

# Sales Brochure

## The Pulse of Innovation

**March 25 - 27, 2026**

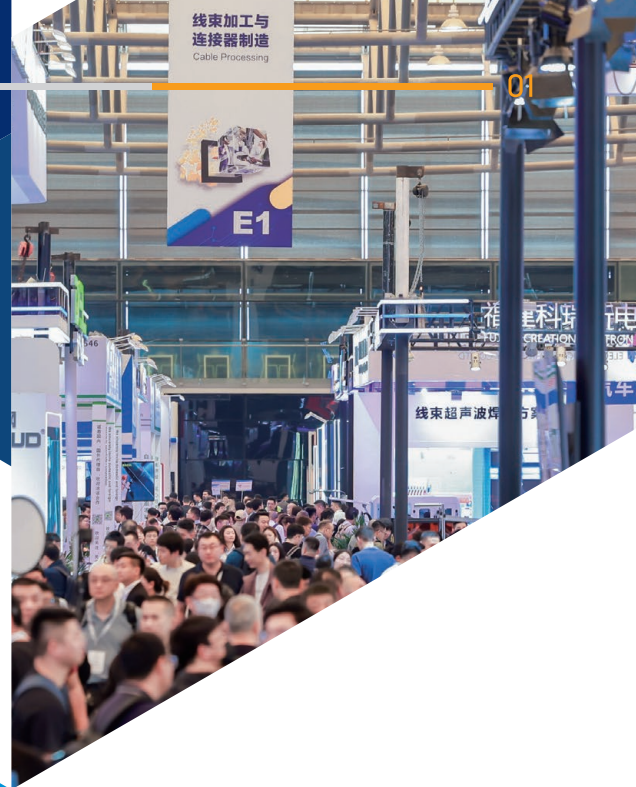
**Shanghai New International  
Expo Centre**



[www.productronicachina.com.cn/en](http://www.productronicachina.com.cn/en)

MORE INFORMATION





## 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 <b>100,000</b> m <sup>2</sup>	over <b>1,000+</b>	<b>72,417</b>
Exhibition Area	Exhibitors	Professional Visitors

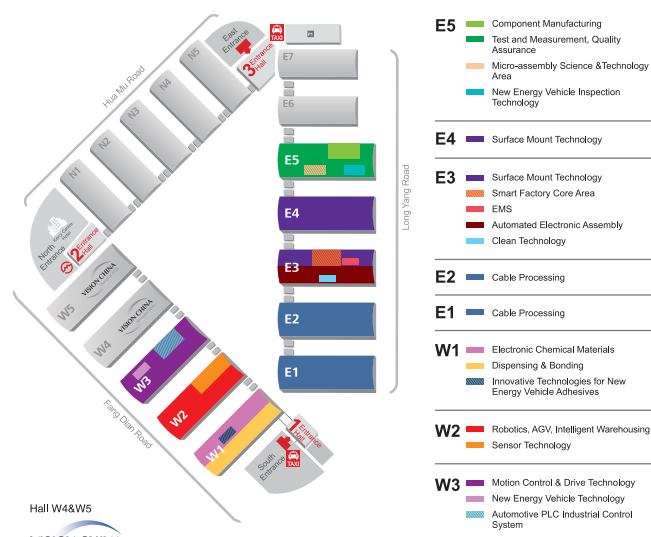
\*The statistics for 2025 include visitors who registered to visit productronica China and VisionChina Shanghai 2025

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 productionica China, catering to the entire industry chain.

## 2026 General Floor Plan

### Hall E1-E5, W1-W3



Hall W4&W5



## 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

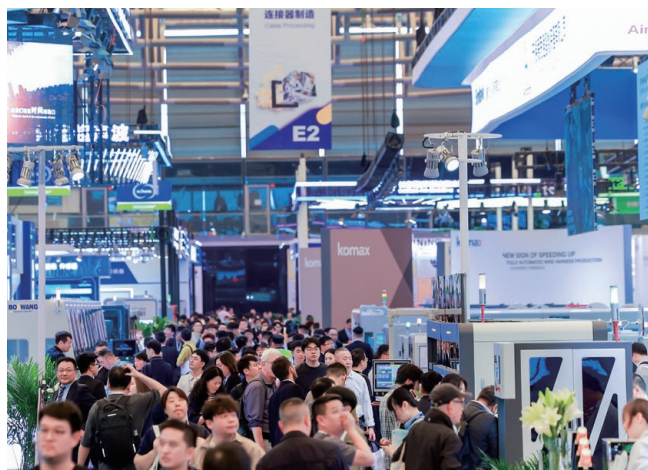
**Focus on new products and technologies to build brand influence**

