

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



productronica 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.

# productronica China

## INFORMATION FOR EXHIBITION

### productronica China 2025

**Date:** March 26-28, 2025

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

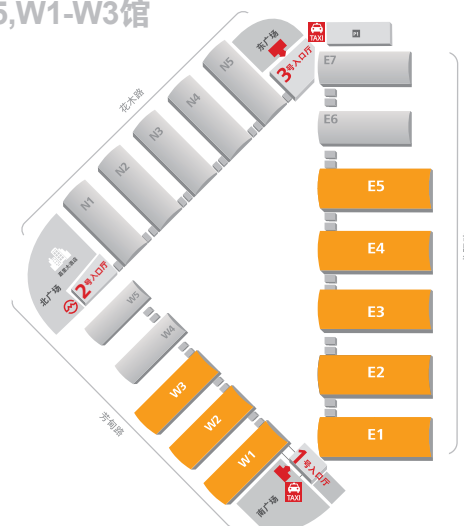
### Big Data of productronica China 2024

Nearly <b>75,000</b> sq.m	<b>904</b>	<b>60,657</b>
<b>Exhibition Area</b>	<b>Exhibitors</b>	<b>Professional Visitors</b>

\*The statistics for 2024 only include visitors who registered to visit productronica China 2024, and do not include visitors who registered through Laser World of PHOTONICS CHINA/SEMICON

### 2025 General Floor Plan

#### E1-E5, W1-W3馆



## ACCELERATING INNOVATION

1

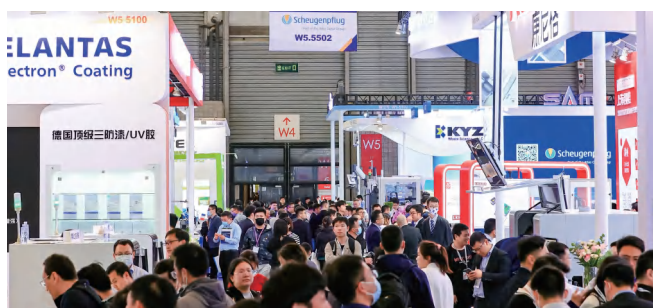
### Growth Markets in 'New Energy' and 'Energy Storage': New Energy and Automotive Technology Sections & Automated Energy Storage Super Factory

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**Surface-Mount  
Technology Cluster**SMT Cluster**

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

**CC**Connector, Cables,  
Coils & Hybrids Cluster**Cables, Coils & Hybrids Cluster**

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

**EMA**Electronic Manufacturing  
Automation Cluster**Electronic Manufacturing Automation Cluster**

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

**EMS**

PCB &amp; EMS Cluster

**EMS Cluster**

Electronic manufacturing services (EMS)

**SD**Soldering and Dispensing  
Cluster**Soldering & Dispensing Cluster**

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

**FM**Future Markets  
Cluster**Future Markets Cluster**

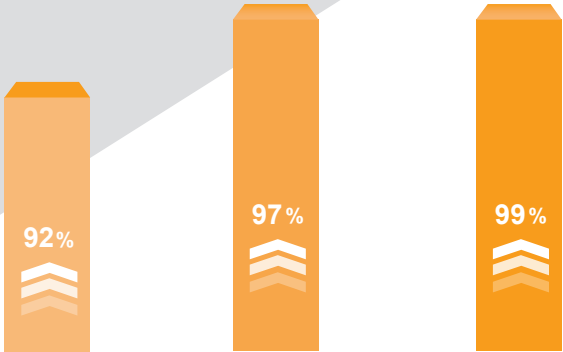
Micro-assembly and advanced materials SiP, flexibility and printing electronics, digital factory







EXHIBITOR SURVEY RESULTS



productronica China  
benefits them  
moderately to greatly

Will continue to exhibit  
at productronica  
China next year

Will recommend productronica  
China to their business  
partners and friends



## EXHIBITORS STATEMENT



**Ulrich Dosch, Sales and Marketing Director, Kurtz Ersä Asia**

ERSA, a German company established in 1921, has been operating in China for 24 years. This year is also the 30th anniversary of the invention of ERSÄ selective soldering machine. We place our trust in productronica China, which is also originally from Germany. In 2024, we unveiled our latest reflow soldering system HOTFLOW THREE at productronica China, for the first time launched at exhibition in China. Being part of productronica China is undoubtedly a wise decision.



