

Sales Brochure

The Pulse of Innovation

March 24 - 26, 2027

Shanghai New International
Expo Centre

MORE INFORMATION





productronica Shanghai is dedicated to the 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, 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.

Precision electronics production equipment and manufacturing/assembly services, IGBT packaging technology and applications, new energy and automotive integration technology, charging piles, lithium batteries and energy storage technology, industrial robots and intelligent warehousing and logistics solutions, intelligent inspection of gearboxes, digital transformation, cloud-edge-terminal collaboration and liquid cooling servers, low-altitude economy, AI computing power, innovations in medical electronics, flexible and printed electronics, and more—these topics will be highlights at productronica Shanghai, presenting innovative solutions for intelligent manufacturing in the electronics industry across the industry chain.



INFORMATION FOR EXHIBITION

productronica Shanghai 2027

Date: March 24-26, 2027

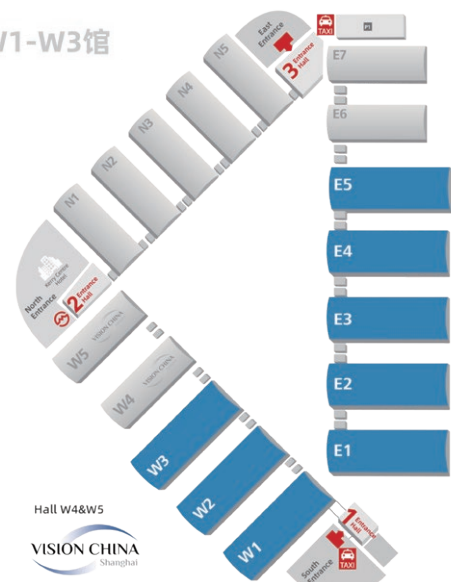
Venue: Shanghai New International Expo Centre

Big Data of productronica Shanghai 2026

Nearly 100,000 m ²	over 1,100+
Exhibition Area	Exhibitors

2027 General Floor Plan

E1-E5, W1-W3馆



EXHIBITION HIGHLIGHTS

1

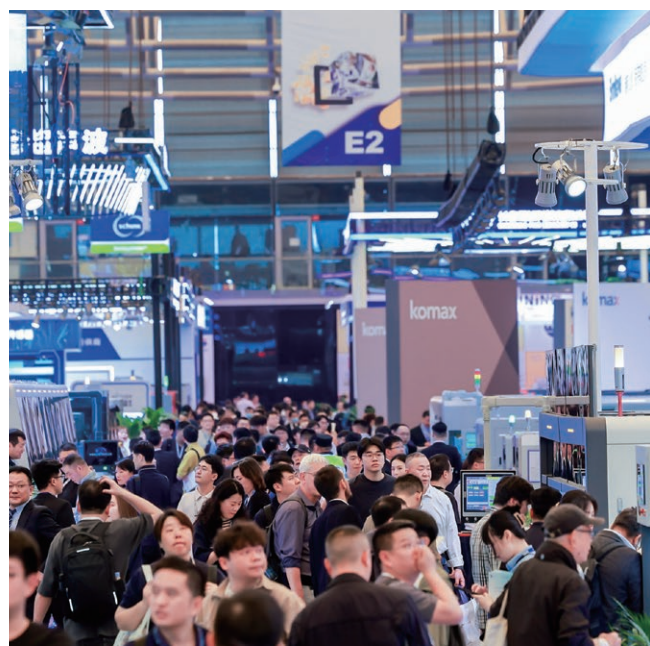
Accelerating the Integration of Intelligence and Electrification to Secure a Leading Position in the Automotive Intelligence Segment

The competition logic in the new energy vehicle sector is shifting from "electrification" to "intelligence," accelerating the reshaping of the industry landscape. According to data from the China Association of Automobile Manufacturers, in 2025, China's automobile production and sales exceeded 34 million units, the penetration rate of new energy vehicles surpassed 50%, and the penetration rate of vehicles with L2 and higher autonomous driving systems exceeded 60%, marking the full-scale dawn of the era of "equal access to autonomous driving." In light of this industrial transformation, productronica Shanghai 2026 specially launches a series of thematic sections dedicated to new energy and automotive technology. Focusing on the core supporting facilities of intelligent driving, these sections cover four key areas, including testing technology, PLC industrial control, wiring harness processing, and connector manufacturing, to provide end-to-end innovative solutions that help companies capitalize on the opportunities presented by intelligent development.