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

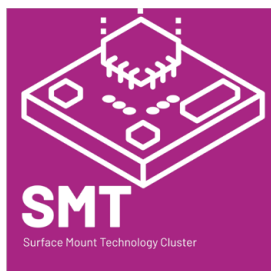
**Gather experts at top forums to grasp the industry development trends**

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.





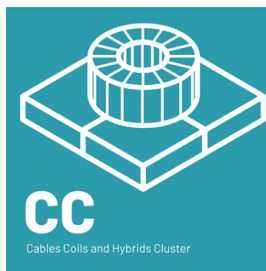
## EXHIBITION SECTORS

**SMT Cluster**

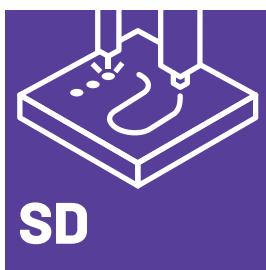
Surface mount technology, welding, test and measurement/quality assurance, automatic electronic assembly, production logistics and material-flow technology cleaning

**EMS Cluster**

Electronic manufacturing services (EMS)

**Cables, Coils & Hybrids Cluster**

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

**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





## 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

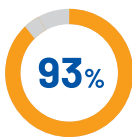


\* The list is in no particular order (previous exhibitors)

## EXHIBITOR SURVEY RESULTS



## Exhibitor Satisfaction Survey



productronica China benefits them moderately to greatly



Will recommend productronica China to their business partners and friends



Will continue to exhibit at productronica China next year

## EXHIBITORS STATEMENT

**Cao Yang, Schunk Sonosystems, General Manager,**


Through our participation in productronica China, we have been greatly impressed by the professionalism and rigorous approach of the organizers in organizing the exhibition. They have established a high-quality communication platform for the industry. The number of customer visits this year far exceeded our expectations, highlighting the exhibition's remarkable appeal and influence. We sincerely wish the exhibition continued success. We are committed to presenting more innovative technologies and products next year, fostering progress alongside the industry.

**Chen Hongqing, Dow (Shanghai) Investment Co., Ltd. Marketing Manager of the Consumer Goods Solutions Business Division**


As a frequent participant at productronica China, Dow has consistently focused on the exhibition's theme of building a one-stop electronic intelligent manufacturing platform. The exhibition serves as a comprehensive and broad platform for industry interaction and display, enabling us to present Dow's ongoing innovations in technology and products to a broader array of partners. Moreover, this event serves as a precious opportunity for us to engage in profound dialogue with both upstream and downstream customers in the supply chain, collaboratively develop new materials, explore novel possibilities, and drive the industry's continuous advancement. We have always esteemed the platform value offered by the exhibition, and we eagerly anticipate utilizing it further to engage with industry customers in exploring cutting-edge technologies and charting the future development trajectories.

**Steven Choi, Koh Young Technology, Inc., General Manager**


The exhibition has garnered high attention, with a noticeable increase in attendance compared to the same time last year. We are delighted to witness the active participation of numerous leading industry enterprises, which vividly showcases the vibrancy and growth potential of the electronic manufacturing sector. This exhibition not only aggregates forefront technologies and pioneering achievements but also offers a highly effective platform for in-depth interaction and collaboration among industry peers. There are high expectations for this year's exhibition. We earnestly hope that, all parties will have gains and together explore more opportunities for collaboration and growth. I also extend best wishes for the complete success of productronica China.

**Huang Jianwei, Fuji Corporation, Vice General Manager**


As a long-standing partner of productronica China, we have actively engaged and witnessed the exhibition's ongoing growth and expansion. The exhibition offers us valuable opportunities to reconnect with old friends and engage in profound discussions and serves as an excellent platform for meeting new partners. The event's warm and harmonious atmosphere truly reflects the unity and dynamism of the industry. We sincerely thank the organizers for providing this high-quality communication platform for the industry, and we genuinely wish productronica China continued success in leading industry development.

