

Shanghai

Accelerating Innovation

Information For Exhibition 2025



MORE INFORMATION



productronica China

International Trade Fair for Electronics
Development and Production

March 26-28, 2025 | Shanghai New International
Expo Centre (Shanghai)

productronicachina.com.cn



productronica China

productronica China

INFORMATION FOR EXHIBITION

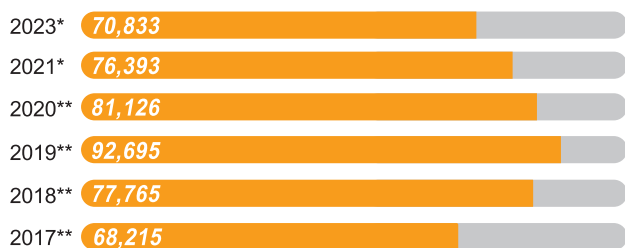
productronica China 2025

Date: March 26-28, 2025

Venue: Shanghai New International Expo Centre (Shanghai)

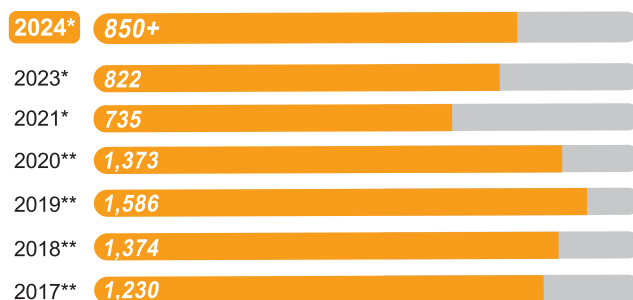
Previous Key Figures

Number of Visitors



2023* Number of Visitors: 70,833

Number of Exhibitors



2024* Number of Exhibitors: **850+**

2024* Exhibition Space: **75,000 sqm**

* Figures of productronica China only.

electronica China takes place separately from 2021 onwards.

** Figures include numbers of productronica China and electronica China.

productronica China is dedicated to the entire 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, micro-assembly technology, wire harness processing, connector manufacturing, motion control and drive technology, industrial sensors, robots, and intelligent warehousing – presenting a one-stop, comprehensive and efficient platform of innovative solutions for intelligent manufacturing in the electronics industry via cutting-edge technologies and products.

Topics such as precision electronic production equipment, manufacturing assembly services, micro-assembly technology, IGBT packaging technology and applications, new energy and automotive technology, charging piles, lithium batteries and energy storage technology, industrial robots, intelligent warehousing and logistics solutions, intelligent speed reducer testing, digital transformation, and more, will become highlights of productronica China, catering to the entire industry chain.

ACCELERATING INNOVATION

1

Growth Markets in 'New Energy' and 'Energy Storage': New Energy and Automotive Technology Sections & Automated Energy Storage Super Factory

According to the China Association of Automobile Manufacturers, new energy vehicle production and sales in China will reach 7.058 million and 6.887 million units respectively in 2022 - a year-on-year increase of 96.9% and 93.4%. The Chinese NEV market has maintained its position a global leader for eight consecutive years, with a domestic penetration rate of 25.6%. This development of the NEV market, according to the interviewees, has brought new opportunities a phase of domestic and foreign market expansion to the new energy automobile industry, and is accelerating growth to compete on a global stage. It is going to have profound influence on the industrial chain and ecology, creating new chances for all the participants.

productronica China aligns with the development trends of the new energy and automobile industries, coordinating the promotion of technological innovation, application, and infrastructure construction. Our focus is on the new energy and automobile technology industry chain, with a market development approach aimed at creating forward-looking, high-quality new energy and automobile technology and business platform. It provides ample opportunities for exchanges and mutual learning within the automotive industry, helping achieve the "double carbon" goal. Our new energy and automotive technology sections will emphasize new energy and automotive electronics applications, including new energy vehicle testing technology, automotive PLC systems, and NEV adhesive innovations - providing all sorts of innovative solutions in the NEV field.

As energy shortages and environmental problems continue to worsen, energy transformation and upgrading are inevitable trends. With over 120 countries worldwide setting up "carbon neutrality" agenda to turn from fossil energy to renewable energy, renewables are expected to account for 57% of global power generation by 2030. According to the International Energy Agency (IEA), global renewable energy power generation is expected to increase 13 times by 2030, with solar and wind energy increasing 10 times. Energy storage technology will play a vital role in this transition.

