

Information For Exhibition 2026

The Pulse of Innovation

March 25 - 27, 2026

Shanghai New International
Expo Centre



www.productronicachina.com.cn/en

MORE INFORMATION





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.

productronica China

INFORMATION FOR EXHIBITION

productronica China 2026

Date: March 25-27, 2026

Venue: Shanghai New International Expo Centre (Shanghai)

Big Data of productronica China 2025

Nearly **100,000** m²

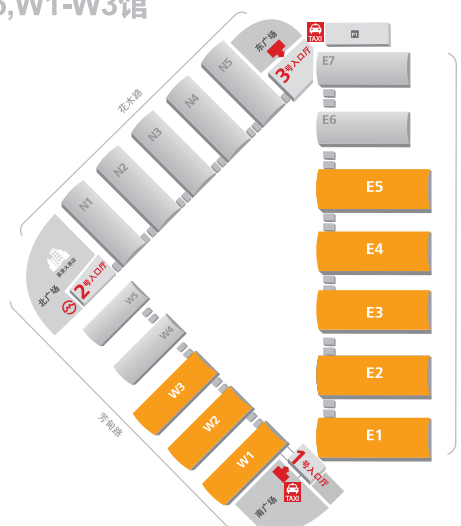
Exhibition Area

over **1,000+**

Exhibitors

2026 General Floor Plan

E1-E5, W1-W3馆



Exhibition Highlights

1

Embrace the "dual carbon" concept to explore new market opportunities for NEVs

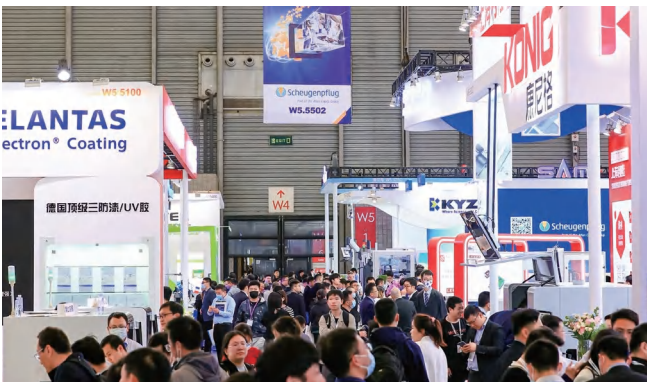
According to the data of the China Association of Automobile Manufacturers, from January to October 2024, China's automobile production and sales totaled 24.466 million and 24.624 million units respectively, and are expected to continue to show an upward trend in the next five years. Closely following the development trends of the new energy and automotive industry, the productronica China's thematic sections on new energy and automotive technology will focus on applications of new energy and automotive electronics, including **new energy vehicle (NEV) detection technology, automobile PLC system, automotive wiring harness processing and connector manufacturing, and innovation technology for electronic adhesives of NEVs, to provide various innovative solutions in the field of NEVs.** We aim to build a bridge for exchanges and cooperation in the automotive industry, thus contributing to the achievement of the goals of "carbon peaking and carbon neutrality".

2

Introduce smart factory and micro-assembly technology area to facilitate industrial transformation and upgrading

Focusing on the intelligent upgrading of industries, the productronica China strives to build a core exhibition area for SMT smart factories. Through on-site startup and operation, the whole process of SMT, DIP, AOI, testing, cleaning, and packaging is demonstrated. Visitors can experience the full technological process of an SMT production line from raw materials to finished products, and feel the revolutionary changes brought by intelligent manufacturing technology for production efficiency, quality control and flexible customization.

In addition, a micro-assembly technology area will gather equipment and solution providers in the application field to show emerging technological achievements and future development trends in the industry such as **Micro LED/Mini LED display chips, micro components of mobile phones, MEMS devices, RF devices, microwave devices and hybrid circuits.**



3

Attract Chinese and foreign buyers to jointly explore the blue ocean of business opportunities

The productronica China 2026 will mainly invite industry buyers from Southeast Asian, European, South American and Middle Eastern countries. In cooperation with Chinese and foreign partners, the event will engage professional buyers from the wiring harness industry, industrial electronics, automotive electronics, consumer electronics, new energy, communication electronics, medical electronics, aerospace and other application fields to visit and discuss the innovative technologies and future development trends of the industry.

4

Focus on new products and technologies to build brand influence

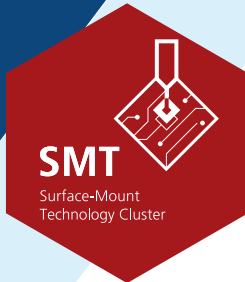
As an important display and exchange platform for the electronic manufacturing industry in Asia, the productronica China's Brand NEW Product Launch in recent years will bring together new products and technologies of the intelligent electronic manufacturing industry. It is committed to providing exhibitors with an influential, professional, and standardized release platform with high quality, greatly enhancing the appeal of products and brands, and helping exhibitors seize opportunities in the industry and showcase new products.

