



Messe München  
Connecting Global Competence



## FACTSHEET.

INFORMATION FOR EXHIBITORS.

International Trade Fair for Electronics Development and Production.  
March 14–16, 2018, Shanghai New International Expo Centre  
[productronica-china.com](http://productronica-china.com)



productronica China 2018  
innovation all along the line

## INNOVATIONS BEGIN AT PRODUCTRONICA CHINA.

### productronica China 2018

#### Date:

March 14 -16, 2018

#### Venue:

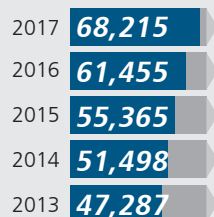
Shanghai New International Expo Centre (SNIEC)

#### Parallel event:

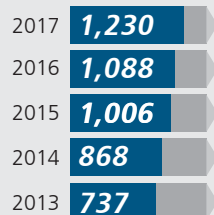
electronica China 2018

### 2017 Key figures\*

#### Visitor number



#### Exhibitor number



Exhibition space: 69,000 sqm

Pavilions: Germany, Japan, Taiwan

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

### Reasons for you to participate:

#### Gathering of the entire electronics industry in China

productronica China gathers leading exhibitors of electronics production in all industrial sectors: SMT, electronic manufacturing automation, motion control, cable processing, connector and component manufacturing, dispensing, soldering tools and materials, PCB and EMS and so on.

#### Attractive synergies for visitors

Being co-located with LASER World of PHOTONICS CHINA and SEMICON China creates attractive synergies and added value for visitors. It offers great opportunity to gain insights into the latest technologies and applications in all electronics sectors.

### Innovation forums and conferences

With tailor-made and hot trend topics that drive the industry, productronica China always underscores its close link to new developments. Leading national and international experts share the latest know-how.

- China Electronics Manufacturing Innovation Forum  
2017 Participants: 365
- International Adhesive Technology Innovation Forum  
2017 Participants: 161
- Electronics Manufacturing Technology Application Contest  
2017 Participants: 125
- Flexible & Printed Electronics Forum  
2017 Participants: 240
- International Wire Harness Advanced Manufacturing Innovation Forum  
2017 Participants: 176

#### Smt

#### SMT cluster:

Component mount technology, test and measurement/quality assurance, product finishing, production logistics and material-flow technology

#### Ema

#### Electronic manufacturing automation cluster:

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

#### Sd

#### Soldering & dispensing cluster:

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

#### Cc

#### Cables, coils & hybrids cluster:

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

#### Pm

#### Production materials/equipment cluster:

Metallic & non-metallic preliminary products and semi-finished goods, process materials, components manufacturing equipment, organic and printed electronics

#### Pcb

#### PCB & EMS cluster:

PCB and circuit-board manufacturing, electronic manufacturing services (EMS)

## EXHIBITOR SURVEY.

### Assessment of business goals reached (from good to excellent)\*

- 90% Maintaining existing business relationships
- 89% Preparing future business transactions
- 89% Presentation of innovations
- 87% Company, product & image presentation/promotion
- 86% Exchange of experience
- 85% Studying the competition, market overview
- 84% Building up new business relationships
- 82% Doing business during the trade fair

### Signs of high satisfaction (gave a rating of good to excellent)\*

- 94% Characteristics of a leading trade fair/ leading role in this branch in China
- 93% Clarity of the product range/segmentation
- 91% Promotion of the trade show
- 91% Completeness and breadth of product range
- 86% Frequency of visitors entering your stand
- 83% Quality of visitors

98% of exhibitors

feel that exhibiting at productronica China benefits them moderately to greatly

95% of exhibitors

plan to participate in the next productronica China

## SATISFIED EXHIBITORS.

**Xiaobing Liu, Deputy General Manager, Sales Director of Robot Business Center, NACHI (SHANGHAI) Co., Ltd.**

"This exhibition is very important in the electronics industry. We want to use this platform to make contact with more clients. We have seen a lot of customers and they are very professional."

**Tim Juta, Managing Director China, Komax (Shanghai) Co., Ltd.**

"Through productronica China, we can connect with our customers, see what the industry trend is, and extend our business area year by year. All important clients are here and we also find new clients who want to get into automotive industry and happily see the increase of the visitors from aerospace and telecom industry."