The newly planned and launched Automated Energy Storage Super Factory leverages smart factory digital systems, intelligent logistics and warehousing systems to improve production and reduce manufacturing costs while facilitating the upgrade to smart manufacturing. Such efforts will help downstream energy storage and battery companies gain strong market competitiveness and provide fully intelligent solutions for photovoltaics, lithium batteries, and new energy industries and applications. Leading customers, such as CATL, BYD, EVE Lithium Energy, Sungrow, Envision Energy, Hithium Energy Storage, and HyperStrong, will be invited.

2

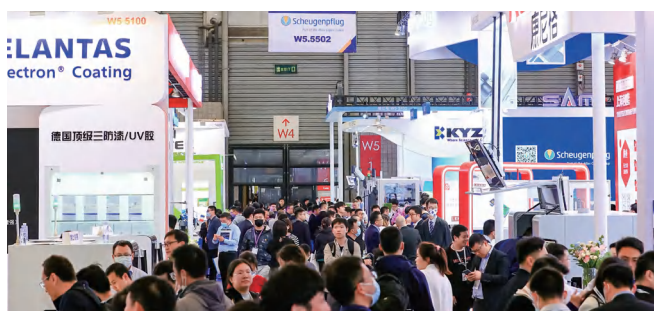
Empowering Industrial Transformation: Smart Factories and Micro-Assembly Technology Parks

With the advancement and refinement of electronic products, surface assembly technology has emerged as the cornerstone of electronic manufacturing, making fully automatic SMT production lines indispensable for achieving efficient, high-quality, and large-scale production of electronic goods. These automated lines streamline the placement process and enhance production efficiency and product quality through precise machine operation and control, catering to diverse customer demands. productronica China is dedicated to showcasing the complete spectrum of SMT patching, DIP plug-in, AOI measurement, testing, cleaning, and packaging through live demonstrations of integrated lines. In parallel, the exhibition is spearheading industrial intelligence enhancements with the unveiling of the Micro Assembly Technology Park. This park spotlights cutting-edge applications such as Micro LED/Mini LED display chips, mobile phone micro-components, MEMS devices, RF devices, microwave devices, and hybrid circuits. These initiatives align with the trajectory of modern electronic products towards compactness, reliability, speed, performance, and cost-efficiency, especially critical for mobile, aerospace, medical, and other sectors with stringent size and weight requirements.

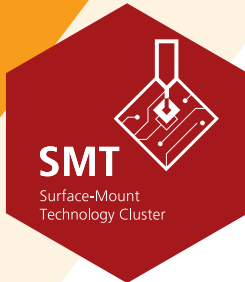
3

Spotlight on Industry Trends: Exploring Four Hot Topics in Supporting Forums

Along with the exhibition, a series of professional supporting forums, technology competitions, and product award ceremonies will take place. Several forums will center around "AI + big data" to spearhead the evolution of modern smart factories, focusing on the emerging trend of adaptable "smart" manufacturing. Moreover, discussions under the "dual carbon" blueprint will provide insights into the latest developments in new energy vehicle electronics manufacturing. Another forum will explore the synergy between new energy vehicles, AIoT, and 5G to tap into a blue ocean market and propel growth in advanced packaging. Emphasizing innovation as the driver of the industry and technology as the leader of the future, these forums will delve into various topics including industrial robots, flexible manufacturing, and smart logistics. Additionally, discussions will cover new energy vehicle energy storage and charging technology, wire harness processing and connectors, smart car cockpits, electronic smart manufacturing, and TGV materials and packaging, dispensing and adhesives, as well as flexible and printed electronics.