**Rong Xida, Komax Shanghai Co., Ltd. General Manager,**


It's a pleasure to see so many domestic peers at this year's exhibition. Your growth has brought fresh energy to the industry. The exhibition showcased leading companies and cutting-edge technologies, moving beyond homogeneous competition with unique innovations. Equally encouraging was the high level of expertise among visitors and customers, who asked insightful questions, pushing us to excel. We sincerely thank productronica China for providing such a high-quality industry platform.

**Andrei Stapinoiu, Europlacer (Shanghai) Co., Ltd. Global Sales Director**


The Chinese team of Europlacer extends its heartfelt thanks to all who have visited the company's booth during productronica China. Over the course of just three days, we have showcased our next-generation chip mounter products, forged numerous new partnerships, and uncovered a wealth of potential business collaboration opportunities. We are grateful for the abundant achievements facilitated by this exhibition, and we appreciate the platform it provided.

**Tony Wang, Henkel (China) Investment Co., Ltd. Business Development Manager - Electronics Systems Metal & Transportation Group Asia Pacific**


We have been a long-time participant at the productronica China for 10 years. As a significant indicator for the electronics manufacturing industry, the exhibition provides us with a high-quality platform to showcase cutting-edge technologies and innovative research achievements in areas such as new energy vehicles and chips. It also serves as an excellent hub for networking, enabling us to deeply engage with customers, partners, and industry peers to drive collaborative innovation across the industry chain and accelerate technology implementation. Through this platform, we aim to better promote cutting-edge technologies in the Chinese market, demonstrating Henkel's commitment to deepening its roots in China and advancing together with the Chinese market.

**Ray Wang, Guangzhou Leichen Technology Co., Ltd. Sales Director,**


We have always highly recognized the professionalism and influence of productronica China and consistently chosen to participate in this platform precisely because it continues to grow and optimize, attracting an increasing number of high-quality visitors and exhibitors. The significance of an exhibition lies not only in showcasing but also in communication. We hope to engage in thought-provoking exchanges with people from diverse backgrounds here, sparking new ideas and collaboration opportunities. We also hope the exhibition will remain true to its original mission, continuing to build a platform for communication among exhibitors, clients, and upstream and downstream enterprises in the industry chain. Together, we can navigate this once-in-a-century transformation, which we believe is a truly meaningful endeavor.

**Gerald Xie, Kurtz Ersä Asia Ltd. Vice General Manager,**


Our cooperation with the productronica China has always been very pleasant. During the booth selection and setup process at this year's exhibition, the host provided us with great support and cooperation, and the overall promotion was very effective. Based on customer feedback, the attendance on the first day of the exhibition was impressive, and the overall exhibition experience for visiting customers was excellent, meeting and even exceeding our expectations. We sincerely wish the productronica China continued success.

**Brian Yao, Duco Robots Co., Ltd. Sales Director of Sales Department,**


Our company has consecutively participated in productronica China for many years. The exhibition's excellent reputation and the organizer's professional competence are the core reasons for our long-term cooperation. The rationally planned exhibition areas not only provide business matching advantages but also facilitate communication and cooperation among exhibitors within the same industry. Both pre-exhibition publicity and on-site visitor attraction have been thoroughly executed, drawing numerous industry clients. Additionally, the organizer demonstrates high service responsiveness with timely support, significantly improving exhibition efficiency. Participating in productronica China has played an important role in promoting and expanding the presence of Duco Robots in the electronics industry. We look forward to an even more outstanding event next year!

**You Can, Hangzhou Rayin Technology Co., Ltd. Product Director**


productronica China has demonstrated outstanding professionalism and scale, attracting numerous exhibitors and users to participate. As a crucial platform in the electronics manufacturing industry, the exhibition has provided us with valuable opportunities for market and technology exchange with industry peers and customers. We sincerely appreciate productronica China for establishing such an efficient, professional cooperation bridge for the industry.