**Manfred Hafner, General Manager, Scheugenpflug**

We are privileged to be part of productronica China, as it brings forth a substantial customer flow for us. As the previous exhibitor, we have cultivated a fruitful and mutually beneficial relationship with the exhibition. It's a pleasure to showcase our latest cutting-edge technologies and products once more, and we extend our best wishes for the exhibition's success!



**Qinghui Jiang, Deputy Director, JUKI(CHINA) CO., LTD.**

productronica China stands as a professional exhibition in the electronics manufacturing industry, an important event within the sector. We endeavor to maintain a strong collaborative partnership with productronica China, fostering its continual improvement and creating more business value.



**Fashe Li, General Manager, SIASUN Co.**

This year's productronica China has attracted considerable attention, and the inclusion of a dedicated live broadcast team underscores the organizer's commitment to enhancing exhibitor visibility. Our goal is to use this platform to increase awareness of our robotic solutions among a broader audience. We eagerly await customers adopting our products for their automation upgrades.



**Danny Liang, Application Manager, Nordson EFD**

For Nordson, productronica China serves as a highly professional and widely recognized communication platform. Both exhibitors and visitors demonstrate a high level of professionalism. Through this platform of communication and collaboration, we have significantly enhanced our overall image. Having participated in the show for the past few years, we eagerly anticipate our involvement in the event again in 2025!



**Sean Rong, Vice President of Sales / General Manager (China), Komax Shanghai Co., Ltd., General Manager of Schleuniger China**

The increased number of exhibitors at productronica China this year is a clear indication of a flourishing event. The variety of exhibits and new technologies also clearly signaled the advancement of the industry. The growing participation of exhibitors is essential for fostering a robust industry ecosystem. This opportunity for learning and networking is crucial for our growth.



**Chang Shu, Sales Manager of Tools Division (Asia Pacific), Tyco Electronics (Shanghai) Co., Ltd.**

productronica China is impressively large, with many exhibitors, including TE, expanding their booth spaces. The diverse array of exhibits serves as a catalyst for industry advancement. We wish continued success for the exhibition!



**David Wang, CEO, Hangzhou HikRayin Technology Co., Ltd.**

For the third consecutive year, we've been part of the vibrant productronica China show. Having attended previous editions as visitors, we have witnessed the industry's evolution at the exhibition. From mid- to high-end products and now global-level innovations, this exhibition mirrors the industry's progress. Notably, the growing application of automation and AI equipment is quite obvious.



**Eric Wang, Sales Director (Consumer & Electronics, ASEAN/ANZ, G.China), Dow (Shanghai) Holding Co., Ltd.**

productronica China is renowned as a pivotal event within the industry. It attracts a wide spectrum of the customers, potential clients, and partners of Dow across the value chain. We anticipate that through this exhibition, the participant will get significant development opportunities and facilitate their market expansion. Through this platform, we aim to explore new possibilities with customers and industry partners to propel future electronic technology development."



**Tony WANG, Senior Manager of Business Development, Henkel (China) Investment Co., Ltd.**

We have several years of experience as exhibitors at productronica China. This platform provides an excellent opportunity to introduce our newly developed products to the market and engage with industry peers to foster its healthy growth. We remain committed to supporting the exhibition and eagerly await future opportunities it presents!



**Brandon Wu, Director of Sales Dept., HIWIN Technologies (China) Corp.**

The atmosphere at productronica China on the first day was vibrant, with a lot of professional visitors, particularly from semiconductor, automation, and machine tools sectors — the key customer segments for us. The exhibition's overall organization was commendable, prompting us to consider continued participation in the future!

