

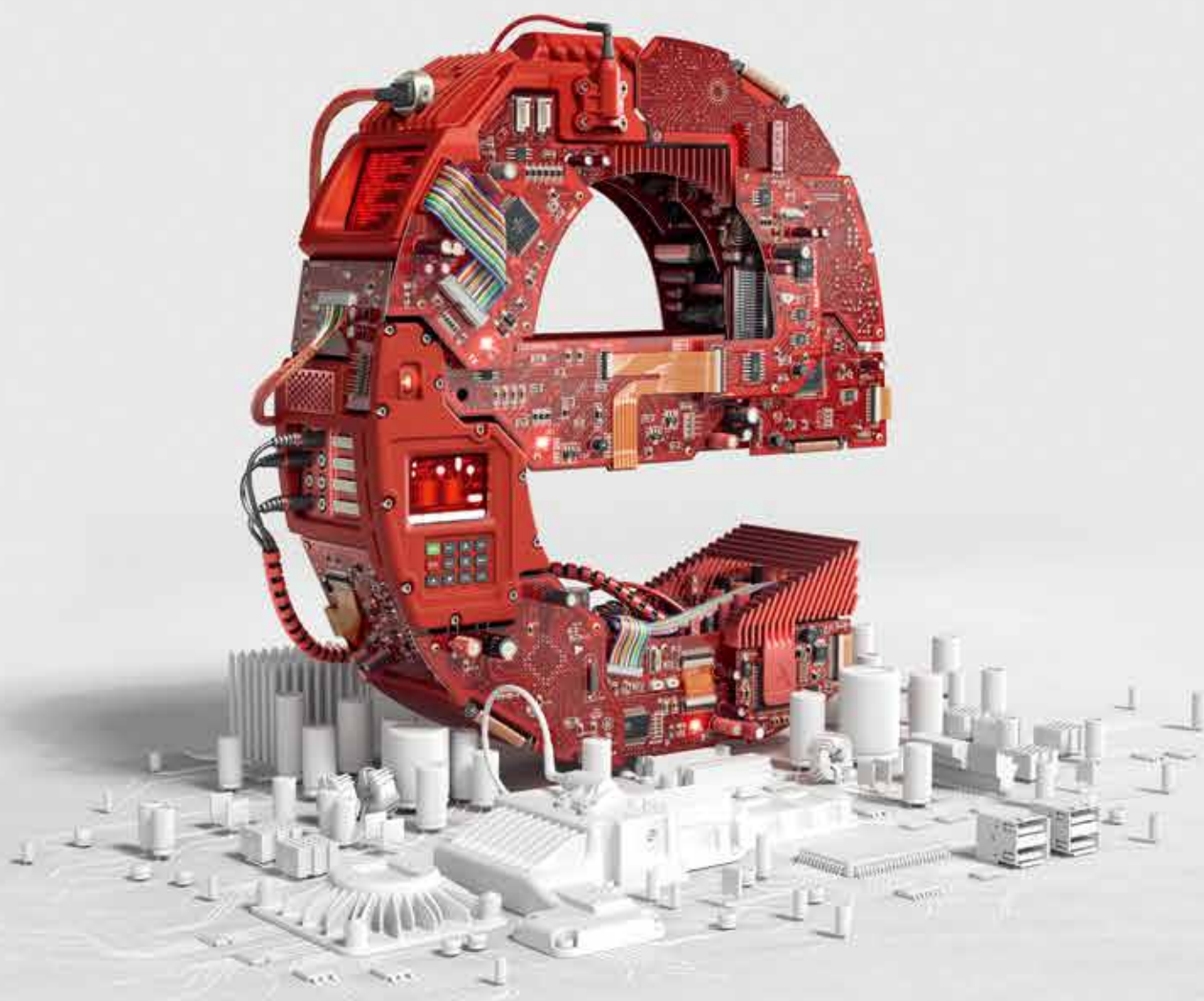


MESSE
MÜNCHEN

Factsheet

Information for exhibitors 2022

Fusion, ushering a smart future

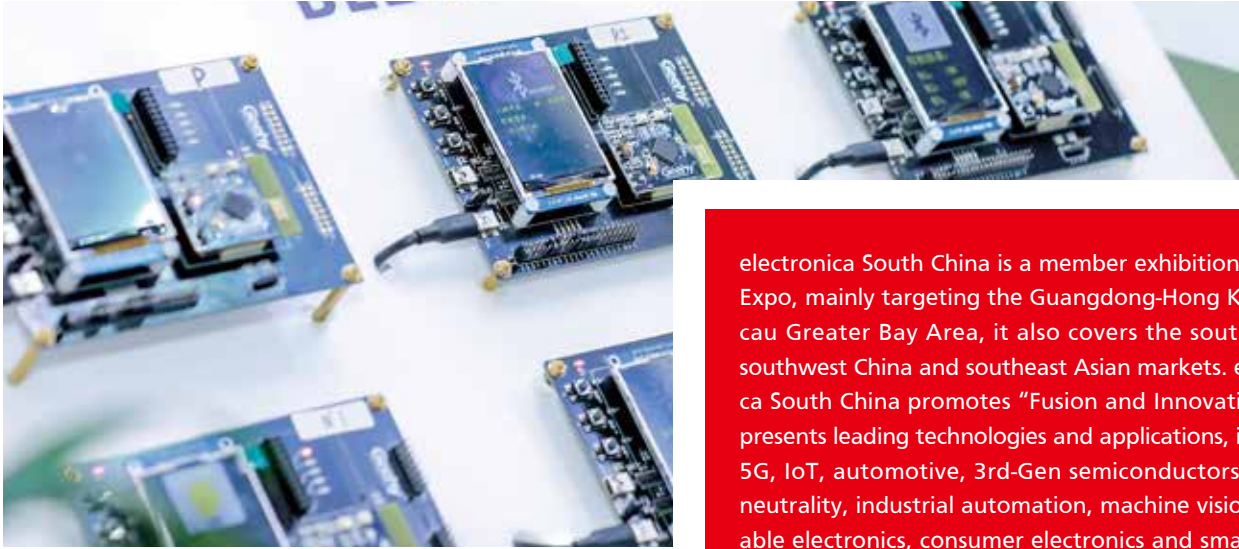


electronica South China 2022

November 15-17, 2022

Shenzhen World Exhibition & Convention Center

e-southchina.com



electronica South China is a member exhibition of LEAP Expo, mainly targeting the Guangdong-Hong Kong-Macau Greater Bay Area, it also covers the south China, southwest China and southeast Asian markets. electronica South China promotes "Fusion and Innovation" and presents leading technologies and applications, including 5G, IoT, automotive, 3rd-Gen semiconductors, carbon neutrality, industrial automation, machine vision, wearable electronics, consumer electronics and smart home appliances. The show congregates the leading players in the industry, attracts quality buyers and industry professionals, brings innovation and vitality to the electronic industry in south China.

Exhibition profile

BASIC INFORMATION

Date: November 15-17, 2022

Venue: Shenzhen World Exhibition & Convention Center
(Baoan New Hall)

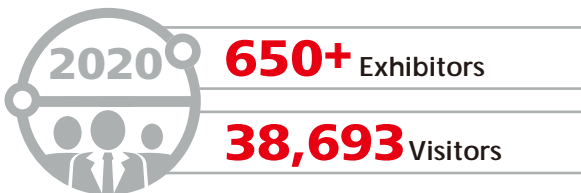
Concurrent exhibitions:

South China Circuit Board International Trade and Procurement Fair

Vision China (Shenzhen)

productronica South China

South China Advanced Laser Technology and Application Exhibition



* Figures include numbers of electronica South China and combined exhibitions.