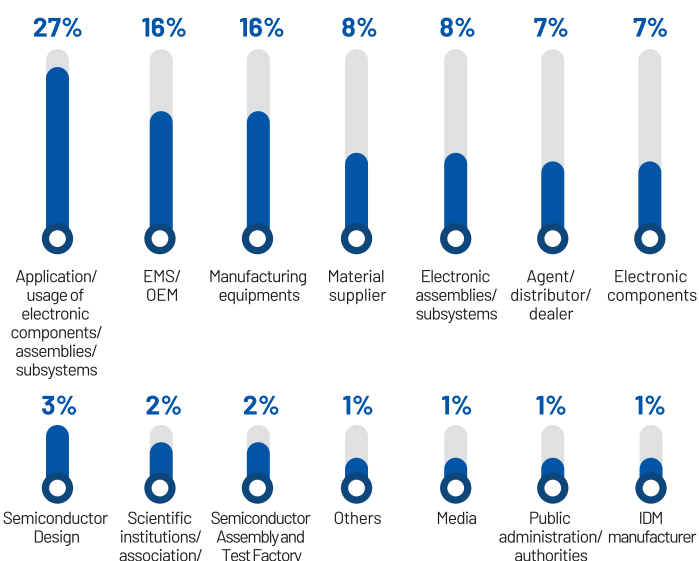
## VISITOR COMMENTS



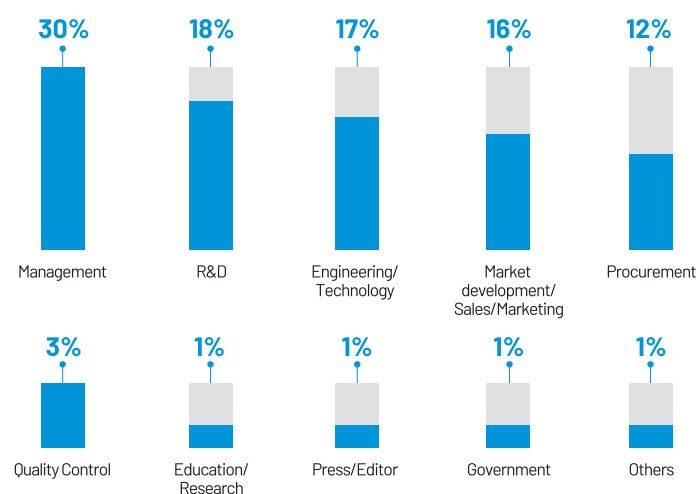
## visitor analysis



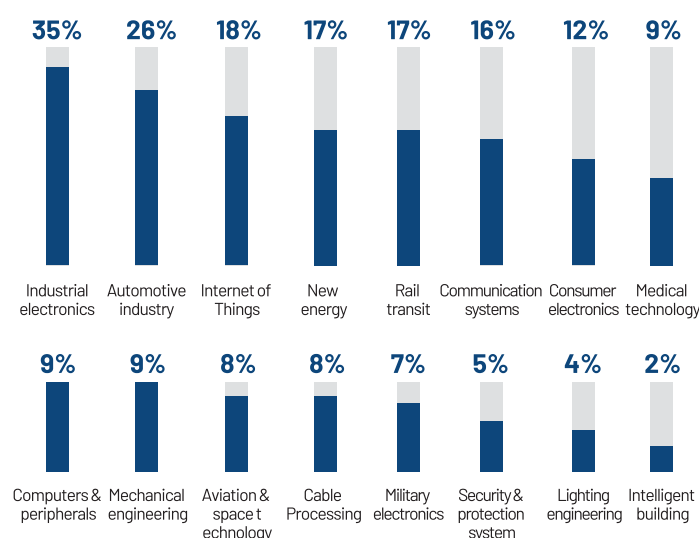
## Type of businesses\*



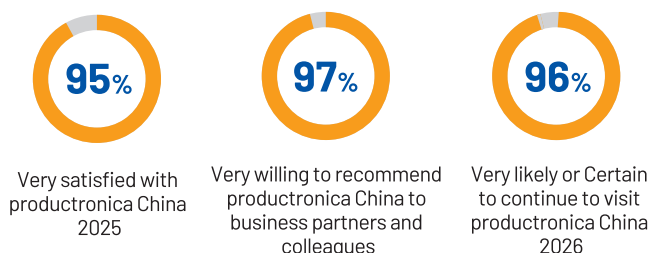
## Job responsibility\*



## Type of industry\*



## Visitor Satisfaction Survey

Visitors' Main Goals and Achievement of Rate\*  
( from good to excellent )Visitors' Evaluation of Subdivisions of productronica China 2025\*  
( from good to excellent )



