

# Accelerating Innovation

Information For Exhibition 2024



**productronica China**

International Trade Fair for Electronics  
Development and Production

March 20-22, 2024 | Shanghai New International  
Expo Centre (Shanghai)

[productronicachina.com-cn](http://productronicachina.com-cn)

### INFORMATION FOR EXHIBITION

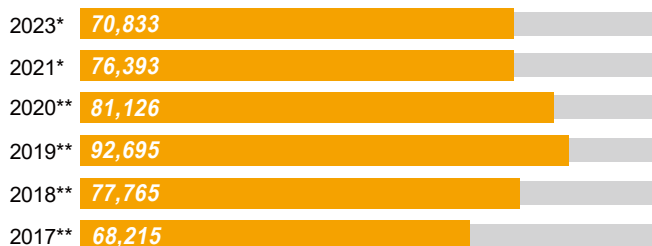
#### productronica China 2024

**Date:** March 20-22, 2024

**Venue:** Shanghai New International Expo Centre (Shanghai)

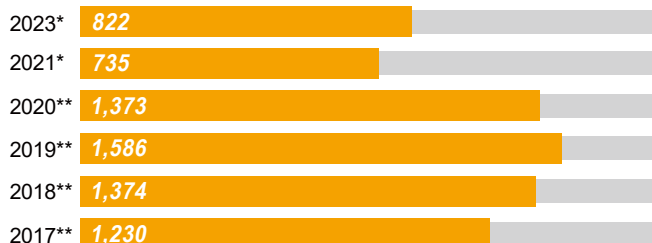
#### Previous Key Figures

##### Number of Visitors



2023\* Visitors: 70,833

##### Number of Exhibitors



2023\* Exhibitors: 822

2023\* Exhibition Space: 73,000 sqm

\* Figures of productronica China only.

electronica China takes place separately from 2021 onwards.

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



#### Intelligent manufacturing is becoming more pervasive in the global manufacturing industry, and it starts from equipment upgrade.

Automatic factories around the world are becoming increasingly intelligent. Such a transformation can be attributed to two main driving forces: the demand for flexible production, such as the diversified, small-batch, and fast-iterative production that are needed in consumer product manufacturing; and the upgrading of technology. As intelligent manufacturing technology is increasingly applied in different industries and processes, industrial production has developed a modified "human-machine-material-method-environment" system equipped with intelligent technology. In the long run, smart factories will become a new trend leading the development of smart manufacturing.

productronica China focus on precision electronic production equipment and manufacturing assembly, surface mount, SiP packaging and micro-assembly technology, intelligent inspection, intelligent storage and logistics solutions, new energy and automotive integration technology, intelligent robot automation, wire harness processing, digital transformation and other hot areas. For the whole industry, the event will provide innovative solutions for the entire industry chain to present smart manufacturing in the electronics industry for popular applications.

#### The opening event of the year for Asian electronics manufacturing, an important launch platform for innovative products and technologies

As the opening event of the year for the global electronics manufacturing industry, productronica China focuses on the attention of industry professionals and mass media. The exhibition will integrate high-quality industry resources to provide influential, professional, standardized and high-quality launch services for new products and technologies from around the world, significantly enhance the influence of products and brands, and lead the industry development of the vane.

#### "Double carbon leading" draws a new blueprint, breaking out of the "new energy" new track

Nowadays, it is particularly urgent to reduce carbon emissions from traditional energy activities. Under China's "double carbon" target, both new energy and automotive technologies will be vigorously developed in the future. In line with the development trend of the new energy and automotive industry, productronica China will promote technological innovation, application and infrastructure construction, and explore the market based on the new energy and automotive technology industry chain, and is committed to building a forward-looking business platform for the well-known new energy and automotive technology, providing an opportunity for the automotive industry to exchange and learn from each other, and helping to achieve the "double carbon" goal of "double carbon" is achieved.

The newly planned and launched New Energy and Automotive Technology Series theme section of productronica China will focus on new energy and automotive electronics applications, including: new energy automotive testing technology, automotive PLC industrial control system, new energy automotive adhesive innovation technology, etc., providing various innovative solutions for the new energy automotive field.

