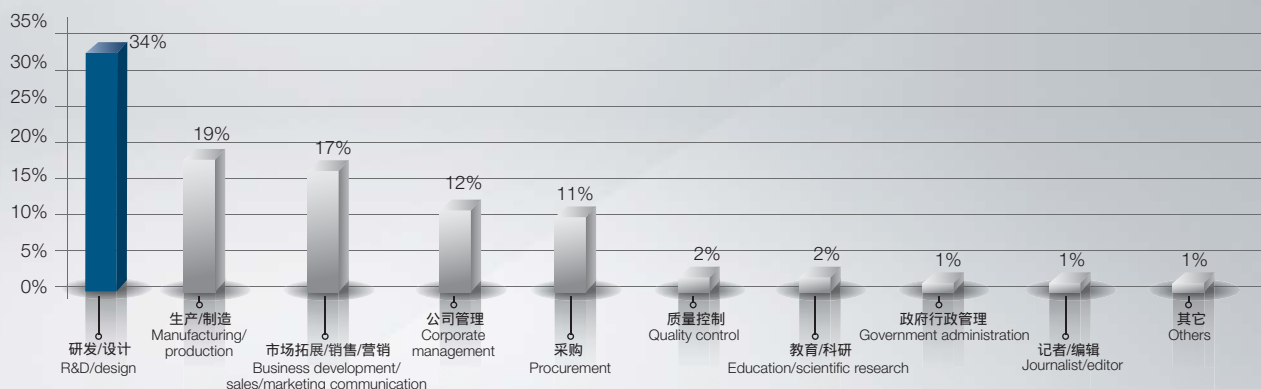
* 数据来自慕尼黑上海电子展及慕尼黑上海电子生产设备展

* Figures include numbers of electronica China and productronica China.

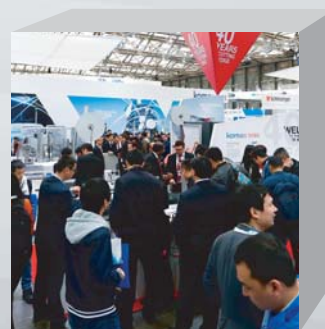
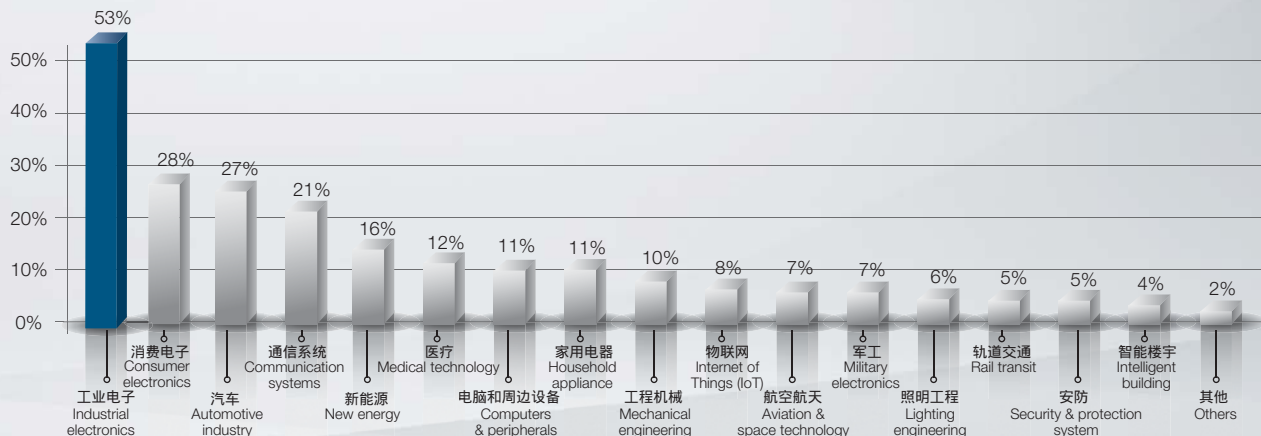
观众分析（按公司性质）VISITOR ANALYSIS (BY TYPE OF BUSINESS)



观众分析（按工作性质）VISITOR ANALYSIS (BY JOB RESPONSIBILITY)



观众分析（按行业）VISITOR ANALYSIS (BY INDUSTRY—MULTIPLE CHOICES)