INTERDISCIPLINARY EXHIBITION THEMES

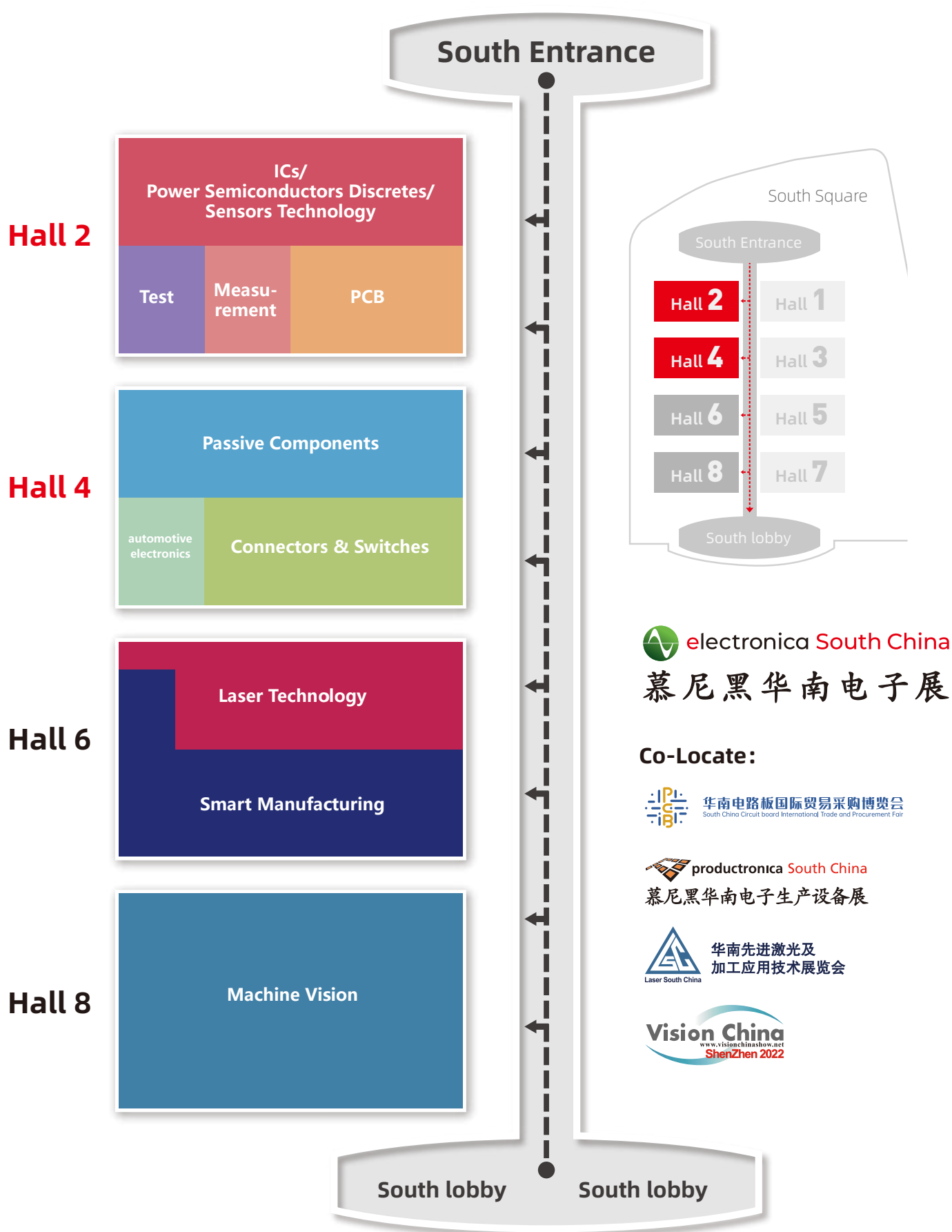
- Semiconductors
- Embedded systems
- Sensor technology
- Microelectromechanical Systems
- Relays
- Switches and connectors
- Passive components
- Displays
- PCBs
- Other circuit carriers and EMS
- Automotive electronics and testing
- Wireless
- Power supplies
- Test and measurement
- Micronano systems (MEMS)
- Assemblies and subsystems
- Artificial intelligence technology
- Internet of things technology