5

Gather experts at top forums to grasp the industry development trends

During the exhibition, a series of professional forums, technical competitions, and product award ceremonies will take place. The forums will focus on the AI + big data-enabled evolution of modern smart factories, especially the emerging trends of flexible smart manufacturing; and delve into the latest trends of NEV electronic manufacturing within the "dual carbon" innovation blueprint. The hot topics may also cover how the synergy of NEVs, AIoT, and 5G will unleash the blue ocean market to provide a fresh momentum for advanced packaging; and how innovation empowers industrial growth, and technology steers the future.

EXHIBITION SECTORS



SMT Cluster

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



EMS Cluster

Electronic manufacturing services (EMS)



Cables, Coils & Hybrids Cluster

Manufacturing technologies for cable and connectors, coilware production, wires and cables



Electronic Manufacturing Automation Cluster

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



Soldering & Dispensing Cluster

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



Future Markets Cluster

Micro-assembly and advanced materials SiP, flexibility and printing electronics, digital factory hybrid component manufacturing

SEGMENT HIGHLIGHT



Surface Mount Technology and Solder



Wire Harness Processing and Connector Manufacturing



Testing, Measurement and Quality Assurance Area



Robot and Intelligent Warehousing Area



Dispensing & Bonding



Chemical Materials in Electronics



Wire Harness Processing and Connector Manufacturing



Major Partner Media

Industry Media



* The list is in no particular order

Social Media

Official WeChat account: **180,000+** followers, Page-views: **7,000+**
 Press release on media WeChat account: **170+** articles,
 Total page-views: **100,000+**



Official WeChat Account
- Subscription



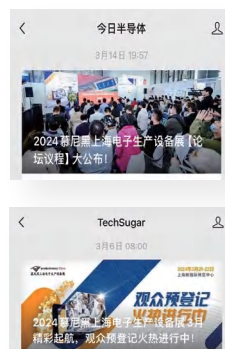
Official WeChat Account
- Service



WeChat Mini Program

News Release in New Media Platforms

elecfans	cnxianshu	weixin21ic
MooreNEWS	today_semicon	HI-Goodfriend
zaoche168	imrobotic	CEIA-Masterinfo
IC-quanzi	wiring-world	Ringier_Smart_Mfg
ee-focus	zhinanche-robot	mantianIC
ofweek	TechSugar	ilinki
Hw100k_com	Servo-MotionControl	Cechinamag
Chinasmt118	inencom	emc-asia
smtchina168	Chinaecnet	PCBworld



Industry Activities

Annual industry promotion activities

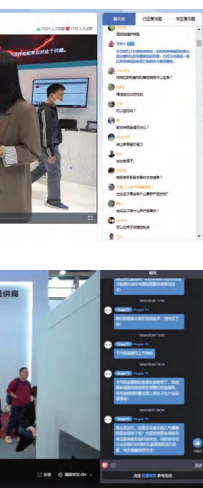


EDMs

Database: **2,200,000+**
Frequency: 1-3 times/week

Live for 2024

live viewers through official website **57,000+** live viewers through gongkong platform **70,000+**
live viewers through ilinki platform **44,000+** live viewers through Ringier platform **5,300+**

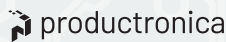


GERMANY. CHINA. INDIA.

Global Electronics Network



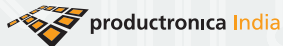
Munich, Germany 2026.11.10-13



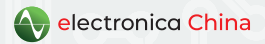
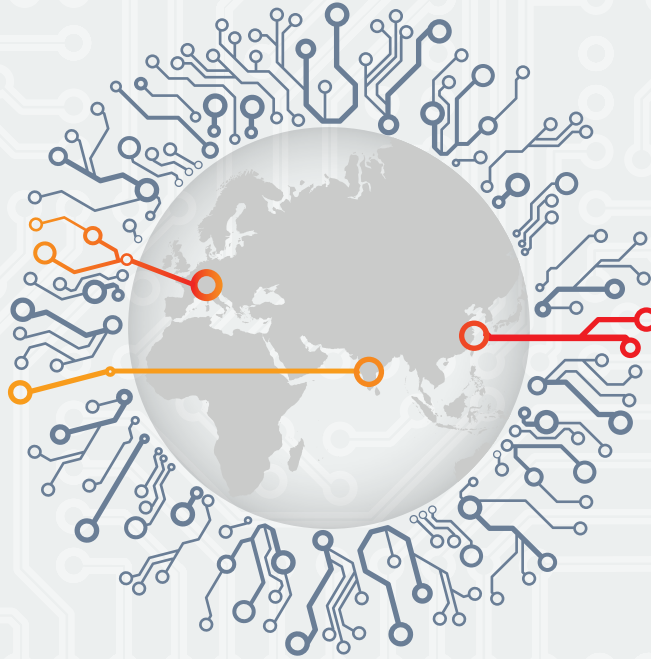
Munich, Germany 2025.11.18-21



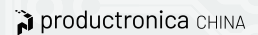
Munich, Germany 2026.2.24-26



Bengaluru, India 2025.9.17-19



2025.4.15-17
Shanghai New International
Expo Centre (SNIEC)



2026.3.25-27
Shanghai New International
Expo Centre (SNIEC)



2025.10.13-16
Hongkong, China

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