#### Four types of popular themes, nine forums, to discuss the industry hotspots

Several professional supporting forums, technical competitions and product award ceremonies will be held at the same time. Focus on "AI + Big Data" to build a modern intelligent factory; "Double Carbon" innovation blueprint, insight into the new trend of new energy automotive electronics manufacturing; 5G, AIoT new era, driving SiP packaging and micro-assembly technology development; innovation-driven industry, technology leading the future. Under the refinement and derivation of the four major themes, the forum will also discuss and exchange more on hot topics such as industrial robotics, flexible manufacturing and smart logistics, new energy vehicle charging technology, wire harness processing and connectors, intelligent vehicle cabin, electronic smart manufacturing, SiP packaging and micro-assembly, dispensing and adhesives, flexible and printed electronics.

#### SMART Factory, Micro-assembly Science & Technology Area, Semiconductor Bonding Technology Industrial Park to help transform and upgrade the industry

Modern electronic products towards short, small, light, thin and highly reliable, high speed, high performance and low cost. Especially mobile and portable electronic products, as well as aerospace, medical and other fields are increasingly demanding on product size and weight. productronica China is committed to the direction of industrial intelligence upgrading, and is fully committed to creating three core demonstration areas to perform the whole process of production intelligence manufacturing on site.



## EXHIBITION SECTORS

**EMA**

Electronic Manufacturing  
Automation Cluster

### Electronic Manufacturing Automation Cluster

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

**CC**

Connector, Cables,  
Coils & Hybrids Cluster

### Cables, Coils & Hybrids Cluster

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

**FM**

Future Markets  
Cluster

### Future Markets Cluster

SiP, flexibility and printing  
electronics, digital factory

**SMT**

Surface-Mount  
Technology Cluster

### SMT Cluster

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

**SD**

Soldering and Dispensing  
Cluster

### Soldering & Dispensing Cluster

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

**EMS**

PCB & EMS Cluster

### EMS Cluster

Electronic manufacturing  
services (EMS)

## SEGMENT HIGHLIGHT

### Surface Mount Technology and Solder



### Wire Harness Processing and Connector Manufacturing



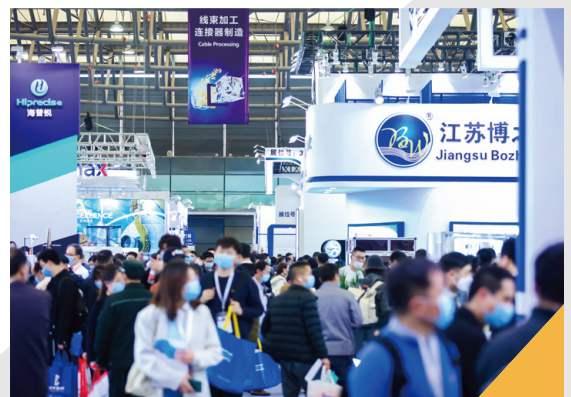
### Test Measurement and Quality Assurance



### Robot and Intelligent Storage



### Dispensing & Bonding



### Chemical Materials in Electronics



### Motion Control and New Energy Automotive Technology



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





## BURDER GROUPS (Excerpt)

Amphenol Airwave (Haiyan) Communication Electronics Co., Ltd.	Jiangsu Yuyue Medical Equipment Co., Ltd.	Shanghai Sharetek Industrial Equipment Co., Ltd.
Auto- Kabel Automotive Wiring Harness Co., Ltd.	Johnson&Johnson Medical Devices Co., Ltd.	Shanghai Siemens Medical Devices Co., Ltd.
BSH Electric (Jiangsu) Co., Ltd.	Kostal Huayang Automobile Electric Co., Ltd.	Shenxun Computer Kunshan Co., Ltd.
Changzhou Xingyu Automotive Lamp Co., Ltd.	Kunshan Lanto Electronic Limited	Sichuan CASC Liaoyuan Technology Co., Ltd.
COMPEQ MANUFACTURING (Suzhou) CO., LTD.	MIND Electronic Appliances	Suzhou Rayval Technology Co., Ltd.
Continental Automotive Wuhu Co., Ltd.	Nitto Wire Industry (Hangzhou) Co., Ltd.	SUZHOU ZHUOER-TECH ELECTRONICS.CO.PTE.LTD.
Daisei (Shanghai) Electronics Co., Ltd.	No. 803 Research Institute, Shanghai Aerospace Bureau	Tech Front (Shanghai) Computer Co., Ltd.
Flextronics Electronic Technology (Suzhou) Co., Ltd.	Panasonic Industrial Devices SUNX Suzhou Co., Ltd.	Tianhai Auto Electronics Group Co., Ltd.
Foxconn Technology Group	RiC Medical Technology (Suzhou) Co., Ltd.	Wistron Capital Kunshan Co., Ltd.
GoerTek Co., Ltd.	SAIC Volkswagen	Wuxi Murata Electronics Co., Ltd.
Great Wall Motor Co., Ltd.	Schneider Electric (China) Co., Ltd.	Yazaki (China) Investment Co., Ltd.
Hi-P (Suzhou) Communication Technology Co., Ltd.	Shanghai Chenxing Simcom Electronic Technology Co., Ltd.	Zhongda Delta Electronics (Jiangsu) Co., Ltd.
Honten Technology Co., Ltd.	Shanghai Global Connection Auto Parts Co., Ltd.	Zhongke Hongtai Electronics Co., Ltd.
Hunan Aerospace Electromechanical Equipment and Special Materials Research Institute	Shanghai Hangyi High-tech Development Research Institute Co., Ltd.	Zhuhai Fujikura Denso Co., Ltd. Wuhu Branch
Inovance Technology (Suzhou) Co., Ltd.	Shanghai Hoppy Electronics Co., Ltd.	
Inventec Technology Co., Ltd.	Shanghai Jintong Automobile Harness Limited	
Jiangsu Hengtong New Energy Electric Technology Co., Ltd.	Shanghai Railway Communication Co., Ltd.	