**Jianwei Huang, Vice President, FUJI Machine China Co., Ltd.**

"Through the exhibition, we can have more exchange with our peers from the electronics manufacturing industry. We met a lot of potential customers, including semiconductor manufacturers."

## SATISFIED VISITORS.

**Jianjun Li, Test Engineering Manager, Chicony Electronics Suzhou Co., Ltd.**

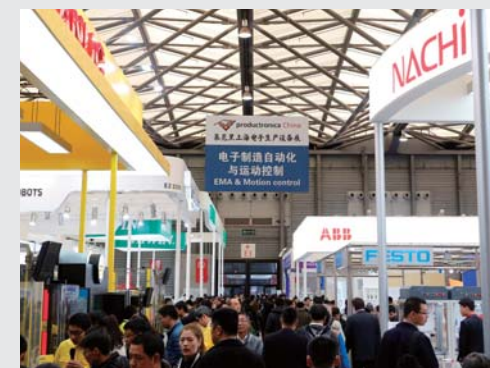
"The size of productronica China is very impressive. It is an assembly of all the leading machinery manufacturers around the world as well as all the cutting-edge applications in the industry. Through conversations with the exhibitors, we get to know the automation trend in the industry. Also we can find out about what we are short of. We found a lot of quality potential suppliers at the exhibition."

**Hui Xiao, Electronic Assembly Manager, Shanghai Ricoh Office Equipment Co., Ltd.**

"For us, productronica China not only enables us to find the machine fit for us, but also helps us upgrade our knowledge through the accompanying programs. We gained a lot during the trade show."

**Ming Liu, MSMT2 Deputy Manager, Suzhou Qisda Co., Ltd.**

"productronica China benefits us a lot this year. We are thankful to the organizer for such a professional platform to help us find out about the latest equipment and trends in the industry. The on-site reception was very helpful and the shuttle bus schedule was efficient. We are satisfied with the results."



\* Source: exhibitor survey at productronica China 2017.

# VISITOR SURVEY.

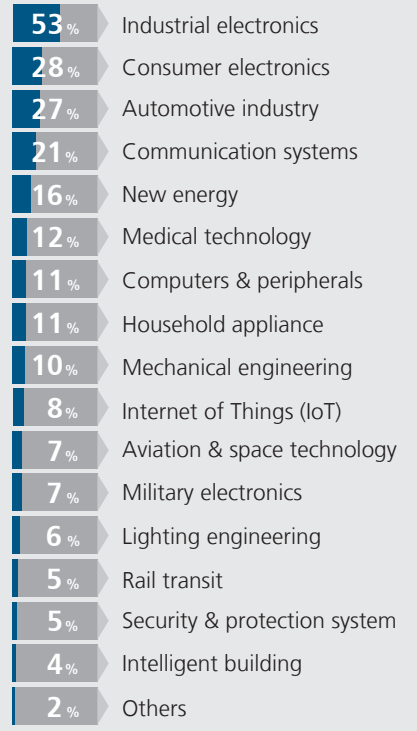
## Visitor analysis (by type of business)\*



## Visitor analysis (by job responsibility)\*



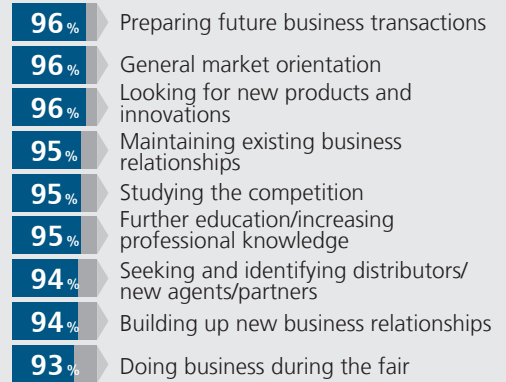
## Visitor analysis (by industry—multiple choices)\*