KEY INDUSTRIES

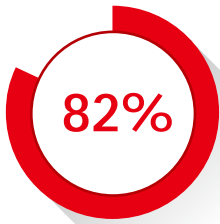
- Consumer electronics
- Industrial electronics
- Automotive industry
- Communication systems
- New energy
- Medical technology
- Computers & peripherals
- Mechanical engineering
- Intelligent building
- Internet of Things (IoT)
- Household appliance
- Aviation & space technology
- Military electronics
- Lighting engineering
- Rail transit
- Security & protection systems

→ e-southchina.com

展馆布局图



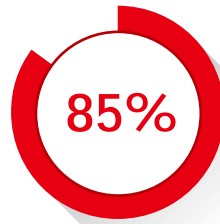
High evaluation and satisfaction



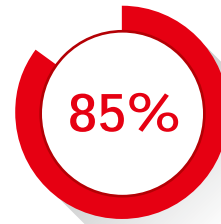
Exhibitors give positive comments on **e**lectronica South China



Exhibitors are willing to recommend **e**lectronica South China to business partners and friends

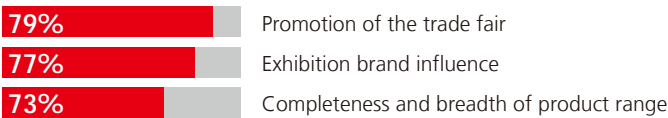


Exhibitors believe their participation is very rewarding



Exhibitors plan to participate again in **e**lectronica South China 2021

EXHIBITORS—OVERALL ASSESSMENT*



EXHIBITORS—BUSINESS GOALS REACHED*



The visitors are very likely or have decided to continue to visit **e**lectronica South China 2021

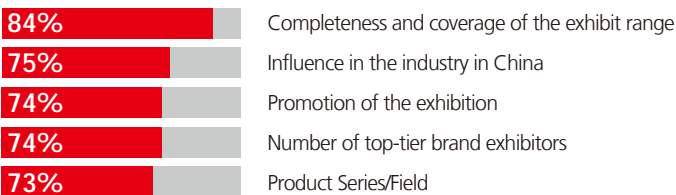


The visitors will recommend **e**lectronica South China to their colleagues

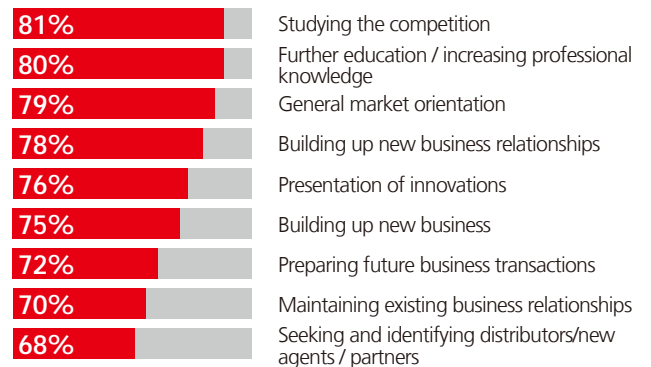


The visitors believe their participation is very rewarding

VISITORS—OVERALL ASSESSMENT*



VISITORS—BUSINESS GOALS REACHED*



→ e-southchina.com

Satisfied exhibitors



This is my first participation in **electronica South China**. The exhibitors and visitors are highly professional. During the exhibition, we hope to meet potential exhibitors in China and jointly develop the future market of automotive semiconductors. We are going to launch two new products, so we will continue to participate in **electronica South China** next year. We also hope that more people will get to know our products and the Bosch brand.