\* The list is in no particular order, (excerpt)

## SATISFIED VISITORS

### Sun Kong, Specialist, Quanta Shanghai Manufacturing City Tech-Front (Shanghai) Computer Co.Ltd.

I think in terms of scale, productronica China is one of the biggest exhibitions in the electronics industry. It covers a relatively complete range of manufacturers, and many new equipment are exhibited here. In terms of service quality, the organizer is very good at its job and is very considerate. The number of exhibitors and visitors has increased, and the organizer's service is also very helpful.

### Shuqing Li, Director, Technical Center, Shanghai Sharetek Technology Co., Ltd.

productronica China is huge, and the platform provides visitors with new technologies and exhibitors. We are especially happy to see the rapid progress of domestically developed technology. Among them, the equipment exhibited by FACC is the most impressive. The exhibits from foreign companies such as FUJI, YAMAHA, and Panasonic still showed strong technical advantages.

### Hao Lu, Process Management, (AVIC) Shanghai Aviation Electric Co., Ltd.

The show is very rewarding, and it offers directions and blueprint to us in the building of a digitalized factory, as it covers everything from advanced smart warehousing logistics and digital transformation solutions, robotics and other high-quality technologies and solutions, to wire harness processing equipment, automatic dispensers and other basic unit equipment that constitutes an intelligent production line. By learning from leading exhibitors, we now know a lot about how to develop solutions for releasing production capacity and improving product quality. In all, our visit is very helpful to the development of the company and to us personally.

## Major Partner Media

## Industry Media



\* The list is in no particular order

## Social Media

Official WeChat account: **100,000+** followers, Page-views: **8,000+** person-time  
Press release on media WeChat account: **150+** articles,  
Total page-views: **75,000+** person-time



Official WeChat Account  
- Subscription



Official WeChat Account  
- Service



WeChat Mini Program

## Exhibition Cooperation WeChat Suscription (Excerpt)

电子发烧友	线束中国	新电子
半导体芯闻	线束世界	线缆行业朋友分享圈
今日半导体	机器人在线	CEIA电子智造
半导体圈子	中国机器人网	荣格智能制造
与非网	工业机器人培训	满天芯
维科网电子工程	techsugar	智汇工业
电子产品世界	21ic	控制工程中文版
SMT整线设备技术论坛	慧聪电子网	EMC电子制造
SMT设备与工艺技术论坛	中电网	PCBworld





## Industry Activities

Annual industry promotion activities



productronica China  
2023年4月13-15日  
上海新国际博览中心

2023年4月13-15日  
上海新国际博览中心



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示交流平台，将在2023年4月13-15日于上海新国际博览中心（N1-N4馆）举办。不仅为电子生产设备、材料、元器件、应用解决方案的制造商提供展示平台，也为行业内的企业、采购商、经销商提供交流、洽谈、合作的机会。展会将吸引来自全球各地的电子制造行业专业人士，共同探讨行业发展趋势，推动行业技术进步。



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2023年4月13-15日  
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展商速速！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