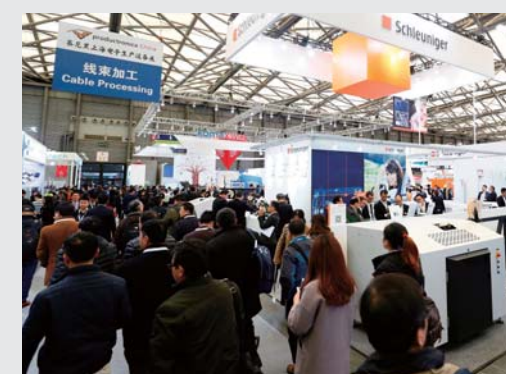
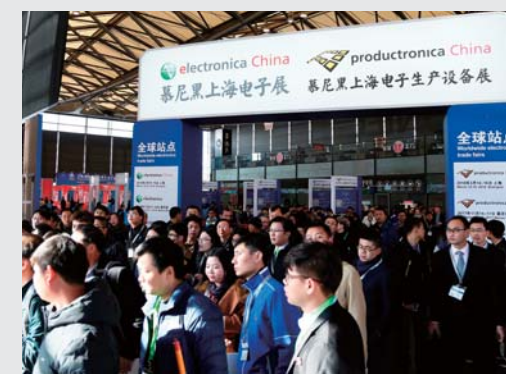
**96% of visitors** feel that attending productronica China benefits them moderately to greatly with regard to their professional activities or education/training

**96% of visitors** plan to attend productronica China again

## Assessment of business goals reached (from good to excellent)\*



## Signs of high satisfaction (gave a rating of good to excellent)\*



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

\* Source: visitor survey at productronica China 2017.

# SEGMENT HIGHLIGHTS.

## SMT segment

Excerpt of exhibitors



## Motion control segment

Excerpt of exhibitors



## Materials segment

Excerpt of exhibitors



## Electronic manufacturing automation segment

Excerpt of exhibitors



## Dispensing segment

Excerpt of exhibitors



## PCB & EMS segment

Excerpt of exhibitors



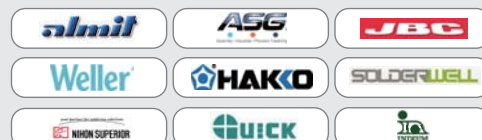
## Cable processing and connector manufacturing segment

Excerpt of exhibitors



## Soldering tools segment

Excerpt of exhibitors



电子制造服务

PCB & EMS

表面贴装

Surface-mount Technology

自动化

Electronic manufacturing automation

线束加工

Cables, coils & hybrids

点胶注胶

Soldering and dispensing

材料设备

Production materials/equipment



# SMT INNOVATION POINT AND DEMO LINE.

At the SMT Innovation Point and Demo line of productronica China 2017, leading players in the SMT industry installed four assembly lines and gave live demonstration of the standard assembly procedures and high-efficiency models. DEK and SIPLACE, two units of ASM, built a simulation line with REHM and OMRON fitting for smartphones and automotive electronics production. Yamaha, together with Heller, presented their high-performance compact printer, high-efficiency modular and high-end hybrid optical inspection system as well as solutions for consumer electronics, security and protection system. Europlacer, together with Speedprint and BTU offered a live demonstration of the mounting processes in military and aerospace electronics. In addition to the SMT top brands like Fuji, Juki and Panasonic, more companies from inspection industry as Omron, Saki, Yxlon brought their latest AOI and X-Ray equipment.