2

Advancing the "AI+" Initiative and Reshaping SMT Smart Factories

"advancing and expanding the 'AI+' initiative to accelerate the promotion of next-generation smart devices and AI agents." will become a future trend. The SMT smart factory core exhibition area, meticulously curated by productronica Shanghai, will take the lead in interpreting this trend. Through live demonstrations, it will showcase the entire process from SMT placement, DIP insertion, AOI, testing, and cleaning to packaging, thereby allowing visitors to see firsthand how AI agent technology revolutionizes production efficiency, quality control, and flexible customization.



3

Expanding Overseas Channels to Tap into New Opportunities in Cross-Border Operations

Given the current new development pattern of the "dual circulation" strategy, productronica Shanghai 2026 will expand its international reach, with a focus on inviting industry buyers from Southeast Asia, Europe, South America, and countries along the Belt and Road. The event will collaborate with domestic and international partners to invite professional visitors from the wiring harness industry, alongside the industrial electronics, automotive electronics, consumer electronics, new energy, communications electronics, medical electronics, aerospace, and lithium battery sectors. It aims to establish a platform for exchanges and cooperation across the global electronics manufacturing industry chain, fostering discussions on innovative technologies and future industry trends.

4

Focusing on Cutting-Edge Innovation to Build a Leading Brand

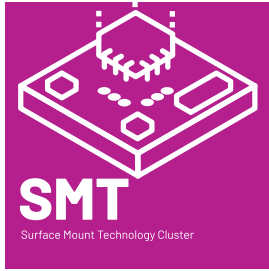
As the annual barometer of Asia's electronics manufacturing industry, productronica Shanghai is committed to organizing the BrandNEW product launch event. Leveraging the exhibition's strong influence, this platform not only gathers cutting-edge technologies and innovative achievements in the field of electronics intelligent manufacturing, but is also dedicated to providing exhibitors with a professional and standardized platform for showcasing new products. Here, companies can precisely access key industry resources, seize market opportunities through new product showcases, and achieve a significant boost in brand influence.

5

Gaining Empowerment from Summit Dialogue and Defining the Industry's Next Phase

During the exhibition, a series of professional forums, technical competitions, and product award ceremonies will take place. The forum themes are closely aligned with current trends and will delve into various popular topics, such as cloud-edge-terminal collaboration and the liquid cooling revolution: empowering the industrial applications of embodied AI, electronics manufacturing applications of embodied AI robotics, new energy & intelligent connected vehicle wiring harness & connection technology, wide-bandgap semiconductor advanced packaging technology, flexible and printed electronics technology, innovative applications of medical electronics, low-altitude economy, adhesive materials for automotive and high-end electronics, and technology for the coordinated development of power semiconductors and electric drive systems.

EXHIBITION SECTORS



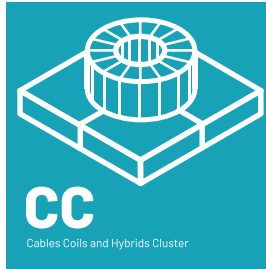
SMT Cluster

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)



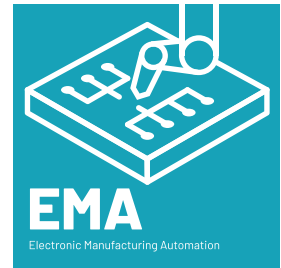
Cables, Coils & Hybrids Cluster

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



Soldering & Dispensing Cluster

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



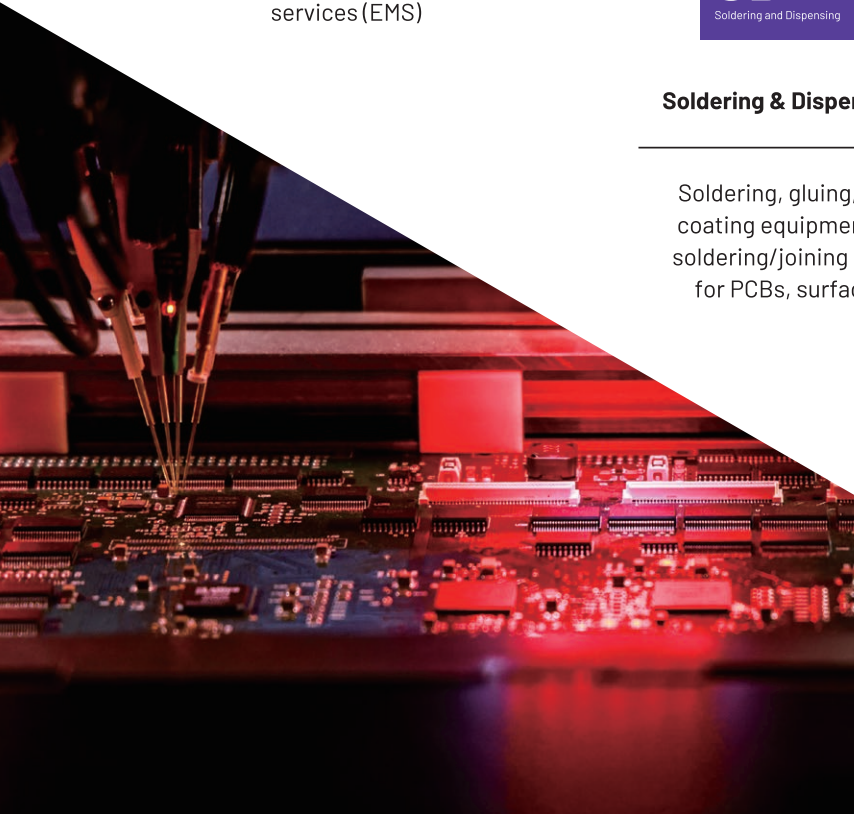
Electronic Manufacturing Automation Cluster