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展商速速！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



展商速速！——汇聚行业优秀机器人及智能装备企业，助力工业4.0时代降本增效

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Multi-Channel Market Communication

## EDMs

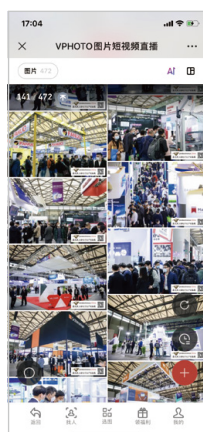
Database: **3,181,000+**

Frequency: 1-3 times/week

## Live

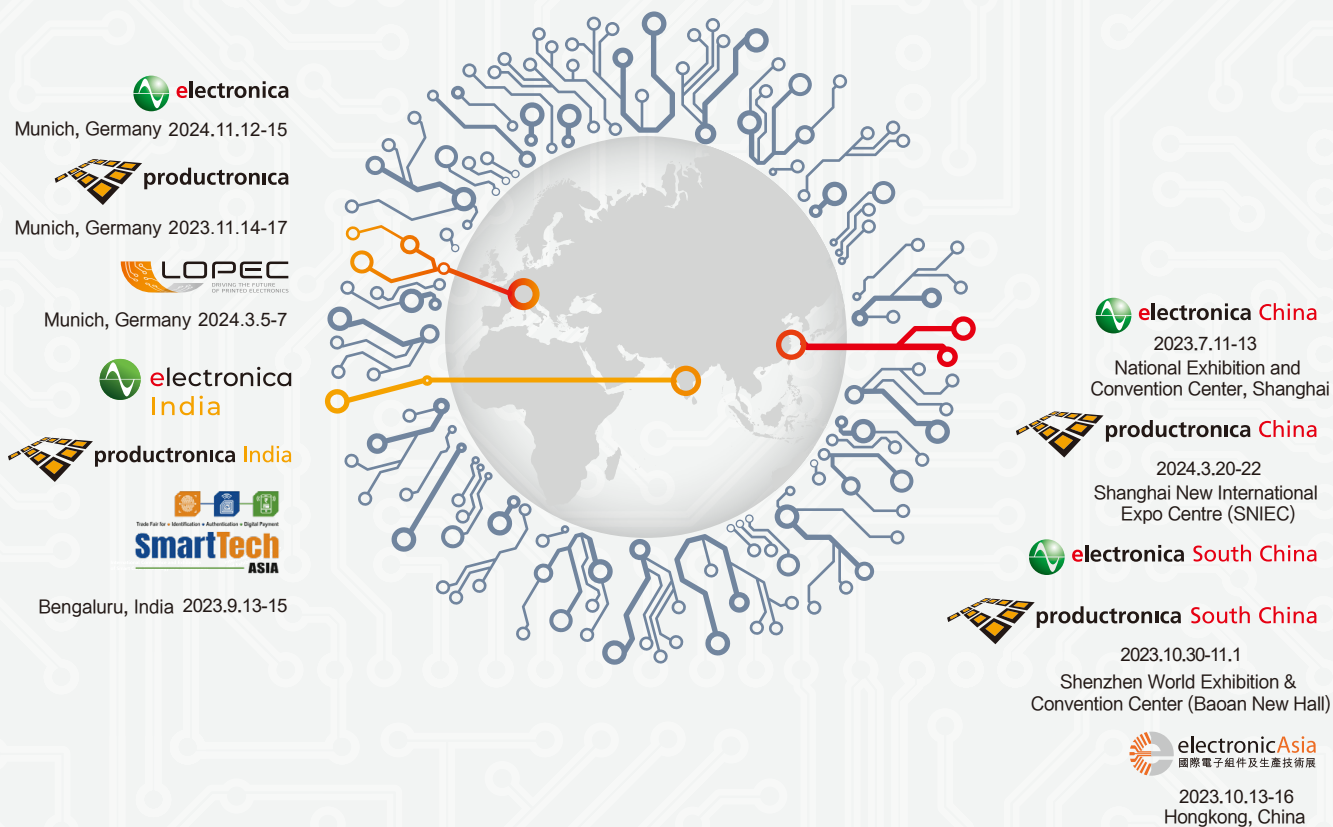
page-views: **82,000+** person-time

Live viewers on Gongkong: **70,000+** person-time



# GERMANY. CHINA. INDIA.

## Global Electronics Network



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