## Product review

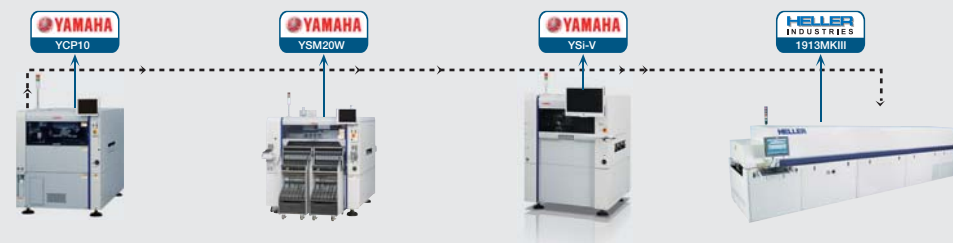


## Sponsor

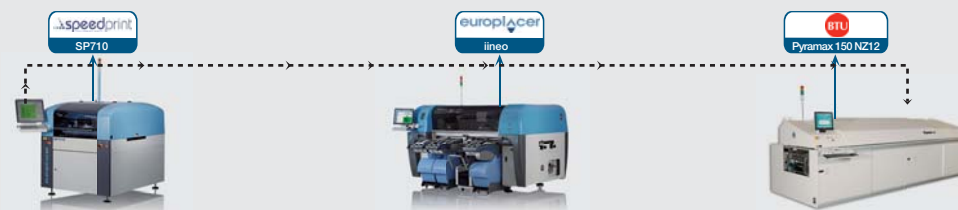


## SMT Demo line

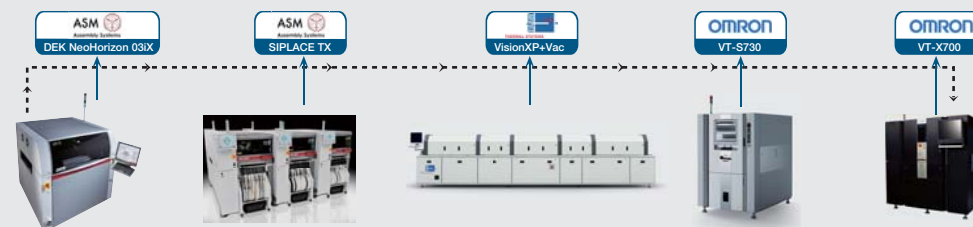
### Demo line 1: Consumer electronics & security electronics



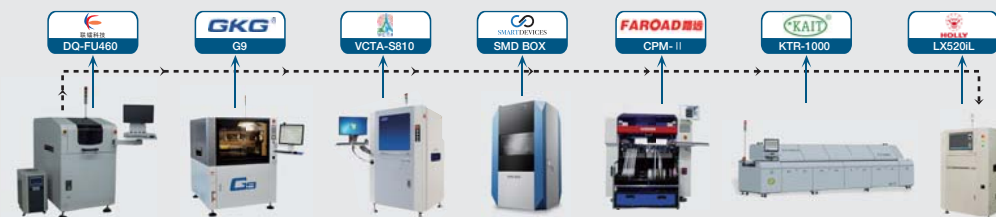
### Demo line 2: Military & aerospace electronics