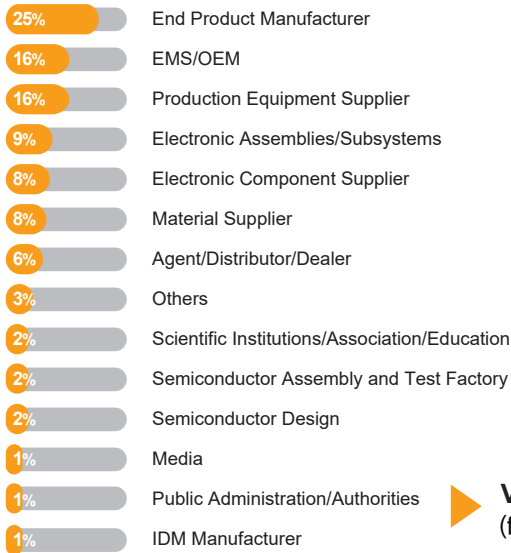


**Weiwei Zhuo, Deputy General Manager, Guangzhou Leichen Technology Co., Ltd. (China)**

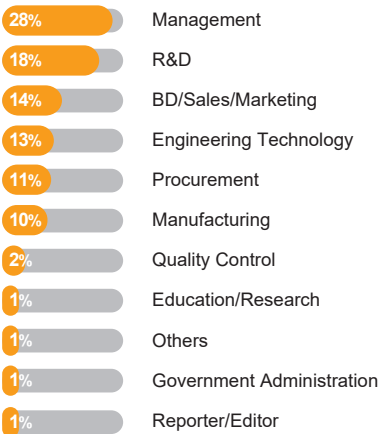
This year marks our sixth participation in productronica China, and each time brings about new surprises. This year, all exhibition halls are bustling with activity, attracting significant visitor flow. Leveraging this platform, we aim to enhance our visibility, attracting more interested parties, partners, and industry peers, thereby bolstering our company's brand awareness.

\*The list is in no particular order

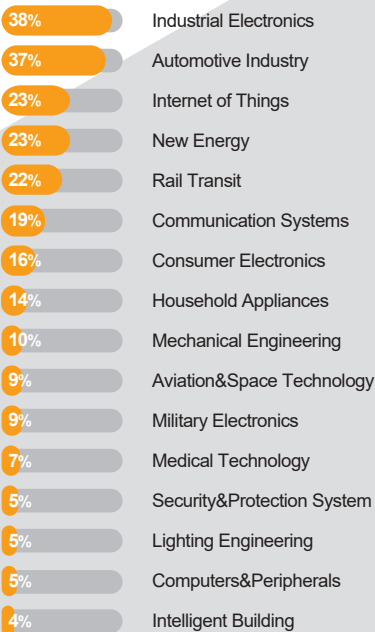
Type of businesses\*



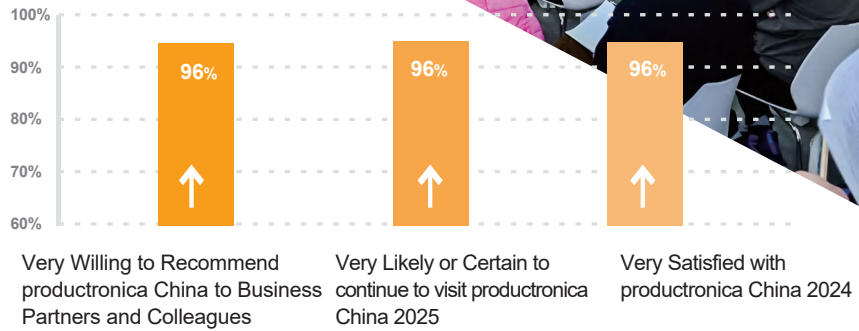
Job responsibility\*



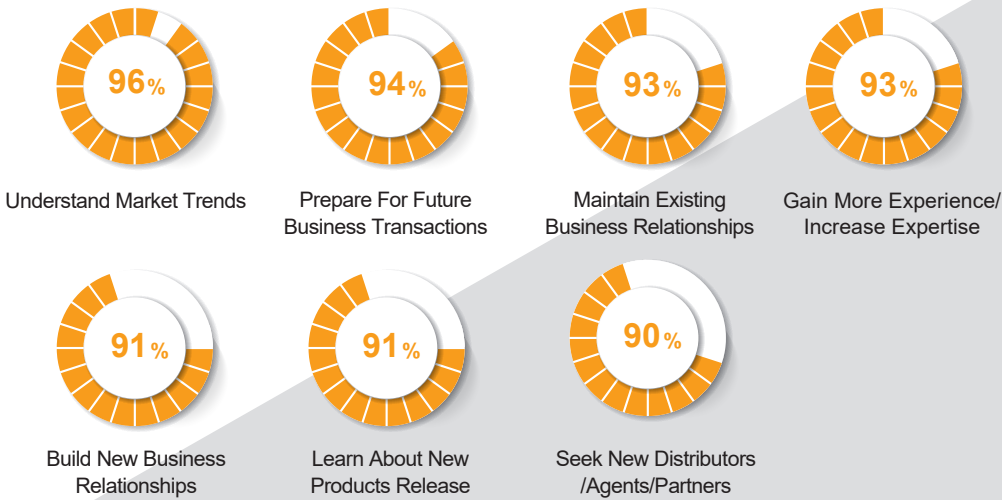
Type of industry\*



VISITOR COMMENTS



Visitors' Main Goals and Achievement Rate\*  
(from good to excellent)