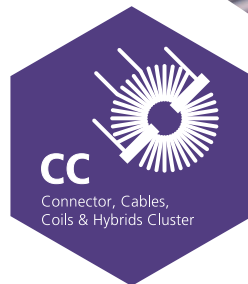
EXHIBITION SECTORS

**SMT Cluster**

Surface mount technology, welding, test and measurement/quality assurance, automatic electronic assembly, production logistics and material-flow technology

**EMS Cluster**

Electronic manufacturing services (EMS)

**Cables, Coils & Hybrids Cluster**

Manufacturing technologies for cable and connectors, coilware production and hybrid component manufacturing

**Soldering & Dispensing Cluster**

Soldering, gluing, dispensing, coating equipment, and other soldering/joining technologies for PCBs, surface finishing, cleaning

**Electronic Manufacturing Automation Cluster**

Industrial robots, motion control, drive technology and other production subsystems, smart warehousing

**Future Markets Cluster**

Micro-assembly and advanced materials, Flexibility and printing electronics, Digital factory

04

Surface Mount Technology and Solder



Wire Harness Processing and Connector Manufacturing



Testing, Measurement and Quality Assurance



Robot and Intelligent Warehousing



Dispensing & Bonding Technology



Chemical Materials in Electronics

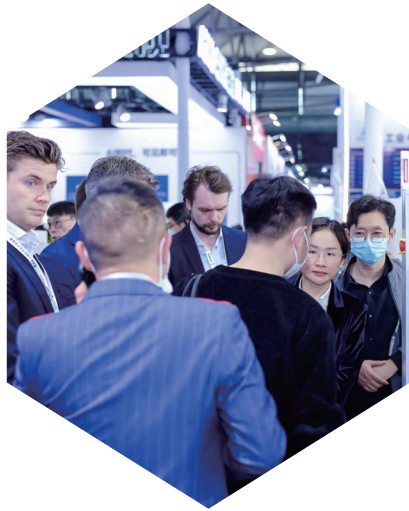
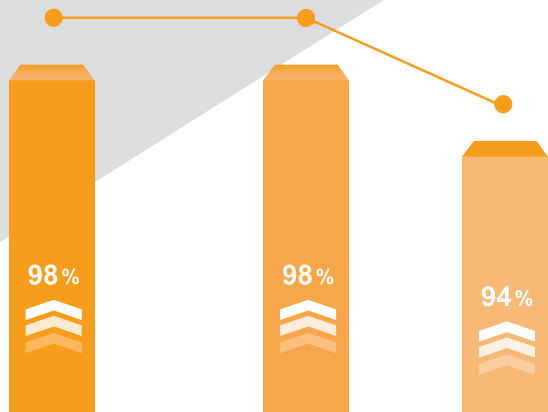


Motion Control & Drive Technology





EXHIBITOR SURVEY RESULT

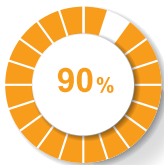


Will recommend productronica China to their business partners and friends

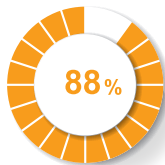
Will attend the next productronica China

productronica China benefits them moderately to greatly

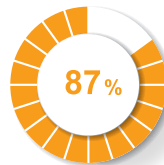
Achievement Rate for Main Purpose of Exhibiting*
(from good to excellent)



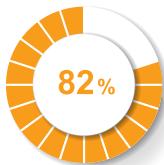
Preparing future business transactions



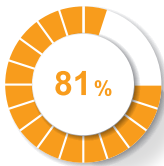
Company, product & image presentation / promotion



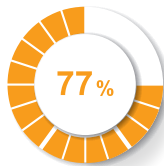
Build up new business relationships



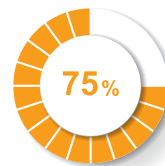
Maintaining existing business relationships



Studying the competition market overview



Exchange of experience



Presentation of innovations

* Source: exhibitor survey at productronica China 2023

EXHIBITORS STATEMENT

“



**Cathy Chu, Global Strategic Marketing Director,
Consumer & Electronics Segment, Dow Consumer Solutions**

productronica China is a flagship annual event in the electronics manufacturing industry. Here we can see many friends in the industry, learn about the new development in the industry, new research and development trends, and have in-depth communication with each other. It is very helpful for our future development. Of course, we will come again next year. I hope that productronica China will always grow better, and help the entire industry move forward.



Adrian Huang, General Manager, Greater China, Mycronic

productronica China 2023 is the first large-scale industrial event in East China we participate in after the covid epidemic. For us, it is of great importance. The results of our exhibition completely exceeded expectations. The visitors are very active and a large number of our target customers are here. The exhibition is a very successful event we participated in in 2023!



**Qinghui Jiang, Sales Department, East China and Inland Areas,
Tokyo Juki International Trading (Shanghai) Co., Ltd.**

productronica China 2023 is very popular. Professionals in the industry gathered together to discuss technology and future development. Thanks to the organizer for the platform and strong supports. I wish the exhibition a prosperous development and a victorious year!