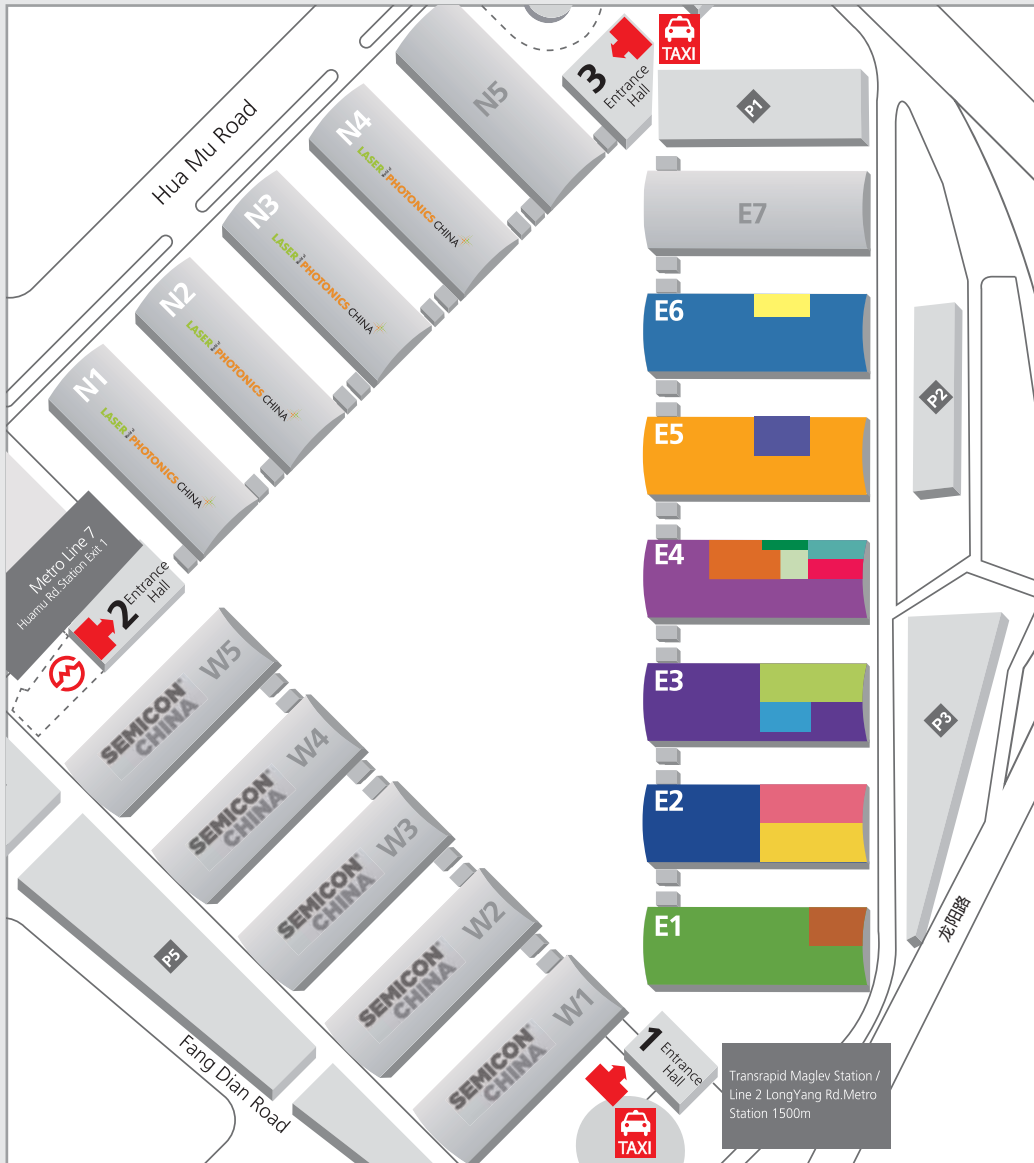


### Demo line 3: Smartphone & automotive electronics



### Demo line 4





E1 E2 E3

- E1 Cable processing and connector manufacturing
- E1 Component manufacturing
- E2 EMA and motion control
- E2 Dispensing
- E2 Materials
- E3 SMT
- E3 PCB manufacturing/PCBs and other circuit carriers
- E3 EMS



E4 E5 E6

- E4 Semiconductors
- E4 Power supplies
- E4 Micro nanosystems and sensor technology
- E4 Automotive electronics/testing
- E4 Test and measurement
- E4 Embedded systems
- E5 Passive components
- E5 Displays
- E6 Switch and interconnection technology
- E6 Cable and wire



electronica China is the leading trade show for electronic components, systems and applications in China as well as the Asian-Pacific region. Growth of a decade has established electronica China a name for its high-end applications and technological innovations. A series of international innovation forums, addressing important application trends and growth markets, offer the electronic community in China the latest industry trends and solutions.

[electronica-china.com](http://electronica-china.com)



As Asia's largest trade show for lasers, optics and photonics, LASER World of PHOTONICS CHINA has always taken a leading role in the industry and showcased its entire spectrum in four categories: Laser Systems for Production Engineering, Lasers and Optoelectronics, Optics and Manufacturing Technology for Optics, Imaging and Optical Metrology. From fundamental research to industrial applications, LASER World of PHOTONICS CHINA dedicated itself to the development and innovation of all fields in the industry, providing you with the best platform for finding solutions in light.

[world-of-photonics-china.com](http://world-of-photonics-china.com)

\* 2017 hall assignment for reference. Changes reserved for 2018.

## YOUR ACCESS TO THE WORLD OF ELECTRONICS.

**March 14-16, 2018**

**Opening hours:**

Wednesday-Thursday, 9:00-17:00

Friday, 9:00-16:00

**Contacts:**

**Messe Muenchen Shanghai Co., Ltd.**

Add: 11th floor, PINGAN FORTUNE Tower,  
1088 Yuanshen Road,

Pudong New Area, Shanghai, 200122

Tel: +86 21 2020 5553

Fax: +86 21 2020 5688

[larry.chen@mm-sh.com](mailto:larry.chen@mm-sh.com)

**Messe München GmbH**

Project Management

Ms. Tingting Lu

Senior Exhibition Manager

Tel: +49 89 949-20321

Fax: +49 89 949-9720321

[tingting.lu@messe-muenchen.de](mailto:tingting.lu@messe-muenchen.de)

**Sales Germany**

Ms. Agnes Nagy

Sales Consultant

Tel: +49 89 949-20561

Fax: +49 89 949-9720561

[agnes.nagy@messe-muenchen.de](mailto:agnes.nagy@messe-muenchen.de)

## WORLDWIDE NETWORK.

Messe München has globally active subsidiaries and foreign representatives serving more than 115 countries to ensure that you can contact us from anywhere in the world. An up-to-date list of addresses is available here:

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