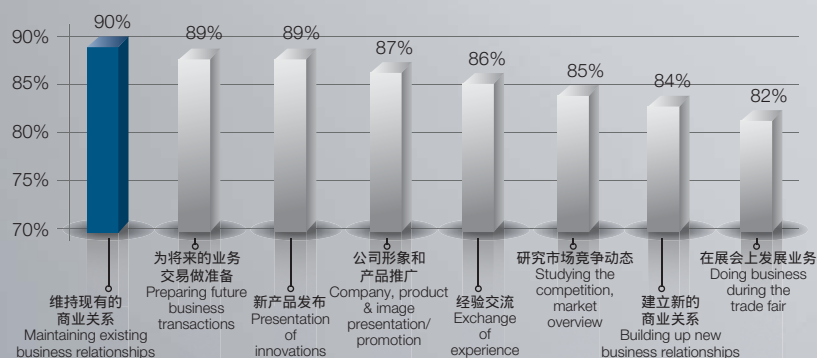


调研反馈 SURVEY RESULTS*

* 反馈来自2017慕尼黑上海电子生产设备展之展商和观众调研数据（反馈为好至非常好）

* Source: exhibitor and visitor survey at productronica China 2017. Rating of good to excellent.

展商-参展目的达成 EXHIBITORS—BUSINESS GOALS REACHED



98%



展商
of exhibitors

表示通过此次展出获益
feel that exhibiting at
productronica China benefits
them moderately to greatly

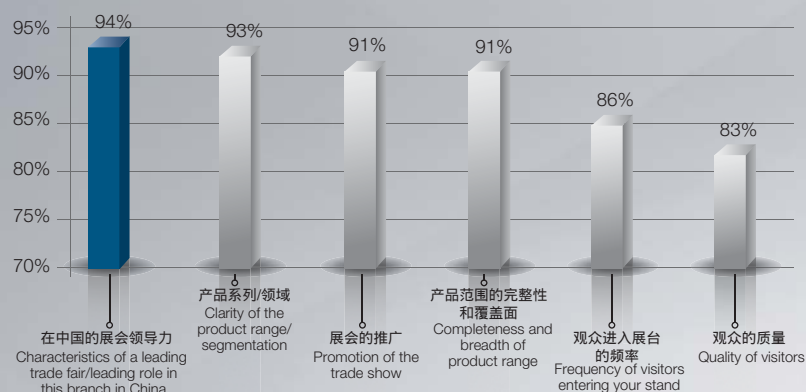
95%



展商
of exhibitors

计划参加下届展会
plan to participate in the
next productronica China

展商评价 EXHIBITORS—OVERALL ASSESSMENT



96%



观众
of visitors

表示参观展会受益匪浅
feel that attending productronica
China benefits them moderately
to greatly with regard to their
professional activities or
education/training