Visitors' Evaluation of Subdivisions of productronica China 2024\*  
(from good to excellent)



\* Source: visitor survey at productronica China 2024





## BURYER GROUPS (Excerpt)

Auto-Kabel Harness (Taicang) Co., Ltd.	Mektec Manufacturing Corporation(Suzhou)
Beijing Sifang Automation Co., Ltd.	Nanjing Sciyou Wisdom Technology Group Co., Ltd.
Bichy Automotive Technology (Hefei) Co., Ltd.	NARI Technology Co., Ltd.
Bio Optoelectronic Systems (Kunshan) Co., Ltd.	Nitto Densen Kougyou (Hangzhou) Co., Ltd.
Bosch Automotive Products (Suzhou) Co., Ltd.	NR Electric Power Electronics Co., Ltd.
Celestica (Suzhou) Technology Co., Ltd.	Quanta Storage (Shanghai).Ltd.
Changchun Jieyi Automobile Technology Co., Ltd.	RIGOL Technologies Co., Ltd.
Changzhou Xingyu Automotive Lighting Systems Co., Ltd.	Scanfil (Suzhou) Co., Ltd.
Chicony Electronics (Suzhou) Co., Ltd.	Schneider Electric (China) Co., Ltd. Shanghai Branch
CIG ShangHai Co., Ltd.	SELF Electronics Co., Ltd.
Cisco China Company, Limited	SEUIC Technologies Co., Ltd.
Commscope Communication Technology (China) Co., Ltd.	Shanghai Astronautics Electronic Co., Ltd.
Compal Information Technology (Kunshan) Co., Ltd.	Shanghai Maruhi Electronic Technology Co., Ltd.
Delta Electronics (Jiangsu) Limited	Shanghai Micro Electronics Equipment (Group) Co., Ltd.
Draexlmaier (Shenyang) Automotive Components Co., Ltd.	Shanghai Microport Lifesciences Co., Ltd.
FinDreams Technology Co., Ltd.	Shanghai Qiaoyun Technological Co., Ltd.
Flextronics Computing (Suzhou) Co., Ltd.	Shanghai Railway Communication Co., Ltd.
Flextronics Electronics Technology (Suzhou) Co., Ltd.	Shanghai Yihang Automobile Parts Co., Ltd.
Foo Valeo Electric Vehicle Parts (Changshu) Co., Ltd.	Shenxun Computer (Kunshan) Co., Ltd.
Foxconn Interconnect Technology Limited	Shijiazhuang Tonhe Electronics Technologies Co., Ltd.
Foxconn Technology Group Co.,Ltd	Shure Electronics (Suzhou) Co., Ltd.
Gaokerun Electronics (Zhejiang) Co., Ltd.	Sichuan Aerospace Liaoyuan Technology Co., Ltd.
Goertek Inc.	Speedy-Tech Electronics (Jiaxing) Co., Ltd.
Gree Electric Appliances, Inc. of Zhuhai	Sungrow Power Supply Co., Ltd.
Haiying Enterprise Group Co., Ltd.	Suzhou Deyi Precise Electronics Co., Ltd.
Harman (China) Technology Co., Ltd.	Suzhou Huahan Technology Co., Ltd.
Hebi Hengtong Electrical Co., Ltd.	Suzhou Inovance Technology Co., Ltd.
Hellermann Tyton (Wuxi) Electrical Accessories Co., Ltd.	Suzhou Lixun Technology Co., Ltd.
Henan Fuchi Technology Co., Ltd.	Suzhou LZ Technology Co., Ltd.
Henan Siwei Precision Electronic Equipment Co., Ltd.	Suzhou Oppl Lighting Co., Ltd.
Henan THB Electronics Co., Ltd.	Suzhou Yuanze Automotive Technology Co., Ltd.
Henan Xj Metering Co., Ltd.	Taicang T&W Electronics Co., Ltd.
Hi-P (Suzhou) Electronics Technology Co., Ltd.	TDK-Lambda (China) Electronics Co., Ltd.
Huawei Technologies Co., Ltd.	Trivo (Taicang) Technologies Co., Ltd.
Huzhou Lixun Precision Industry Co., Ltd.	Universal Global Technology (Kunshan) Co., Ltd.
Inventec (Pudong) Technology Corporation	Würth Electronics (Shenzhen) Co., Ltd.
Jiangsu Acrel Electrical Manufacturing Co., Ltd.	WuXi Xinxin Electric Co., Ltd.
Jiangsu Hengtong New Energy Electrical Technology Co., Ltd.	Yancheng Shengguangda Automobile Parts Co., Ltd.
Jiangyin SINBON Electronics Co., Ltd	Yanfeng Visteon Investment Co., Ltd.
Jiepengwei Electronics (Suzhou) Co., Ltd.	YAZAKI (China) Investment Corporation
Keboda Technology Co., Ltd.	Zhejiang Dahua Vision Technology Co., Ltd.
Kingclean Electric Co., Ltd.	Zhejiang Inteled Optoelectronic Technology Co., Ltd.
Lixun Electronic Technology (Kunshan) Co., Ltd.	Zhejiang Kangli Automation Technology Co., Ltd.
Luxshare Intelligent Manufacture Technology (Changshu) Co., Ltd.	Zhejiang Yongtaileong Electronic Co., Ltd.
Ma'anshan Fuma Auto Parts Co., Ltd.	ZTE Corporation