Junyue Wang, Manager of Automotive Electronics Products, Market and Development Strategy, Semiconductor and Sensor (China), Bosch Automotive Products (Suzhou) Co., Ltd.



The **electronica South China** show is an annual event for the electronics industry, and a platform of new products for the exhibitors. Huawei Power Supply adopts an open and cooperative mentality in our communication with industry partners, looking forward to more cooperation.

Feng Zhang, Vice President & Chief Strategy Officer, Digital Power Product Line, Huawei Technologies Co., Ltd.



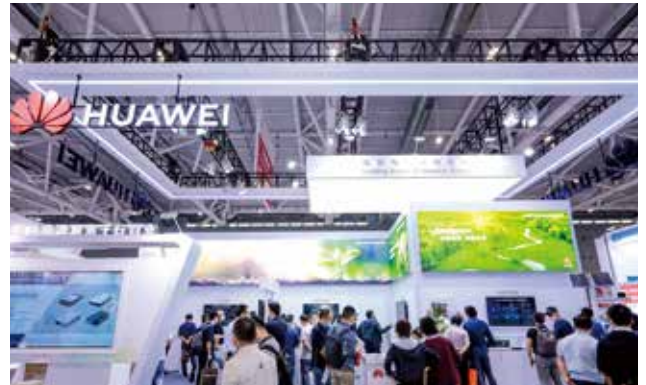
I am impressed by **electronica South China** this year. First of all, there is a particularly large number of semiconductor exhibitors this year, accounting for about 40% of the exhibitors. Secondly, most of the products launched are high-end products used in automotive or in 5G and AI industries. This is particularly encouraging, because it means that the chip design industry in China is targeting at high-end markets. Thirdly, there are a lot of visitors, which is especially valuable given the current economic environment and the Covid-19 epidemic prevention and control measures. The visitors are in high spirits, and automotive-grade electronics, industrial electronics and 5G electronics are the most popular among them. This means that the Chinese technology industry has not been impacted by the Covid-19 epidemic in the first half of the year, but after years of development, it is constantly climbing to the top market. **electronica South China** is a great communication platform and an opportunity to show our strengths.

Yun Yang, Product Director, BYD Semiconductor Co., Ltd.



There are many visitors at the show, and they are very professional. We are very happy to be part of them. We will continue to support **electronica South China**, and hope our customers can put forward more suggestions and have more conversations with us on our products, so we can develop a new generation of updated and better products.

Lei Chen, Deputy General Manager, Dosilicon Co., Ltd.



ChipON

electronica China is very influential and active in the electronic community of East China, especially in the two major fields of industrial and automobile electronics. This year, the first **electronica South China** is launched in Shenzhen, and ChipOn, as a chip manufacturer focusing on automobiles and industrial-grade 8-32-bit MCU for more than ten years, has made contact with many users in these fields in its first exhibition at **electronica South China**. So it is a perfect match. We believe **electronica China** will give full play to their advantages and continue to develop in South China, and it will provide an excellent electronics platform with the most cutting-edge technology and the best quality service.

Hengyang Lu, FAE, Shanghai ChipON Micro-Electronic Co., Ltd.