Simon Li, China Sales Manager, Tyco Electronics (Shanghai) Co., Ltd.

productronica China has always been a grand event in the intelligent electronic manufacturing industry, and we will certainly participate again next year. We could see many familiar brands and exhibitors in the exhibition every year, but it has never been a simple copy of the previous one. We will show products equipped with cutting-edge technologies to empower our customers. This platform can help us increase the stickiness of our users.



**Michael Lee, General Manager Assistant,
Xiamen Hiprecise Technology Co., Ltd.**

We have participated in productronica China for more than ten years, almost in every previous editions. Our company has established a very good relationship with the exhibition, and it has also been a lot of help to us. I very much hope that productronica China will be better and better, and everyone will grow together.



Danny Liang, Application Manager, Nordson EFD

productronica China is an important large-scale event in the industry that we participate in every year. It is very important to us and we always bring a lot of people to the exhibition to communicate with our customers. On the first day of the exhibition, we find that the customers are very active! We hope that such an influential exhibition can promote the confidence of our customers in equipment investment, and wish productronica China a complete success.



Manfred Hafner, General Manager, Scheugenpflug

I think the traffic at productronica China is very good. productronica China is a great marketplace to meet the customers, to show new solutions for the industry, to show our innovation, but also we can see how the industry is doing so far. So I think we're very happy and I wish everyone good progress during this exhibition.



ABB Robotics in China

It has been a long time since the last productronica China, and we finally meet each other offline again. At the exhibition, there are professional visitors from the upstream and downstream of the electronics manufacturing industry chain, even students of related majors and industry associations. The exhibition is very popular and influential. We hope that we can bring our global resources and professional local services to more customers through productronica China.



**Tony Wang, Business Development Manager-Electronics Systems,
Automotive Component Solution Asia Pacific Henkel (China) Investment**

Henkel has participated in productronica China for many years, and we are old friends of the exhibition now. This year, we can communicate face-to-face with our customers, peers and equipment suppliers again. We hope to display our technological research and development achievements and show our brands through this platform. We also hope to communicate more with our consumers, peers, and equipment suppliers, so that we could push this industry to higher level together!



**Kirby Zhang, General Manager, State Business Sector,
Europlacer (Shanghai) Co., Ltd.**

productronica China is a professional display platform for the industry that spans the upstream and downstream of the industry: from materials and equipment to applications and solutions. It could shorten the distance between customers and suppliers, and at the same time promote the development of the industry.

SANYO DENKI

Yan Zhang, Senior Marketing Manager, SANYO DENKI

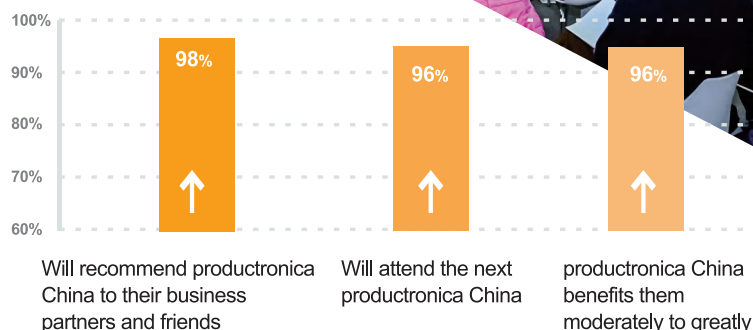
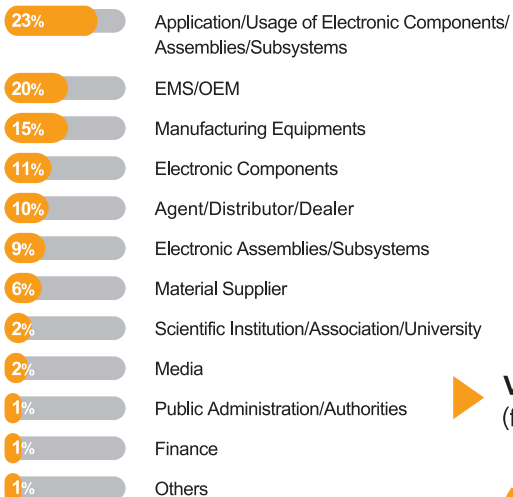
We are surprised that 45% of our consultation target is met on the first day of productronica China 2023. It is really far beyond our expectations as it is the first time for us to participate in the exhibition. I think such results can be attributed to the strong support from the organizers, who actively asked about our needs and provided suitable advertising opportunities. It also indicates that the industrial sector has begun to recover, and the market will become active soon.

