



MESSE
MÜNCHEN

Accelerating Innovation

Information For Exhibition 2022



LEAP Expo South China International Advanced Electronics, Automation and Laser Expo | Member Exhibitions



Strategic Partners



productronica South China

Nov.15-17, 2022 | Shenzhen World Exhibition & Convention Center (Baoan New Hall)

www.p-southchina.com

PRODUCTRONICA SOUTH CHINA

Covering the Whole Industrial Chain of Electronic Intelligent Manufacturing

Nov.15-17, 2022
Shenzhen World Exhibition & Convention Center (Baoan New Hall)

Five Leading Exhibitions in One Location, Setting Sail Again

Member Shows of LEAP Expo

- Electronica South China
- South China Advanced Laser Technology and Application Exhibition

Concurrent Shows

- VisionChina (ShenZhen)
- South China Circuit Board International Trade and Procurement Fair

Previous Key Figures *

Number of Visitors



Number of Exhibitors



2020 Exhibition Space: 60,000 sqm

*Figures include previous data of LEAP Expo

MARKET TRENDS

Promoting 5G Green Infrastructure Construction to Drive Digital Transformation and Upgrading

The 5G technology is the foundation for the Internet of Everything. It is also an engine to accelerate the development of "new infrastructure". Many technologies, e.g. UHV, smart grid, new energy vehicles and charging piles, intercity high-speed rail, industrial Internet, data center, and artificial intelligence, all need the support of 5G networks, so 5G becomes the core of the new infrastructure, laying a solid foundation for the digital transformation of economies.

In the digital age, with the strong development of data centers and 5G construction, their high energy consumption has become an increasingly prominent problem. As a strategic resource and public infrastructure to support future economic and social development, data center and 5G construction are also key links to new infrastructure energy saving and consumption reduction. We need to save energy in new infrastructure construction, we also need new infrastructure to save energy.



WHY TO EXHIBIT?



The organizer offers online live platform of "Knowledge Planet" and invites senior practitioners and experts to have speeches focusing on the electronic intelligent manufacturing industry.



The show integrates online and offline resources, and provides wide-ranging marketing tools that cover all the media channels, so as to increase brand recognition and trade opportunities.



The organizer offers a diversified display format to help exhibitors present their products in a scenario-based manner, and provide an immersive experience to the visitors. We aim to create an efficient, innovative and flexible communication circle for the industry.

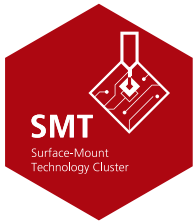


The 5G commercialization and "New Infrastructure" construction are bringing about massive investment and demand. The organizer will send targeted invitations to the key buyers in consumer electronics, automotive electronics, industrial electronics, medical electronics, wire harnessing and new energy, so the exhibitors will be able to talk to them directly onsite.



productronica South China 2022 represents the forefront of the industry, including the transformation of growth models from quantity-based to quality-based, from investment-driven to innovation-driven, and from labor-intensive to knowledge-intensive, so as to ensure industrial upgrading. It provides a venue for professional exchange spanning the upstream and downstream of the intelligent electronic manufacturing industry.

EXHIBITION SECTORS



SMT Cluster

Surface mounting machine
Printers
Welding equipment and material
Test and measurement & quality control
Intelligent warehousing
Surface processing
Cleaning technology



Soldering and Dispensing Cluster

Dispensing and soldering equipment
Chemical materials



Electronic Components Manufacturing Cluster

Manufacturing technologies for sensor, motor, coil & converter, resistor & capacitor, PCB, battery and electricity storage device



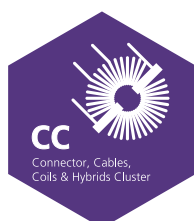
EMS Cluster

Electronic manufacturing services (EMS)



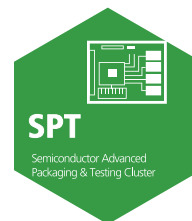
Electronic Manufacturing Automation Cluster

Industrial robots
Sensors and executors
Motion control system
Transmission/Pneumatic equipment & accessories
Smart warehousing
IT software and system integration
Smart factory solutions



Connector, Cables, Coils & Hybrids Cluster

Manufacturing technology for wire harnessing, connector manufacturing, cable and wire production



Semiconductor Advanced Packaging & Testing Cluster

Semiconductor materials
Semiconductor manufacturing equipment
Semiconductor manufacturing material & accessories
Semiconductor packaging, testing & services
Electronic design tools
Semiconductor foundry service



Future Markets Cluster

Flexible and printed electronics
Hybrid component manufacturing



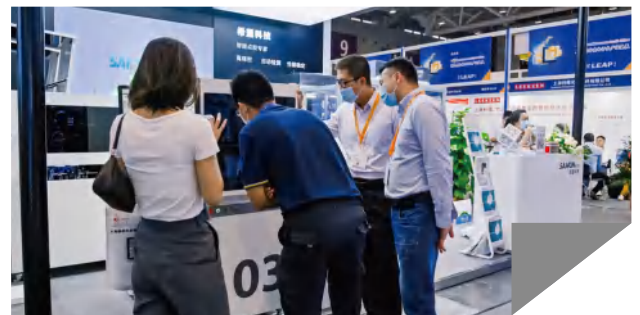
SEGMENT HIGHLIGHT (previous exhibitors)



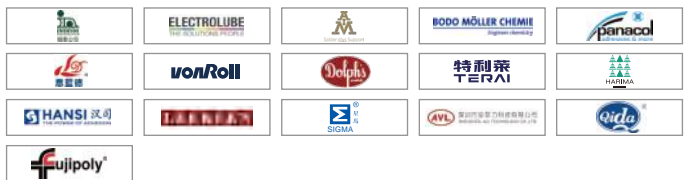
SMT Segment



Dispensing Segment



Electronic Chemical Material Segment



Robots & Automation Segment



Cable Processing Segment



* The list is in no particular order

NEW THEME AREA (Highly Recommended)

Created for New Industry Trends

Today, the chip development industry has entered the post-Moore era, and advanced packaging has become the key in enhancing the performance of electronic systems. The growth rate of advanced packaging market is expected to be higher than that of traditional packaging due to the demand for higher integration in 5G, IoT, artificial intelligence and high-performance computing. According to Yole data and estimates, the global advanced packaging market is expected to be worth US\$44 billion in 2024, and the CAGR from 2018 to 2024 is expected to be 8%. In that same period, the CAGR of the traditional packaging market is projected to be merely 2%.