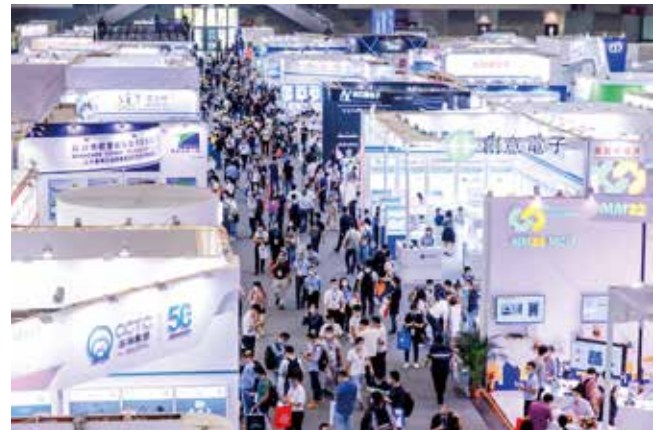
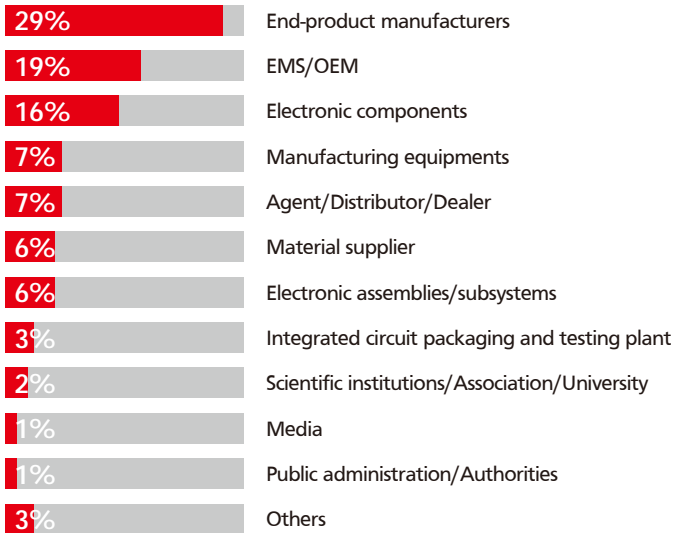


Compared with **electronica China**, **electronica South China** is based in South China, and covers the entire South China and Southeast Asian markets, providing a communication platform for exhibitors and customers. I saw many exhibitors at the show, and I think that is good, because Shenzhen is the center of entrepreneurship in China, and chip designing and manufacturing require creativity. Apart from R&D, we need to use the platform of **electronica South China** to promote our products to overseas markets, so that more people will know the development of the Chinese semiconductor industry, and our products can be sold all over the world. We will definitely participate in **electronica South China** again next year. I hope that there will be more well-known exhibitors next year and we can have more in-depth exchanges with customers.

Huangzhong Ni, President, Shenzhen SCY Electronics Co., Ltd.

Planet e: A cosmos of diverse interests

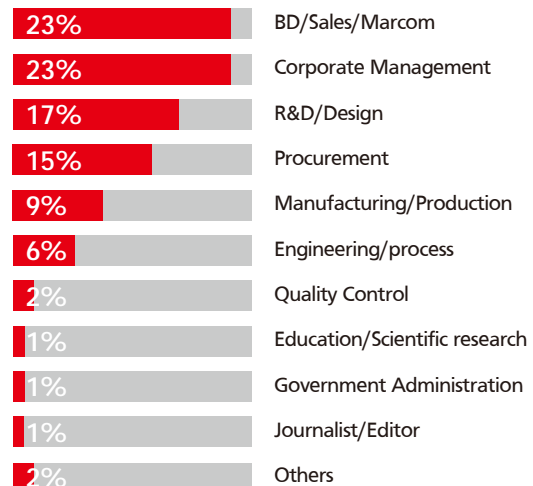
VISITOR ANALYSIS (BY TYPE OF BUSINESS)*



VISITOR ANALYSIS (BY INDUSTRY-MULTIPLE CHOICES)*



VISITOR ANALYSIS (BY JOB RESPONSIBILITY)*



Innovation Hi-Tech Park



Smart Mobility Hi-Tech Park

An exclusive exhibition area for outstanding automotive electronics companies. It showcases automotive electronics technologies and solutions including semiconductors, sensors, radars, and automotive components. It serves as a place for visitor in the automotive industry to make efficient and informative communication.