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



Future Markets Cluster

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



List of Group Visitors (Partial)

Anhui SUNCHU Intelligence Technology Stock Co., Ltd.	Luxcase Precision Technology (Kunshan) Co., Ltd.
BICV (Jiangsu) Technology Co., Ltd.	Luxshare Intelligent Manufacturing (Zhejiang) Co., Ltd.
Sevenstar	BizLink Technology (Changzhou) Ltd.
Bellwether Electronics (Kunshan) Co., Ltd.	BizLink (Kunshan) Co., Ltd.
BYD Division 15 Wiring Harness Factory	Featchina
Bokang Kuxin (Shanghai) Trading Co., Ltd.	Nanjing Panda Handa Technology Co., Ltd.
NR Electric Power Electronics Co., Ltd.	Ningbo Zhongda Leader Intelligent Transmission Co., Ltd.
Taisei (Shanghai) Electronics Co., Ltd.	Opto Plus Technologies Corporation., Ltd.
Quanta Storage (Shanghai) Co., Ltd.	Kitron Electronics Manufacturing (Suzhou) Co., Ltd.
Deyi Precision Electronics (Suzhou) Co., Ltd.	Chiyoda Electronics (Jiaxing) Co., Ltd.
FCI	Nitto Densen Kougyou (Hangzhou) Co., Ltd.
Hangzhou Amphenol Phoenix Telecom Parts Co., Ltd.	Selcom Electronics (Shanghai) Co., Ltd.
Hangzhou HopeChart IoT Technology Co., Ltd.	SELF Electronics
Hangzhou Huahong Electronic Equipment Technology Co., Ltd./Hangzhou Waho Electronic Technology Co., Ltd.	Shanghai Baolong Automotive Corporation
Hefei Tuocheng Electronic Technology Co., Ltd.	Shanghai Chengpin Automotive Technology Co., Ltd.
HI-P (Suzhou) Electronics Technology Co., Ltd.	Shanghai Daxinsu Technology Co., Ltd.
Hongteng Technology Co., Ltd.	Hemei Electronics Co., Ltd.
Jiaxing Junsheng Electronic Technology Co., Ltd.	Shanghai Power Equipment For Laser Co., Ltd.
Jiaxing Naitong Electronic Technology Co., Ltd.	Shanghai CanRun Electron Tech Co., Ltd.
Jiangsu Acrel Electrical Manufacturing Co., Ltd.	Shanghai Qiaoyun Technology Co., Ltd.
Jiangsu North Huguang Optoelectronics Co., Ltd.	Shanghai Renheng Electronic Co., Ltd.
Wieson Automotive Co., Ltd.	Shanghai Railway Communication Co., Ltd.
Luxshare Automation (Jiangsu) Ltd.	Shanghai MARUHI Electronic Technology Co., Ltd.
Jiangsu YAWEI-LIS Laser Technology Co., Ltd.	Shanghai JTR Automotive Electronics Co., Ltd.
Jiepengwei Electronics (Suzhou) Co., Ltd.	Shenxun Computer (Kunshan) Co., Ltd.
Innovation-Star Automation Technology Company, Limited	Yazaki (China) Investment Corporation
Kunshan Denker Automotive Parts Co., Ltd.	Suzhou Huajun Electronics Co., Ltd.
Drapho (Kunshan) Electronics Technology Co., Ltd.	Ennoconn (Suzhou) Technology Co., Ltd.
Kunshan Huguang Auto Harness Co., Ltd.	Jutze Technologies Wujiang
JWD Automatic	Suzhou JUND Automation Equipment Co., Ltd.
Lanto Electronic Ltd.	Delta Electronics (Jiangsu) Ltd.
Kunshan Mise Intelligent Equipment Technology Co., Ltd.	Suzhou Smiken Electronic Technology Co., Ltd.
Kunshan Yuanhan Intelligent Equipment Co., Ltd.	Suzhou Yongji Electronic Technology Co., Ltd.