## BURYER GROUPS (Excerpt)

OPPO	Hangzhou Waho Electronic Technology Co., Ltd.
Aptiv Electrical Centers (Shanghai) Co., Ltd.,	Hangzhou Goldcosmos Electronics Co., Ltd.
BICV Technology Co., Ltd.	Hangzhou Wistar Mechanical & Electric Technology Co., Ltd.
Beijing Suhui Technology Co., Ltd.	Henan Thinker Automatic Equipment Co., Ltd.
Beijing Railway Signal Co., Ltd.	HI-P (Suzhou) Electronics Technology Co., Ltd.
Beijing Xincheng Technology Co., Ltd.	HENG TONG GROUP CO., LTD.
Plastic Omnium Lighting Systems (Kunshan) Co., Ltd.	FOXCONN INTERCONNECT TECHNOLOGY LIMITED
Bozhou Lanto Electronic Limited	Universal Global Technology (Kunshan) Co., Ltd.
BOSCH AUTOMOTIVE Products (SUZHOU) Co., Ltd.	Jiangsu North Hugon Co., Ltd.
Changshu Dachuan Electronic Co., Ltd.	Jiangsu Feier Electrical Technology Co., Ltd.
NR Electric Power Electronics Co., Ltd.	Wieson Automotive Co., Ltd.
Changzhou Nuode Electrical Co., Ltd.	GPV Suzhou Ltd.
Changzhou Xingyu Automotive Lighting Systems Co., Ltd.	Commscope Telecommunications (China) Co., Ltd.
Daktronics Shanghai Co., Ltd.	Nanjing Sciyou Wisdom Technology Group Co., Ltd.
Quanta Storage (Shanghai) Co., Ltd.	Kun Shan Amphenol Zheng RI Electronics Co., Ltd.
Continental Automotive Interior Wuhu Co., Ltd.	Kunshan Huguang Auto Harness Co., Ltd.
Continental Automotive Systems Changsha Co., Ltd.	Lanto Electronic Limited
Continental Autonomous Mobility (Shanghai) Co., Ltd.	Lixun Precision Industry (Jiangsu) Co., Ltd.
Lotes Suzhou Co., Ltd.	Luxshare Intelligent Manufacture Technology (Changshu) Co., Ltd.
TDK-LAMBDA (CHINA) ELECTRONICS Co., Ltd.	United Automotive Electronic Systems Co., Ltd.
Dongguan Tailin Electronic Communication Co., Ltd. Suzhou Branch	Suzhou LZY Technology Co., Ltd.
ALLTOP Electronics (SUZHOU) Ltd.	Marelli Automotive Components (WuHu) Co., Ltd.
FinDreams Technology Co., Ltd.	Bizlink (Kunshan) CO., Ltd
Fawer Valeo EA Automotive Parts (Changshu) Co., Ltd.	Nanjing Aolian AE&EA Co., Ltd.
FCI Nantong Ltd	Ningbo ASK Automotive Sound and Communication Co., Ltd.
Foxconn (KUNSHAN) Computer Connector Co., Ltd.	Auto-Kabel Harness (Taicang) Co., Ltd.
Foxconn Technology Group Co., Ltd	Chicony Electronics (SuZhou) Co., Ltd.
Takane CB ELECTRONICS (Suzhou) Co., Ltd.	Compal Information Technology (Kunshan) Co., Ltd.
Gongniu Group Co., Ltd.	Nitto Densen Kougyou (HANGZHOU) Co., Ltd.
NARI Technology Co., Ltd.	SELF Electronics Co., Ltd.
Haihui (Hangzhou) Electronic Technology Co., Ltd.	Goertek Inc.
Haiying Enterprise Group Co., Ltd.	Shaanxi Wanfang Tianyun Automotive Electrical Appliance Co., Ltd.
Hangzhou Amphenol Phoenix Telecom Parts Co., Ltd.	Amphenol EAST ASIA Limited
Hangzhou Hikvision DIGITAL Technology Co., Ltd.	Shanghai Baolong Automotive Corporation
Hangzhou Hopechart IoT Technology Co., Ltd.	Shanghai FL Dai-ichi Automotive Controllers Co., Ltd.