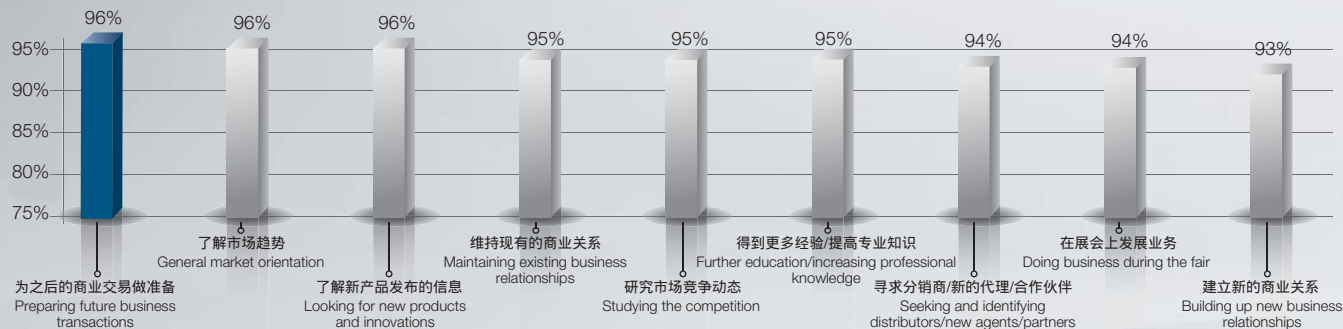
96%



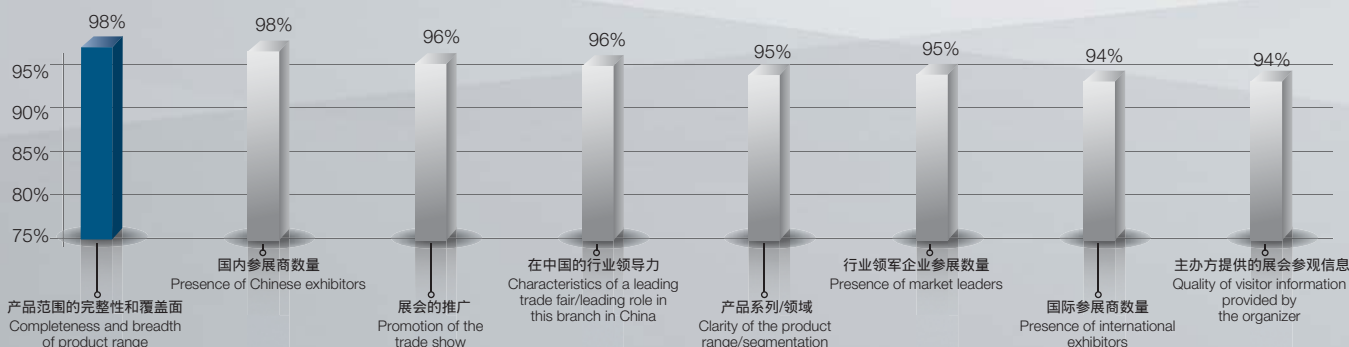
观众
of visitors

计划参观下届展会
plan to attend
productronica China again

观众-参观目的达成 VISITORS—BUSINESS GOALS REACHED



观众评价 VISITORS—OVERALL ASSESSMENT



展商评价 EXHIBITOR STATEMENTS

通过这个展会我们可以和更多的电子制造业同行共同交流，我们碰到了很多潜在的新客户，包括很多半导体的厂商对我们的产品也表示了浓厚的兴趣。

Through the exhibition, we can have more exchange with our peers from the electronics manufacturing industry. We met a lot of potential customers, including semiconductor manufacturers.



黄建伟，富士（上海）商贸有限公司，副总经理
Jianwei Huang, Vice President, FUJI Machine China Co., Ltd.

在这里我们可以了解行业趋势，拓展业务，还可以见到所有重要的客户，以及希望进入汽车行业的新客户。航空航天和电信领域的观众数量也在不断增加。

Through productronica China, we can connect with our customers, see what the industry trend is, and extend our business area year by year. All important clients are here and we also find new clients who want to get into automotive industry and happily see the increase of the visitors from aerospace and telecom industry.



Tim Jutta，库迈思精密机械（上海）有限公司，总经理
Tim Jutta, Managing Director China, Komax (Shanghai) Co., Ltd.

慕尼黑上海电子生产设备展在电子行业的影响力非常大，我们希望通过这个平台让更多的客户了解我们。来参观的客户非常多，也非常专业。

This exhibition is very important in the electronics industry. We want to use this platform to make contact with more clients. We have seen a lot of customers and they are very professional.

刘晓兵，那智不二越（上海）贸易有限公司，副总经理兼机器人事业中心营业总监
Xiaobing Liu, Deputy General Manager, Sales Director of
Robot Business Center, NACHI (SHANGHAI) CO., LTD.



这是今年我们参加过的回报最高的展会。在这里我遇到了许多新客户，我们感到很满意。We believe this is the most effective exhibition of the year for us because we can get many new contacts. We are much enjoyed.

森本良平，雅马哈发动机智能机器（苏州）有限公司，贴片机营业部营业课课长
Morimoto Ryohei, Head of Mounter Business Unit,
Yamaha Motor Smart Machinery (Suzhou) Co., Ltd.



今年的展会观众数量和质量都非常好，我们展位上的工作人员非常忙碌接待各方客户。我们不但遇到了来自中国本地的汽车行业重要客户，还有来自欧洲的客户。

The quantity and quality of visitors are very good. Our booth is very busy. We have already met key clients from automotive industry in China. Especially some clients are from Europe.

Martin Stier，索锐格集团，商务发展总监
Martin Stier, Head of Business Development
& Member of Group Management, Schleuniger



近年来观众的参观目的性更强了。我们非常喜欢将整个产业链整合起来的这个概念，可以更好地让观众了解一个从头开始的SMT完整生产流程。

The visitors have more specific aims. We are very fond of the concept of a synergy of the entire industry chain, because it enables the visitors to have a better understanding of the complete SMT process.