*The list is in no particular order

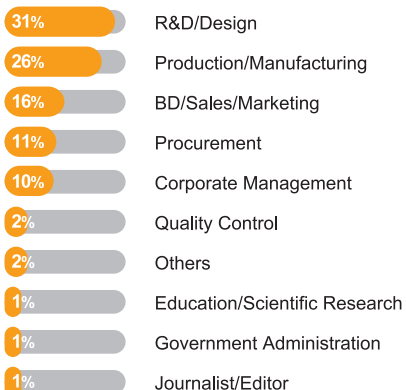
VISITOR SURVEY RESULT

VISITOR COMMENTS

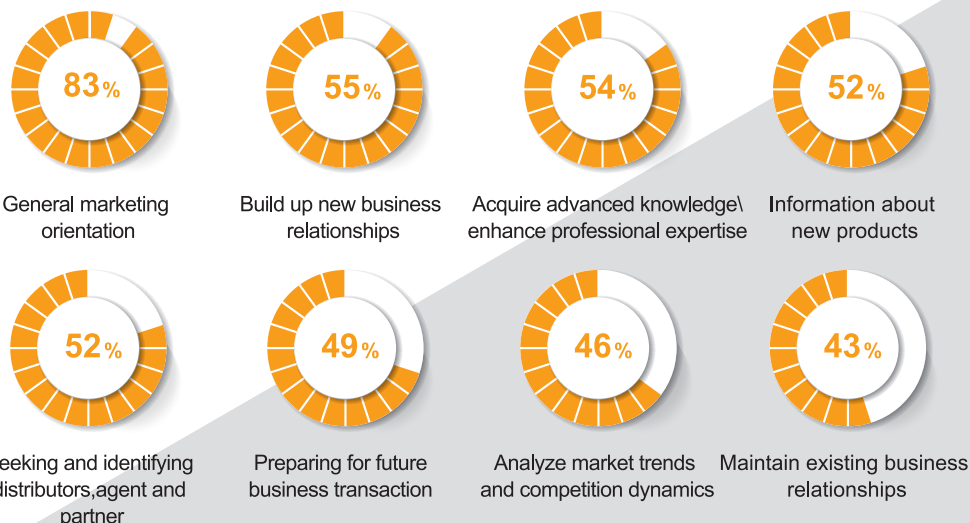
Type of businesses*



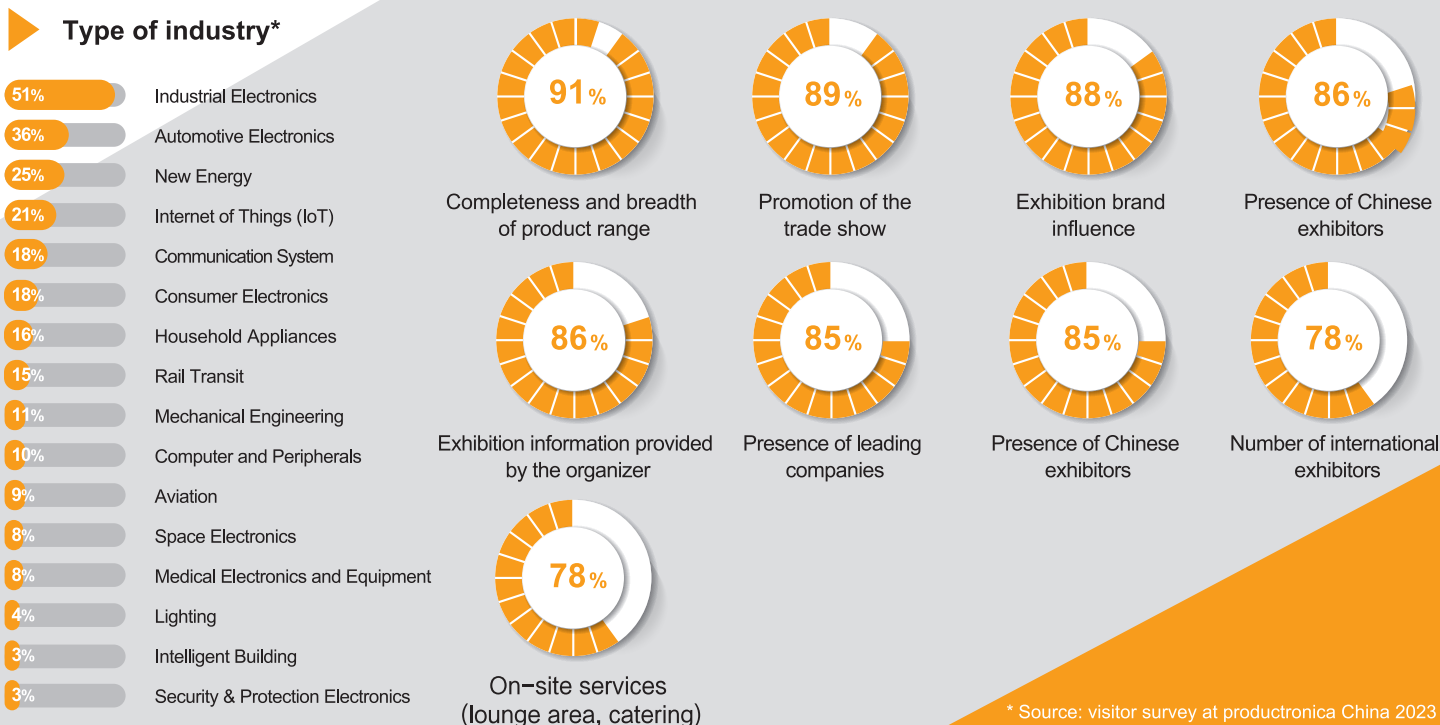
Job responsibility*



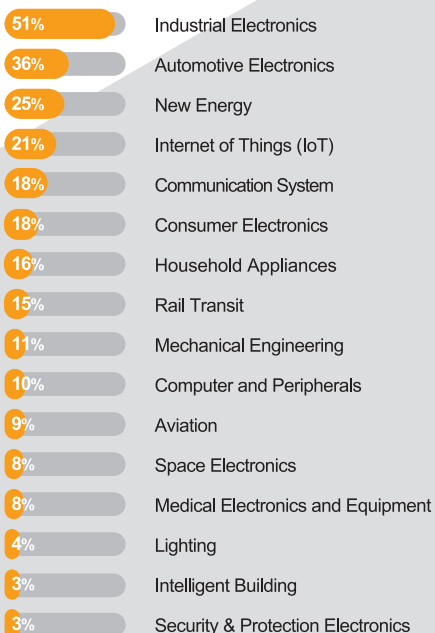
Visitors' Evaluation on the Achievement of Visiting Purpose* (from good to excellent)



Visitors' Satisfaction Evaluation* (from good to excellent)



Type of industry*



* Source: visitor survey at productronica China 2023



BURDER GROUPS (Excerpt)