GHSP Shanghai AUTOMOTIVE Co., Ltd.

Shanghai Astronautics Electronic Co., Ltd.

Shanghai Lixiang Automobile Co., Ltd.

Shanghai Qiaoyun Technological Co., Ltd.

Shanghai RAILWAY Communication Co., Ltd.

Shanghai Maruhi Electronic Technology Co., Ltd.

Getac Technology (KUNSHAN) Co., Ltd.

Schneider Electric (China) Co., Ltd.

Shijiazhuang Tonhe Electronics Technologies Co., Ltd.

YAZAKI (CHINA) Investment Corporation

SPEEDY-TECH Electronics (Jiaxing) Co., Ltd.

Scanfil (Suzhou) Co., Ltd.

Suzhou Huazhan Space Appliance Co., Ltd.

Ennoconn (SuZhou) Technology Co., Ltd.

Suzhou Inovance Technology Co., Ltd.

Suzhou Yuanye AUTOMOTIVE Technology Co., Ltd.

Suzhou Kaifa Technology Co., Ltd.

Tyco Electronics (Shanghai) Co., Ltd.

Henan THB Electronics Co., Ltd.

Veoneer (SHANGHAI) VEHICLE Safety SYSTEM Co., Ltd.

Flextronics Electronics Technology (Suzhou) Co., Ltd.

Yancheng Huayue Auto Parts Co., Ltd.

Inventec (Pudong) Technology Corporation

Zhejiang Dahua Vision Technology Co., Ltd.

Zhejiang Aborn AUTOMOTIVE Sensor Co., Ltd.

Luxshare I Tech (Zhejiang) Co., Ltd.

Delta Electronics (Jiangsu) Ltd.

China Aerospace 8357 Research Institute

ZTE Corporation

Trivo (TaiCang) Technologies Co., Ltd.







## VISITORS STATEMENT

**Feng Yi, Taisei (Shanghai) Electronics Co., Ltd.  
Chief of Manufacturing Department,**

At this year's productronica China, we focused on Halls E1-E3 and were impressed by the overall scale and professionalism of the exhibition. The exhibitor lineup was strong, and the exhibits covered the entire industry chain from basic equipment to high-end intelligent manufacturing, with satisfactory completeness. We not only saw standardized equipment that meets current production needs, but also reached a number of automation solutions with innovative technologies. All these will provide more options for our capacity upgrades. We have established preliminary contacts with some high-quality suppliers, and will gradually advance equipment procurement plans based on order demand and production planning. We wish productronica China will get better and better and continue to build a high-level communication platform for the industry.

**Guo Kui, Shanghai Maruhi Electronic Technology Co., Ltd.  
Process Equipment Development Department,**

Visit of this year was rewarding. We focused on the new energy vehicle electronics manufacturing industry. Overall, the exhibition covered a wide range of products from domestic manufacturers. We look forward to seeing more new breakthroughs, more advanced production processes, and more intelligent manufacturing technologies at next year's exhibition, so as to jointly promote the high-quality development of the industry.

**Huang Kai, Zhejiang Aborn Automotive Sensor Co., Ltd.  
Deputy Director of Equipment Department,**

At this exhibition, we focused on glue filling and soldering equipment. We came into contact with many accessory suppliers, laying a foundation for subsequent communication. The exhibition had an extensive product coverage. We were very satisfied with this year's productronica China. Overall, it has met our expectations. We are looking forward to seeing more faces and richer activities next year.

**Huang Lei, NARI Technology Co., Ltd.  
Site Engineer,**

Through the on-site visit to this exhibition, we gained a lot. We not only had a deep understanding of the cutting-edge technology and development trends in the field of electronic production equipment, but also discovered some innovative solutions that can be directly applied to the power manufacturing industry. Through in-depth communication with many exhibitors, we have obtained detailed information on equipment performance, price and after-sales service, which provides strong support for possible subsequent procurement decisions. At the same time, we look forward to the continuous improvement of the exhibition, bringing more surprises and opportunities.