唐立云，依科视朗（北京）射线设备贸易有限公司上海分公司，销售经理
Liyun Tang, Sales Manager, Shanghai Subsidiary,
YXLON (Beijing) Radiation Equipment Trade Co., Ltd.



慕尼黑上海电子生产设备展在全球电子制造业内有着非常高的知名度，展会对中国电子制造业、汽车电子行业、电子元器件行业的技术发展都有着非常前沿的关注，对于电子制造和组装技术领域的创新发展有着非常大的帮助。

The exhibition is widely recognized in the global electronic manufacturing industry. We can find the latest developments in electronics manufacturing, automobile electronics and electronic components industries, which is very helpful to the innovation in electronic manufacturing and assembly technology.



王禹，锐德热力设备有限公司，区域销售总监
Andy Wang, Regional Sales Director,
Rehm Thermal Systems GmbH

展会非常专业，客户的质量也比较好，每次参展我们都会有很多收获。我们对展会未来的发展也抱有很大的信心，明年我们一定还会再来的。

It is a very professional show, and the quality of customers is quite good. We have had very good results each time and we have great confidence in the future development of productronica China.

谢健浩，库尔特机电设备（上海）有限公司埃莎亚太区办事处，副总经理
Jianhao Xie, Vice General Manager, Asian-Pacific Region,
kurtz ersa Mechanical and Electrical Equipment (Shanghai) Co., Ltd.



我们非常欣喜地看到这些年展会的观众数量和质量都有很多提升，如今慕尼黑上海电子生产设备展已经成为电子行业最重要的盛会之一了。展会提供一个很好的平台，几乎业界所有大的供应商都集聚一堂。

We are very happy to see that both the visitor quantity and quality are improved greatly. Today, productronica China has become one of the most important events in the electronics industry in China. This show provides us a great platform and assembly almost all leading suppliers in this industry.

徐仕微，汉高乐泰（中国）有限公司，电子材料事业部工业电子全国销售总监
Alvin Xu, Sales Head of Industry Electronics, Adhesive Electronics,
HENKEL LOCTITE (China) Co., Ltd.



我们非常荣幸可以通过慕尼黑上海电子生产设备展把我们最新的产品推广给我们广大客户和各个群体。今年观众的质量和数量都达到了我们的预期，在展会上我们可以与全世界各行各业客户进行接洽。

We are also much honored to use this platform to promote our latest products to our customers. The quality and quantity of the visitors this year have reached our expectations. We can make contact with a wide range of customers around the world.

杉本善幸，武藏（上海）电子科技有限公司，总经理
Sugimoto Yoshiyuki, General Manager,
Musashi Engineering Shanghai Ltd.



我们对今年观众人流很满意，在这里我们不仅接触到了SMT的相关客户，还和很多供应链上不同领域的客户群有了接洽。

The visitor quality is good. We have met customers in not only SMT, but also customers in other areas in the supply chain.

朱锦源，上海朗仕电子设备有限公司，华东区业务经理
Chu Chin Yuan, Sales Manager-Central China,
Heller (Shanghai) Co., Ltd.



我们遇到了很多从其他行业转到SMT行业的客户。这次收获很多，发现了很多新客户，达到了我们的参展预期。

We met many customers who have transferred from other areas to the SMT industry, so we have made very valuable contacts. The results are just what we wanted.

周贤涛，欧姆龙自动化（中国）有限公司，AOI统筹部市场推进部部长
Xiantao Zhou, Manager, Product Marketing Manger,
AOI Division, Omron Automation (China) Co., Ltd.



观众评价 VISITOR STATEMENTS

通过参加慕尼黑上海电子生产设备展，我们对工作中需要了解的设备信息有了一个全面的收集。主办方安排的组团服务很周到，班车安排很到位。

Through productronica China, we collected all the information we need about the machines fit for us. The tour services offered by the organizer is very efficient and the shuttle bus is really helpful.

陈新建，中达电子（江苏）有限公司，地区自动化副经理
Xinjian Chen, Automation Deputy Manager, Delta Jiangsu Co., Ltd.

展会的规模让我们印象深刻；展会汇集国内外知名的设备商，囊括了行业高精尖技术应用成果，通过与参展商的沟通让我们了解了行业自动化设备的发展方向，也了解自身的不足，发掘了一大批优质的潜在供应商。

The size of productronica China is very impressive. It is an assembly of all the leading machinery manufacturers around the world as well as all the cutting-edge applications in the industry. Through conversations with the exhibitors, we get to know the automation trend in the industry. Also we can find out about what we are short of. We found a lot of quality potential suppliers at the exhibition.