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

## VISITORS STATEMENT

**Mr. Cao - Yanfeng Visteon Investment Co., Ltd.**  
Senior Advanced Manufacturing Engineer of Operations and Quality Department

I mainly visited Hall E5/E6 and learned about the new applications of various glues, automatic PCB router machine, and automotive electronic connectors. I communicated extensively with exhibitors and purchased a automatic PCB router machine on site. The exhibition scale and the number of visitors were exceeded expectations, which was shocking! Thanks very much to the organizer for their efforts. I am very satisfied.

**Mr. Gao - Egaglobe (Kunshan) CO.,Ltd.**  
Director of MLB Manufacturing Division Three

In order to provide new solutions for the company's automation, we focus on automation equipment, equipment spare parts, SMT equipment, fluid equipment, semiconductor materials, dispensing machines, AOI, cutting machines, etc. The exhibition product coverage is complete and basically meets the purchasing needs. We met the expectations of visit.

**Mr. Jiang - Harman (China) Technology Co., Ltd.**  
Engineering Department Process Engineer

We mainly visited exhibition areas such as robots, automation, production accessories, and automatic screw driving. Our eyes were opened and we gained a lot. After careful discussion, the company will arrange some implementable plans for import verification. The domestic exhibits at the exhibition were relatively complete, and we also saw some international brands that we had never used before. Visits to productronica China 2023 met expectations.

**Mr. Li - Henan THB Electronics Co., Ltd.**  
Manager of Intelligent Manufacturing Engineering Center

We mainly visited Hall E1/E3/C3 and saw the high-end automation equipment that our company has applied on display. We also saw some new and improved equipment in the industry. We will consider promoting it in our company in the future. The product coverage at the exhibition was basically satisfactory and the expected visiting effect was achieved.

**Ms. Lian - Fulian Guoji (Shanghai) Electronics Co., Ltd.**  
Manager of Institutional Engineering Department

We mainly visited the vision section, automation section, and dispensing and coating section, which facilitated our subsequent purchase of equipment and material selection. The exhibits' coverage was relatively comprehensive, including materials /devices/ automation/laser welding/vision, etc. The display styles of the stands were very diverse and we achieved the expected visiting effect.

**Mr. Liu - WuXi Xinxin Electric Co., Ltd.**  
Supervisor of Testing Equipment Laboratory

We mainly visited the sensor, digital factory, and measurement and control related sectors and gained a certain understanding of the digital factory and subsequent development. Overall, the exhibition was relatively comprehensive and we basically met the expectations of the visit. Looking forward to seeing you next year!

**Mr. Qiao - Nanjing SCIYON Wisdom Technology Group Co., Ltd.**  
General Manager of Production Center

The types and numbers of exhibitors were comprehensive. In recent years, localization capabilities have continued to rise, which was also clearly reflected at the exhibition site. We have gained varying degrees of experience in the entire process of warehousing, mounting, DIP, coating, dispensing and bonding, optical inspection, line making, auxiliary materials, tools, peripheral equipment and facilities, etc., and have reached purchase intentions with some exhibitors. Thanksto the organizers for their persistence in providing a display and communication platform for the electronics manufacturing industry over the years!