Excerpt of exhibitors



Smart Factory Hi-Tech Park

As one of the most promising future industrial technologies, smart factory solutions is needed to address many technical challenges. electronica China will create a "Smart Factory Hi-Tech Park" for high-end industrial AI solution providers, both upstream and downstream, who will present smart factory technology highlights, e.g. industrial software, sensor technology, and communication technology to accelerate the intelligent transformation of China's manufacturing industry.

Excerpt of exhibitors



China Hardcore Chip Hi-Tech Park

The electronica South China has joined hands with Chip Master to create a "China Hardcore Chip Hi-Tech Park", which provides a stage for outstanding Chinese chip companies and their products and innovations. We look forward to more Chinese chip companies braving the wind and waves, and achieve high despite the adversities!

Excerpt of exhibitors



* electronica South China 2020

Accompanying innovation forums



Frontier Forum on Smart Cockpit Technology and Application

Theme

- Digitization of vehicle instrumentation and cockpit
- Current HUD technology and its trends
- User-centered HMI design
- Smart cockpit software and hardware platform
- Integration of the cockpit with IoV and autonomous driving systems
- Cockpit display / lighting, smart surfaces, smart windows
- In-cabin sensing, DMS, OMS
- Cockpit safety, comfort and wellness
- Innovative applications of cockpit software



International Innovation Forum on Electric Vehicle Drive and Charging Technology

Theme

- Electric vehicle drive and control
- Power battery and charging technology
- Intelligent motion system technology



International Innovation Forum on 3-Gen Power Semiconductor in the Carbon Neutral Era

Theme

- Technological development of new power devices
- Development and features of wide-bandgap devices
- Application of new power devices



International Innovation Forum on Medical Electronics

Theme

- Theme (morning): Current Medical Electronics Industry and Its Future Development, AI Medicine and 5G
- Theme (Afternoon): Medical Electronics and Internet of Things in the Health Industry



Innovation Summit on Integration of "5G + Industrial Internet" and Its Development

Theme

- 5G empowers electronic manufacturing enterprises and the digital economy of electronic manufacturing enterprises;
- Electronics manufacturing innovations accelerates the development of 5G;
- The current 5G applications in core production processes and its future;
- Promote R&D of fundamental software and hardware, e.g. industrial 5G chips/modules/gateways and smart sensors;
- Accelerate the construction of fully 5G-connected factories to enable the digitization of new manufacturing industries;
- AI-based R&D of key industrial internet technologies and its difficulties - security protection as a case study;
- How can 5G improve and empower industrial equipment, industrial control systems, and industrial software;



International Forum on Embedded System Innovation

Theme

- Artificial intelligence technology and AIoT applications
- Industrial IoT and IoT Security
- Design and implementation of functional safety for industrial and automotive electronics
- MCU and motor control technology and application
- Technology and solutions of wearable devices and medical products



360° CROSSMEDIA* MARKETING

Media partners

Press releases on media websites: **2,000+** articles

Industry media



Public media



Social media

Official WeChat account: **100,000+** followers, Page-views: **15,000+** person-time

Press release on media WeChat account: **150+** articles, Total page-views: **100,000+** person-time

WeChat



Official WeChat Account
e星球服务站



WeChat Mini Program
慕尼黑上海电子展

Exhibition cooperation WeChat subscription

- 硬件十万个为什么
- 变频器世界
- 射频百花潭
- 电子技术应用
- 芯师爷
- 中电网
- 猎芯网
- 高速先生
- 电子发烧友
- 电子变压器资讯
- 电子产品世界
- IC交易网
- Techsugar探索科技
- 半导体行业观察
- 微网
- 新电子
- 电子创新网
- 21C电子网
-



360° CROSSMEDIA* MARKETING

Industry activities

Annual industry promotion activities:

150+ events



Outdoor advertisement

Whole carriage subway advertising



eDM

Database: **10,000,000+** data

Frequency: 1-3 times/week



Live

Vphoto page-views: **96,180+** person-time

Live viewers on www.elecfans.com:

130,000+ person-time



GERMANY. CHINA. INDIA.

Global Electronics Network



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