李建军，群光电子（苏州）有限公司，测试工程课长
Jianjun Li, Test Engineering Manager, Chicony Electronics Suzhou Co., Ltd.

对于我们来说，参观展会不仅让我们能够找到满意的设备，同时通过现场的同期论坛会议也能够让我们提升自身的技能和知识。本次展会收获颇丰！

For us, productronica China not only enables us to find the machine fit for us, but also helps us upgrade our knowledge through the accompanying programs. We gained a lot during the trade show.

肖晖，上海理光办公设备有限公司，电装技术经理
Hui Xiao, Electronic Assembly Manager, Shanghai Ricoh Office Equipment Co., Ltd.

今年慕尼黑上海电子生产设备展为我们公司带来很大帮助，非常感谢主办方提供如此专业交流平台，让我们了解更多最新技术设备信息，加强了对行业趋势的了解。组团接待现场很热情，班车安排非常合理化，对于参观效果非常满意。

productronica China benefits us a lot this year. We are thankful to the organizer for such a professional platform to help us find out about the latest equipment and trends in the industry. The on-site reception was very helpful and the shuttle bus schedule was efficient. We are satisfied with the results.

刘明，苏州佳世达电通有限公司，MSMT2副理
Ming Liu, MSMT2 Deputy Manager, Suzhou Qisda Co., Ltd.

这次展会给我们提供了一个了解行业内最新技术的平台，在展前就获得很多关于展会的介绍。现场接待也很给力，比以往节省了很多的时间，也让我们能够看到更多的设备和技术。

productronica China offered us a platform of the latest technologies in the industry. We had a lot of information before the exhibition actually opened. The on-site reception was particularly helpful and we saved a lot of time. We have seen more machines and solutions this year than before.

张先波，浙江奥托尼克斯有限公司，研究院科长
Xianbo Zhang, Research Institute Manager, Zhejiang Autonics Co., Ltd.

近年来慕尼黑上海电子生产设备展都有新发现，今年在现场看到了一些我们较为关注的设备。主办方提供了免费班车服务，车辆安排非常到位也很及时，现场接待很热情，服务很周到。

Every time we would have new findings at productronica China. This year we saw some machines that we are interested in. The organizer offered free and reliable shuttle services. The on-site reception was very thoughtful and helpful.

赵莹，江阴信邦电子有限公司，模具制造部工程师
Ying Zhao, Mold Manufacturing Engineer, Jiangyin SINBON Electronics Co., Ltd.



组团观众名单（部分）VISITOR GROUPS (PARTIAL LIST)

- 上海科世达-华阳汽车电器有限公司
Shanghai KOSTAL-Huayang Automotive Electric Co., Ltd.
- 大陆泰密克汽车系统（上海）有限公司
Continental Automotive Systems (Shanghai) Co., Ltd.
- 青岛海尔智能电子有限公司
Qingdao Haier Intelligent Electronic Co., Ltd.
- 杭州海兴电力科技股份有限公司
Hangzhou Hexing Electrical Co., Ltd.
- 江苏省苏州上声电子有限公司
Suzhou Sonavox Electronics Co., Ltd.
- 浙江省奥托尼克斯电子(嘉兴)有限公司
Jiaxing Autonics Electronics Co., Ltd.
- 中国航天科工集团第三研究院第八三五七研究所
The 8357 Research Institute of China Aerospace Science and industry group, the Third Research Institute
- 斯比泰电子（嘉兴）有限公司
Jiaxing Speedy-Tech Electronics Co., Ltd.
- 昂扩电子（苏州）有限公司
Suzhou OnCore Electronics Co., Ltd.
- 浙江创维自动化工程有限公司
Zhejiang Skyworth Automation Engineering Co., Ltd.
- 北京四方继保自动化股份有限公司
Beijing Sifang Automation Co., Ltd.
- 霍尼韦尔（苏州）有限公司
Suzhou Honeywell Co., Ltd.
- 苏州佳世达电通有限公司
Suzhou Qisda Co., Ltd.
- 青岛市澳科仪器有限责任公司
Qingdao Accu Co., Ltd.
- 捷普电子(无锡)有限公司
Wuxi Jabil Electronics Co., Ltd.
- 飞利浦超声（上海）有限公司
Philips Ultrasonic Shanghai Co., Ltd.
- 青岛市益康电控电器有限公司
EECON Qingdao CO., Ltd.
- 常州星宇车灯股份有限公司
Changzhou XINGYU CO., Ltd.
- 上海航天汽车机电股份有限公司汽车电子分公司
HT-SAAE Automotive Electronics Co., Ltd.
- 中达电子（江苏）有限公司
Delta Electronics (Jiangsu) Co., Ltd.
- 上海奥托立夫(中国)有限公司
Shanghai Autoliv (China) Co., Ltd.
- 重庆海康威视科技有限公司
Chongqing Hikvision Technology Co., Ltd.
- 上海理光办公设备有限公司
Shanghai Ricoh office equipment Co., Ltd.
- 上海晨兴希姆通电子科技有限公司
Shanghai SIM Electronic Technology Co., Ltd.
- 上海环旭电子股份有限公司
Shanghai Universal Scientific Industrial Co., Ltd.
- 东方通信股份有限公司
Eastern Communications Co., Ltd.
- 伟创力电子技术（苏州）有限公司
Flextronics Technology (Suzhou) Co., Ltd.
- 上海李尔实业交通汽车部件有限公司
Shanghai Lear industrial traffic automobile parts Co., Ltd.
- 斯凯菲尔电子（苏州）有限公司
Scanfil Electronics (Suzhou) Co., Ltd.
- 安徽动力源科技有限公司
Anhui Dynamic Power Co., Ltd.
- 戴尔采购（厦门）有限公司上海分公司
DELL sourcing (Xiamen) Co., Ltd.