Suzhou Yuanye Automotive Technology Co., Ltd.
Suzhou Zhuode Electronics Co., Ltd.
TE Connectivity Technology (SIP) Ltd.
Tianhai Auto Electronics Group Co., Ltd.
Tianjin Jin Zhu Wiring Systems Co., Ltd.
Toneluck Industrial (Chuzhou) Co., Ltd.
Flextronics Electronics Technology (Suzhou) Co., Ltd.
Wuxi Huafu Electronics Co., Ltd.
Wuhu Bokang Electromechanical Co., Ltd.
Cyntec Electronics (SuZhou) Co., Ltd - Huafeng Factory
West Deane New Power Electric
Changchun Jetty Automotive Technology Co., Ltd.
Zhejiang Aborn Automotive Sensor Co., Ltd.
Zhejiang JC Antenna Co., Ltd.
Zhejiang AWIT Intelligent Manufacturing Co., Ltd.
Smart Power (SP)
Jih Vei Electronics (KunShan) Co., Ltd.
CRRC Qishuyan Co., Ltd.
Delta Electronics (Jiangsu) Ltd.
Trivo (Taicang) Technologies Co., Ltd.

*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: **200,000** followers, Page-views: **8,000**
 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
ICViews	semi-shanghai	HI-Goodfriend
AI MODERN-DAY	imrobotic	CEIA-Masterinfo
gaogongrobot	zhongguogongkong	cechinamag
ee-focus	AI automobile industry	IIAnews_com
ofweekrobot	TechSugar	llinki
Hw100k.com	EEPW	CIO-Electronics
zaoche	smtchina168	emc-asia
zhanjieixun	Chinaecnet	Ringer_Smart_Mfg

INDUSTRY ACTIVITIES

Annual industry promotion activities



360
Multi-Channel Market Communication

EDMs

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

Live

live viewers through official website **510,000+** live viewers through gongkong platform **80,000+**
live viewers through ilinki platform **43,000+**

观众预登记 火热进行中

2025慕尼黑上海电子生产设备展3月预展，观众预登记现已开启！

慕尼黑上海电子生产设备展是电子制造行业最重要的国际交易平台，将于2025年3月26-28日在上海新国际博览中心（E1-E6/W1-W4）隆重举行。本届展会规模空前，预计将有10,000名专业观众和1,000多家参展商参加。展会将展示全球领先的电子生产设备、材料、工艺、技术和解决方案。展会期间还将举办多场高峰论坛、研讨会、新品发布会等活动，为行业专业人士提供交流、学习和合作的机会。

展会期间还将举办多场高峰论坛、研讨会、新品发布会等活动，为行业专业人士提供交流、学习和合作的机会。

观众预登记 火热进行中

扫描二维码，立即预登记

1. 用户手机注册

进入浏览器后，输入手机号并验证身份

展会亮点

精英化学电源展-最强 SMT 设备制造商

本届展会将邀请 SMT 行业领军企业参展，展示最新的 SMT 设备和技术。此外，还有 SMT 行业高峰论坛，探讨 SMT 行业的发展趋势和机遇。展会期间还将举办多场研讨会、新品发布会等活动，为行业专业人士提供交流、学习和合作的机会。

汽车展-最强汽车制造设备制造商

本届展会将邀请汽车制造行业领军企业参展，展示最新的汽车制造设备和技术。此外，还有汽车制造行业高峰论坛，探讨汽车制造行业的发展趋势和机遇。展会期间还将举办多场研讨会、新品发布会等活动，为行业专业人士提供交流、学习和合作的机会。

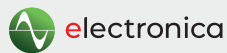
观众预登记 火热进行中

扫描二维码，立即预登记



GERMANY. CHINA. INDIA.

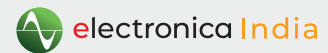
Global Electronics Network



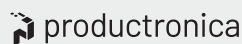
2026.11.10-13
Munich, Germany



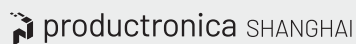
2026.7.1-3
Shanghai New International
Expo Centre (SNIEC)



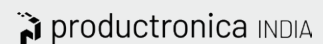
2026.4.8-10
Greater Noida (IEM), India



2027.11.16-19
Munich, Germany



2027.3.24-26
Shanghai New International
Expo Centre (SNIEC)



2026.4.8-10
Greater Noida (IEM), India



2027.3.2-4
Munich, Germany



2026.4.7-8
Mumbai, India



2026.10.13-16
HongKong, China

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