AAC TECHNOLOGIES HOLDINGS INC.	Qiangsheng Medical Instrument Co., Ltd.
Amazon	Quanta Storage (Shanghai), Ltd.
Auto-Kabel Harness (Taicang) Co., Ltd.	SAIC GENERAL MOTORS Corp. Ltd.
Beijing NAURA Microelectronics Equipment Co., Ltd.	Scanfil (Suzhou) Co., Ltd.
Beijing Sifang Engineering Co., Ltd.	Schneider Electric (China) Co., Ltd.
Canon (Suzhou) INC	Schneider Electric (China) Co., Ltd. Shanghai Branch
Changzhou Nuode Electrical Co., Ltd.	Shanghai Hangyi Hi Tech Development Research Institute Co., Ltd.
Changzhou Xingyu Automotive Lighting Systems Co., Ltd.	Shanghai Maruhi Electronic Technology Co., Ltd.
Chengdu Railway Communication Equipment Co., Ltd.	Shanghai Microport Lifesciences Co., Ltd.
Chicony Electronics (Suzhou) Co., Ltd.	Shanghai RAILWAY Communication Co., Ltd.
Compal Electronics Technology (Kunshan) Co., Ltd.	Shanghai Ricoh Office Equipment Co., Ltd.
Continental Automotive Interior Wuhu Co., Ltd.	Shenxun Computer (Kunshan) Co., Ltd.
Delta Electronics (Jiangsu) Limited	Shure Electronics (Suzhou) Co., Ltd.
Derun Auto Parts (Chongqing) Co., Ltd.	Sichuan Aerospace Liaoyuan Technology Co., Ltd.
Ennoconn	Speedy-Tech Electronics (Jiaxing) Co., Ltd.
Flex Electronics (Shanghai) Co., Ltd.	Suzhou BiBiXi Communication System Co., Ltd.
Flextronics Electronics Technology (Suzhou) Co., Ltd.	Suzhou Changfeng Co., Ltd.
Foxconn Technology Group Co., Ltd.	Suzhou CMR Electronic Devices Co., Ltd.
Fuzhou Zhu Wiring Systems Co., Ltd.	Suzhou HUAHAN Technology Co., Ltd.
GENERAL MOTORS (China) Investment Company Limited	Suzhou Inovance Technology Co., Ltd.
Gongniu Group Co., Ltd.	Suzhou Kaifa Technology Co., Ltd.
Gree Electric Appliances, Inc. of Zhuhai	Suzhou SAMSUNG Electronics Co., Ltd.
Hangzhou Hikvision DIGITAL Technology Co., Ltd.	Suzhou ZHUOER-TECH Electronics Co., Ltd.
Hangzhou Hikvision Technology Co., Ltd.	Taisei (Shanghai) Electronics Co., Ltd.
Henan THB Electronics Co., Ltd.	Tech-Front (Shanghai) Computer Co., Ltd.
Hi-P (Suzhou) Electronics Technology Co., Ltd.	Tianjin Railway Signal Co., Ltd.
Huawei TECHNOLOGIES Co., Ltd.	United Automotive Electronic Systems Co., Ltd.
Inventec (Pudong) Technology Corporation	Universal Global Technology (Kunshan) Co., Ltd.
Jiangyin SINBON Electronics Co., Ltd.	Weilong (Kunshan) Automotive Electronics Co., Ltd.
Kunshan Everwin PRECISION Technology Co., Ltd.	Wistron Neweb (Kunshan) Corporation
Lanto Electronic Limited	Xiaogan YAZAKI AUTO PARTS Co., Ltd.
Lianyungang JARI Electronics Co., Ltd.	Yancheng Huayue Auto Parts Co., Ltd.
Marunix Electronics Nanjing Ltd.	YAZAKI (CHINA) Investment Corporation
Mint Group Limited	ZF AUTOMOTIVE SYSTEMS (SHANGHAI) Co., Ltd.
Ningbo Fuerda Smartech Co., Ltd.	Zhejiang Dahua Vision Technology Co., Ltd.
Nitto Densen Kougyou (Hangzhou) Co., Ltd.	Zhejiang Geely Automobile Parts & Components Stock Co., Ltd.
Panasonic Factory Solutions Suzhou Co., Ltd.	Zhejiang Supcon Technology Co., Ltd.
Phoenix Contact (Nanjing) New Energy Vehicle Technology Co., Ltd.	Zhuzhou CRRC Times Electric Co., Ltd.
Protek (SHANGHAI) Limited	ZTE (Nanjing) Co., Ltd.

VISITORS STATEMENT

Mr. Chen, Training Program Manager, Human Resources Department, Delta Electronics (Jiangsu) Limited

We are grateful for the support provided by the organizers, especially the free shuttle bus, which is very useful. It solves some of our major problems. The hall layout is clear and easy to navigate, and the exhibition services are very helpful. We are looking for dispensing, industrial robots, SMT related equipment, etc. Our overall experience during the visit is very good, which is helpful for our production, technology upgrade and business expansion.

Mr. Ji, Director of Terminal Manufacturing Engineering Department, ZTE Communications Co., Ltd

Overall, our visiting experience is very good. We are interested in automation equipment, SMT equipment, manufacturing software, and specialized production tools. Visiting the exhibition is very helpful for our business development, and some the exhibits are potentially useful for our factory construction, so we have already started negotiations.

Mr. Liu, Director of Factory Director's Office, Chicony Electronics (Suzhou) Co., Ltd.

We have visited all the halls, and we are mainly looking for automation equipment that suits us. We have already started consultation with some exhibitors, and we are very grateful to the organizer for this platform.