同期活动 ACCOMPANYING PROGRAMS

SMT表面贴装技术创新演示区

SMT INNOVATION POINT AND DEMO LINE

SMT表面贴装技术创新演示区带来了四条针对不同应用领域的完整产线演示。ASM旗下SIPLACE和DEK, 与锐德热力 (Rehm) 和欧姆龙 (Omron) 联合组线, 满足智能手机、汽车电子行业的电子装配需求; YAMAHA则继续带领旗下高性能小型印刷机, 高效模块贴片机和高端混合光学外观检查装置和Heller组线, 为观众带来消费和安防领域的电子装配解决方案。Europlacer、Speedprint及BTU组成的第三条产线, 为观众呈现军工、航空航天电子领域的现场贴装流程, 并在现场开机演示真实生产过程。除此之外, FUJI、JUKI、Panasonic、SAKI、YXLON等知名企业带来更多贴片机、AOI视觉检测和X射线检测设备。

At the SMT Innovation Point and Demo Line of productronica China 2017, leading players in the SMT industry installed four assembly lines and gave live demonstration of the standard assembly procedures and high-efficiency models. DEK and SIPLACE, two units of ASM, built a simulation line with REHM and OMRON fitting for smartphones and automotive electronics production. Yamaha, together with Heller, presented their high-performance compact printer, high-efficiency modular and high-end hybrid optical inspection system as well as solutions for consumer electronics, security and protection system. Europlacer, together with Speedprint and BTU offered a live demonstration of the mounting processes in military and aerospace electronics. In addition to the SMT top brands like Fuji, Juki and Panasonic, more companies from inspection industry as Omron, Saki, Yxlon brought their latest AOI and X-Ray equipment.

SMT产线 / SMT Demo Line

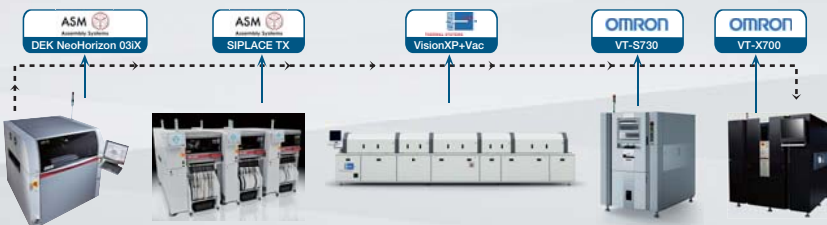
产线1: 消费电子、安防 Demo Line 1: Consumer Electronics & Security Electronics