**Mr. Qin - Kunshan Denker Automotive Parts Co., Ltd.**  
Deputy General Manager of Operation Center

Hall E3/C3 covers the entire production chain of automotive wiring harnesses. All international exhibitors are present, and many new domestic equipment exhibitors have been added, especially ultrasonic welding. The exhibition far exceeded expectations and we look forward to seeing you next year.

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

360

## Multi-Channel Market Communication

## EDMs

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



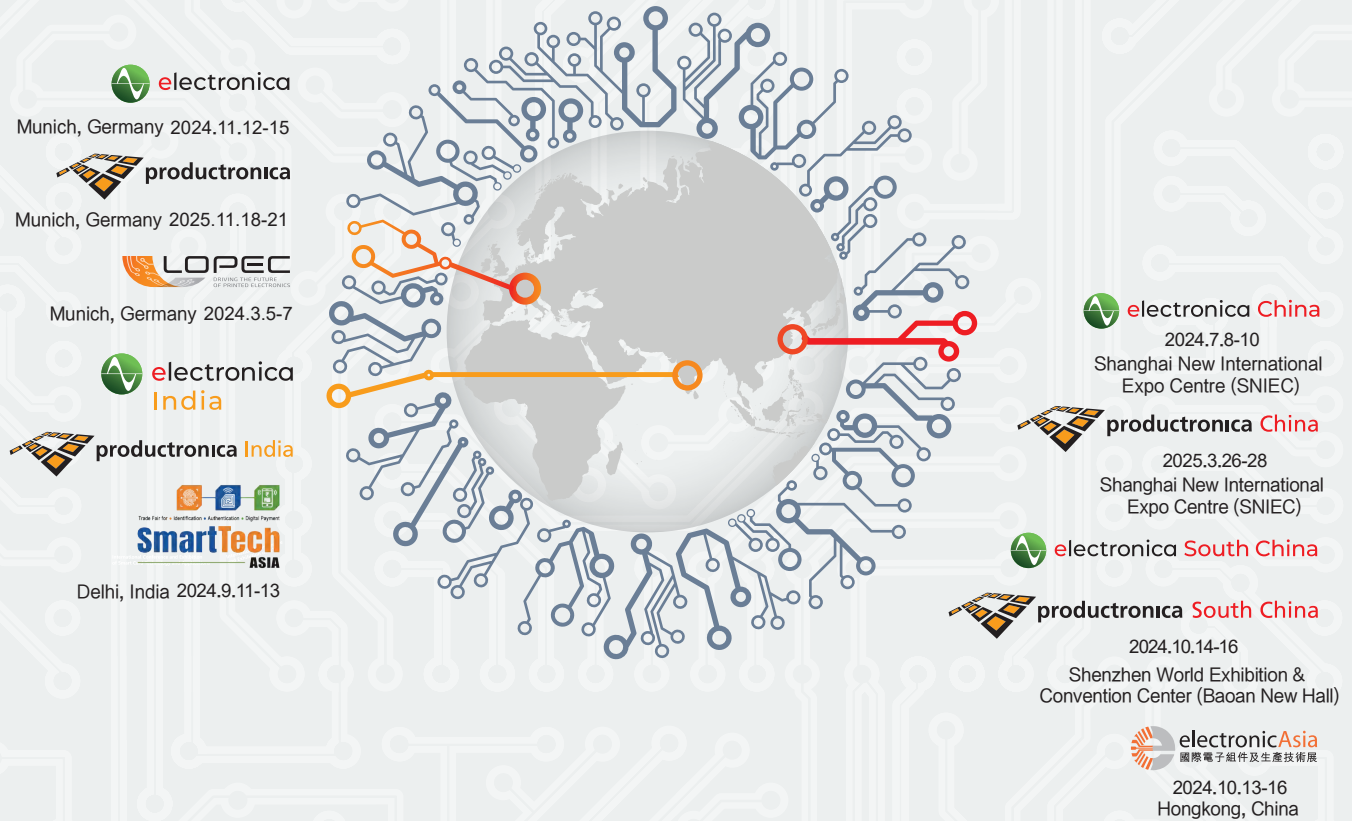
## Live

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



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