Mr. Liu, R&D Engineer, Process R&D Department, Beijing Sifang Engineering Co., Ltd.

Thank you for organizing this exhibition. Many exhibitors are just the ones we are looking for. The Group Tour service is also quite user-friendly, in which we are just like friends and feel very comfortable. We have visited exhibition areas concerning SMT equipment, smart factories, wire harness prefabrication equipment, and robots. Our overall experience is very good. We think the exhibition has a wide exhibit coverage and very clear layout. The exhibitors are enthusiastic and professional, and the service team is well trained and responsible.

Mr. Yang, TEF Process, United Automotive Electronic Systems Co., Ltd.

The exhibition is quite popular, and the exhibitor coverage is complete. We are interested in automation integrators, component suppliers, and cost-saving modular applications. Besides equipment manufacturers, I hope to see more component exhibitors next year.

* The above list is only partial, sorted by alphabet order

Major Partner Media

Industry Media



* The list is in no particular order

Social Media

Official WeChat account: **76,000+** followers, Page-views: **8,700+**
 Press release on media WeChat account: **170+** articles,
 Total page-views: **90,000+**



Official WeChat Account
- Subscription



Official WeChat Account
- Service



WeChat Mini Program

News Release in New Media Platforms

Elecfans	Wiring World	TomanMicroElectronics
semiinsights	cnxianshu	HI-Goodfriend
today-semicon	IMT Robotic	CEIA-Masterinfo
IC-quanzi	robotchina	Ringer_Smart_Mfg
Eefocus	zhinanche-robot	mantianIC
ofweek	techsugar	ilinki
EEPW	21ic	cechinamag
Chinasmt118	huicongwang_360	emc-aisa
smtchina168	ECCN	PCBworld



Industry Activities

Annual industry promotion activities

360

Multi-Channel Market Communication

EDMs

Database: **3,181,000+**

Frequency: 1-3 times/week



2023慕尼黑上海电子生产设备展观众预登记火热进行中! 内附早鸟好礼待领取

慕尼黑上海电子生产设备展作为电子制造行业重要的展会交流平台, 将在2023年4月13-15日于上海新国际博览中心(NAI)举办。本次会议将展示一系列产品, 旨在为行业提供最新材料、设备和技术解决方案, 助力企业提升生产效率和竞争力。展会将吸引来自全球各地的电子制造企业、设备供应商、材料供应商和专家学者, 共同探讨行业发展趋势和机遇。



展商速送 | 聚焦智慧工厂柔性“智”造新趋势, 看机器人如何助力工业4.0时代降本增效

慕尼黑上海电子生产设备展作为电子制造行业重要的展会交流平台, 将在2023年4月13-15日于上海新国际博览中心(NAI)举办。本次会议将展示一系列产品, 旨在为行业提供最新材料、设备和技术解决方案, 助力企业提升生产效率和竞争力。展会将吸引来自全球各地的电子制造企业、设备供应商、材料供应商和专家学者, 共同探讨行业发展趋势和机遇。

+ 点此报名预登记



展商速送——汇聚行业优秀机器人及智能制造企业, 助力工业4.0时代降本增效

2023慕尼黑上海电子生产设备展将汇聚全球工业智能制造企业, 展示行业最新产品和解决方案, 助力企业提升生产效率和竞争力。展会将吸引来自全球各地的电子制造企业、设备供应商、材料供应商和专家学者, 共同探讨行业发展趋势和机遇。



Live

page-views: **105,000+**, Live viewers on ilinki: **96,000+**Live viewers on Gongkong: **62,000+**, Live viewers on eefocus: **15,000+**

GERMANY. CHINA. INDIA.

Global Electronics Network



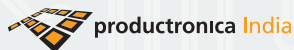
Munich, Germany 2024.11.12-15



Munich, Germany 2025.11.18-21



Munich, Germany 2025.2.25-27



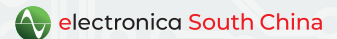
Delhi, India 2024.9.11-13



2024.7.8-10
Shanghai New International
Expo Centre (SNIEC)



2025.3.26-28
Shanghai New International
Expo Centre (SNIEC)



2024.10.14-16
Shenzhen World Exhibition &
Convention Center (Baoan New Hall)



2024.10.13-16
Hongkong, China

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