产线2: 军工、航空航天 Demo Line 2: Military & Aerospace Electronics



产线3: 智能手机、汽车电子 Demo Line 3: Smartphone & Automotive Electronics



产线4 Demo Line 4



产品回顾 Product Review



友情赞助 Sponsor



- 中国电子制造创新论坛
CHINA ELECTRONICS MANUFACTURING INNOVATION FORUM
参与人数 Participants: 365
- 国际胶粘剂技术创新论坛
INTERNATIONAL ADHESIVE TECHNOLOGY INNOVATION FORUM
参与人数 Participants: 161
- 电子制造技术应用大赛
ELECTRONICS MANUFACTURING TECHNOLOGY APPLICATION CONTEST
参与人数 Participants: 125
- 柔性印刷电子产业论坛
FLEXIBLE & PRINTED ELECTRONICS FORUM
参与人数 Participants: 240
- 国际线束先进制造创新论坛
INTERNATIONAL WIRE HARNESS ADVANCED MANUFACTURING INNOVATION FORUM
参与人数 Participants: 176

主题展区 SEGMENT HIGHLIGHTS

表面贴装技术主题展区 SMT SEGMENT

EXCERPT OF EXHIBITORS



电子制造自动化主题展区 ELECTRONICS MANUFACTURING SEGMENT

EXCERPT OF EXHIBITORS



线束加工和连接器制造主题展区 CABLE PROCESSING SEGMENT

EXCERPT OF EXHIBITORS



运动控制主题展区 MOTION CONTROL SEGMENT

EXCERPT OF EXHIBITORS



点胶注胶主题展区 DISPENSING SEGMENT

EXCERPT OF EXHIBITORS



电子化工材料主题展区 MATERIALS SEGMENT

EXCERPT OF EXHIBITORS



印刷电路板及电子制造服务展区 PCB & EMS SEGMENT

EXCERPT OF EXHIBITORS



焊接工具和焊料主题展区 SOLDERING TOOLS AND MATERIALS SEGMENT

EXCERPT OF EXHIBITORS



2017展馆布局图 HALL ASSIGNMENTS



productronica China
慕尼黑上海电子生产设备展

E1 E2 E3

- E1** 线束加工和连接器制造技术
Cable processing and connector manufacturing
- E1** 元器件制造
Component manufacturing
- E2** 电子制造自动化与运动控制
EMA and motion control
- E2** 点胶注胶
Dispensing
- E2** 材料
Materials
- E3** 表面贴装技术
SMT
- E3** 印刷电路板
PCB manufacturing/PCBs and other circuit carriers
- E3** 电子制造服务
EMS

electronica China
慕尼黑上海电子展

E4 E5 E6

- E4** 半导体
Semiconductors
- E4** 电源
Power supplies
- E4** 微纳米及传感技术
Micro nanosystems and Sensor technology
- E4** 汽车电子与测试
Automotive electronics/Testing
- E4** 测试测量
Test and measurement
- E4** 嵌入式系统
Embedded systems
- E5** 无源元件
Passive components
- E5** 显示
Display
- E6** 开关和连接器技术
Switch and interconnection technology
- E6** 线束和线缆
Cable and wire

主要合作媒体 Media Partners



杂志广告 Advertisement



呼叫中心 Call Center

- 为展商定制化服务
Customized service for exhibitors
- 有效的点对点邀请
More effective match-making
- 基于每届展会的预登记观众和我们庞大的数据库，展开定向观众邀请和匹配，是参展效果再度提升
Improve the exhibition effect upon the visitor database and pre-registered visitors



电子通讯 E-Newsletter

- 数据量：200,000条数据
(截止2017年3月)
Database: about 200,000 recipients
(as of March, 2017)
- 频率：每周一次
Frequency: once a week

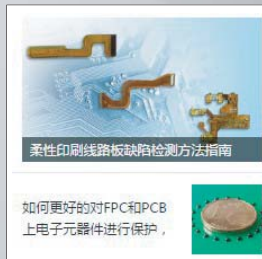
搜索引擎营销 SEM

- 更精准、更有效
More precision, more effective
- 及时传递企业参展信息
Information delivery to the key customers



社交媒体 Social Media

- 微信粉丝数量：超过18,000（截止2017年3月）
The number of Wechat followers: more than 18,000 (as of March, 2017)



360°
全方位宣传
Crossmedia Marketing

手机短信 SMS

- 数据量：约200,000（截止2017年3月）
Database: about 200,000 recipients (as of March, 2017)
- 内容：展商推广和参观信息提醒
Content: exhibitor and visitor promotion