**Jiang Zhenya, Marelli Automotive Components (Wuhu) Co., Ltd.  
Purchasing Officer,**

The visit for productronica China was fruitful. My colleagues and I not only learned about the latest technological dynamics and development trends in the industry, but also met many peers to expand our network resources. The exhibition covered all areas of electronic production equipment, from raw materials to finished product testing, from single devices to entire production lines. It provides us with a one-stop overview of the industry, as well as valuable inspiration and ideas for our future product upgrades and technological innovations. We saw many familiar brands and discovered some emerging companies. Therefore, we are full of expectations for the future development of the industry.

**Wei Minghang, Auto-Kabel Harness (Taicang) Co., Ltd.**

Our team visited Halls E1 and E2 at this exhibition, focusing on the field of wiring harness processing equipment. The professionalism and coverage of the exhibition were impressive, basically covering all kinds of equipment in the entire wiring harness processing industry chain. Compared with previous years, exhibition of this year brought together not only well-known manufacturers in the industry, but also many emerging companies, injecting new vitality. We have gained a lot in the field of automotive wiring harnesses, learned about many advanced technologies for wiring harness processing, and communicated with exhibitors to solve some current problems in wiring harness processing. This visit broadened our technical vision, and provided a valuable reference direction for subsequent production line upgrades and technological improvements.

**Zhang Wenzheng, Shaanxi Wanfang Tianyun Automobile  
Electric Appliance Co., Ltd**

At this exhibition, we focused on visiting Halls E1 and E2. The exhibition site covered a wide range of exhibits, fully displaying various equipment in the field of wiring harness production and testing. It is particularly worth mentioning that the Company is currently planning to purchase a new energy high-voltage wiring harness ultrasonic welding equipment. Taking this opportunity, we have conducted in-depth exchanges with many equipment manufacturers and collected detailed information from three potential suppliers, laying a good foundation for subsequent procurement work.

**Zhang Zhaojiang, Kunshan Huguang Auto Harness Co., Ltd.  
Process Department,**

We benefited a lot from this trip to the exhibition. Through on-site visits and exchanges, we gained a deep understanding of the industry's cutting-edge technologies and innovative products. These gains will have a positive impact on the Company's development and even the progress of the entire wiring harness industry. The exhibition site had a wide coverage and rich categories of exhibits, and its professionalism and scale completely exceeded our expectations. We sincerely look forward to participating in this industry event again next year for common development.

\*The list is in no particular order



## MAJOR PARTNER MEDIA

## Industry Media



\* The list is in no particular order

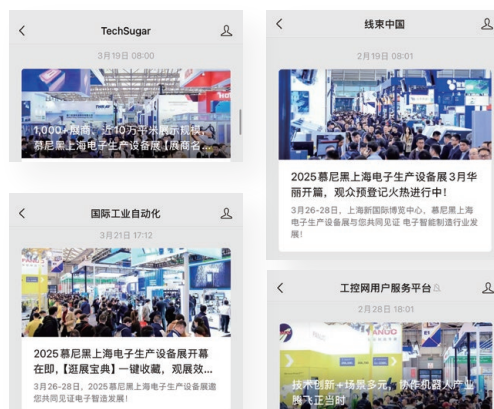
## Social Media

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  
- SubscriptionOfficial WeChat Account  
- Service

WeChat Mini Program

## News Release in New Media Platforms

Elecfans	Cnxianshu	Weixin21ic
MooreNEWS	semi-shanghai	HI-Goodfriend
icbank	imrobotic	CEIA-Masterinfo
IC-quanzi	zhongguogongkong	cechinamag
ee-focus	zhinengwang	IIAnews_com
Ofweek	TechSugar	llinki
Hw100k.com	EEPW	CIO-Electronics
Chinasmt118	smtchina168	emc-asia
zhanjieixun	Chinaecnet	Ringer_Smart_Mfg





## INDUSTRY ACTIVITIES

## Annual industry promotion activities



## 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 ilink platform **43,000+**



# GERMANY. CHINA. INDIA.

## Global Electronics Network



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