新闻发布会 Press Conference

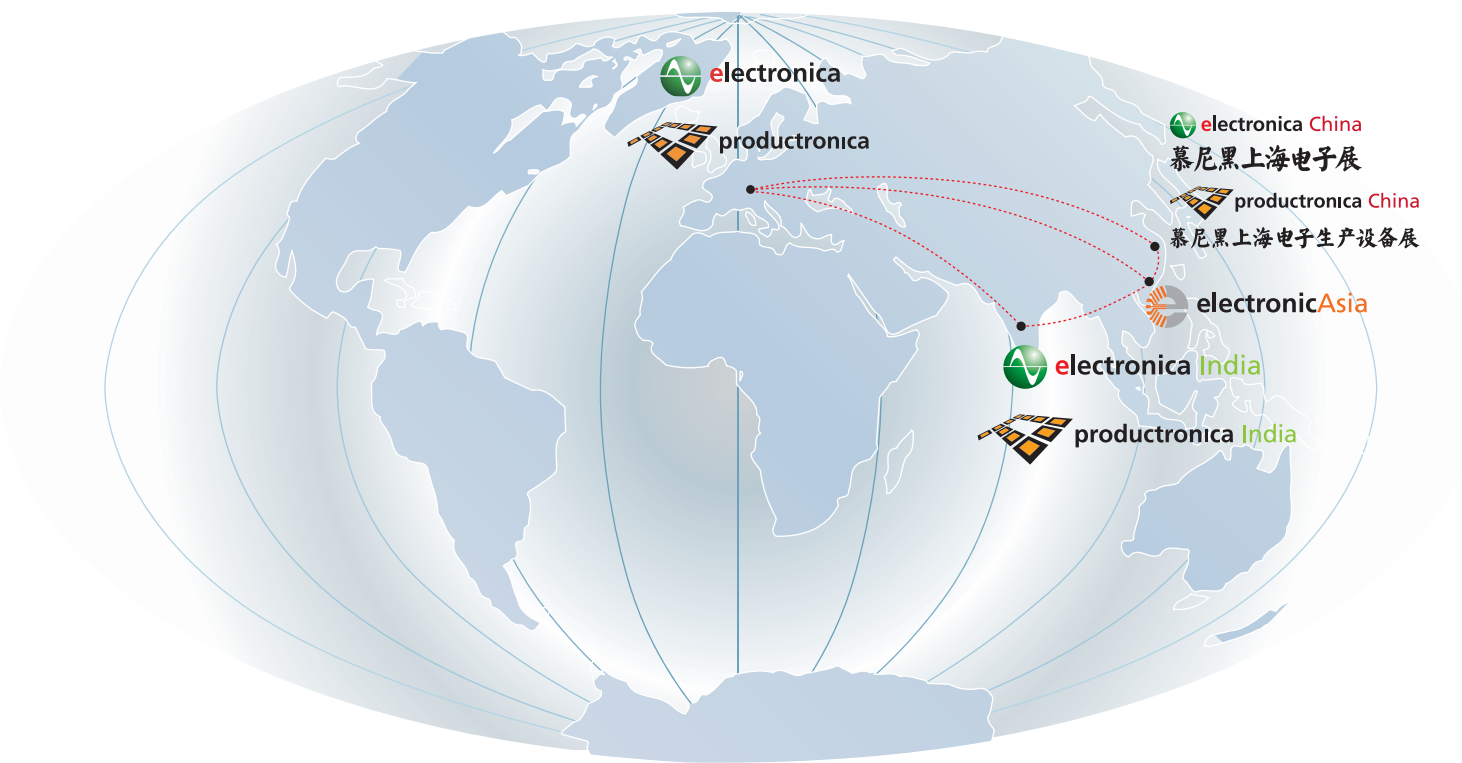


全球站点 YOUR ACCESS TO THE WORLD OF ELECTRONICS

慕尼黑上海电子展、慕尼黑上海电子生产设备展是慕尼黑全球系列电子展的一部分，该系列涵盖了全球最重要的电子展会。

Global partnership: eelectronica China and productronica China are part of Messe München's network for the electronics industry, which includes leading international and regional trade fairs around the world.

- 超过5,900家的展商
More than 5,900 exhibitors
- 超过210,000名的观众
More than 210,000 visitors
- 超过1,000名的媒体代表
More than 1,000 media representatives
- 强大的当地合作伙伴
Strong local partner network
- 与所有重要行业协会的合作
Partnership with important industry associations



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