In 2019, China is one of the most important potential markets for the electronics industry. Driven by the strong demand for terminals such as TVs, monitors, wearable devices, and in-vehicle displays, the Mini LED industry in China is expected to enjoy a period of rapid growth in the next few years. According to GGII data, China's Mini LED market in 2019 is about CNY1.6 billion, and it is estimated to be about 3.78 billion in 2020, a year-on-year increase of 140%. It is forecasted that the Mini LED market revenue in China will exceed CNY 40 billion in 2026.



THEME AREA






Advanced Semiconductor Packaging and Testing

The Theme Area of Advanced Semiconductor Packaging and Testing features two of the most advanced technologies, SiP system-level and FOPLP fan-out panel-level packaging through innovative display forms, summits and other activities, and provides a one-stop advanced technology exchange platform for OSATs, EMS, OEMs, IDMs, fabless semiconductor companies, foundries and material & equipment suppliers.

LED Display Packaging

In the Theme Area of LED Display Packaging, COB-backlight module lines will be exhibited for the first time. Also, salons, summits and other activities will be organized to discuss about hot topics such as industry trends, technical problems and solutions. It will attract experts from leading companies in the field of chip, packaging & module, display material and equipment industries.

Product Categories

-  Raw materials and parts
-  Manufacturing equipment
-  Packaging & testing equipment and services
-  Electronic design tools
-  OEM / ODM manufacturing service

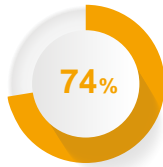
Target Visitor

-  IC design companies
-  IC manufacturing companies
-  Packaging and testing companies
-  IDM
-  OEM / ODM
-  Device manufacturer
-  Research institutes / Universities
-  Media / Industry associations

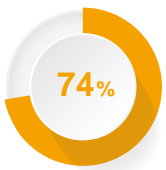
EXHIBITOR SURVEY



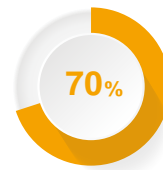
Preparing future business transactions



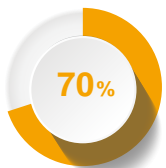
Build up new business relationships



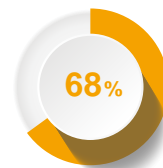
Company, product & image presentation / promotion



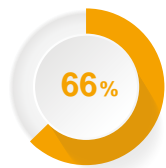
Develop trade opportunities



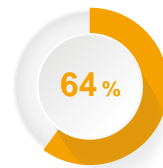
Maintaining existing business relationships



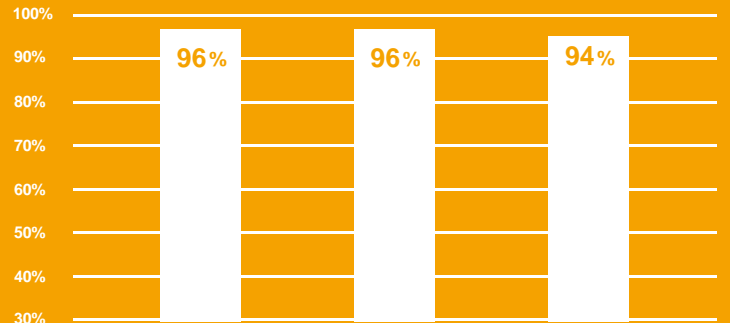
Exchange of experience



Studying the competition market overview



Presentation of innovations

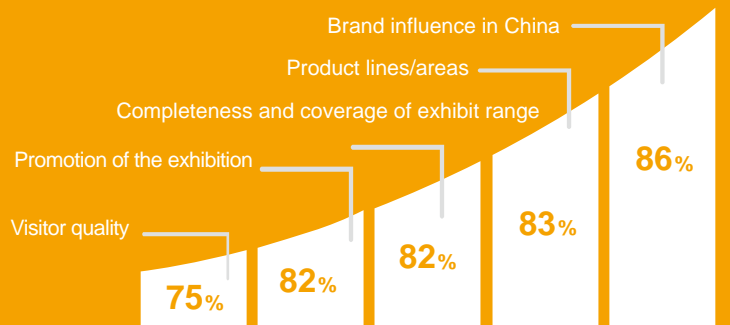


Will recommend the exhibition to their partners and friends

Will participate in the exhibition 2022

The exhibition benefits them moderately to greatly

▶ Signs of Satisfaction * (from good to excellent)



* Source: exhibitor survey at LEAP Expo 2020



SATISFIED EXHIBITORS


**Chang Li, Marketing Director,
JAKA Robotics**

We are very thankful to LEAP Expo for such a super high-quality platform we can enjoy with industry partners. On the morning of the first day, we already had a glimpse of the extreme popularity of the show, and we hope that we will have a fruitful exhibition in the next days. JAKA Robotics will continue to bring excellent exhibits to the exhibition next year and serve our customers, together with all the partners from upstream and downstream industries.


**Fan Qingsong, Head of Business Department,
Suzhou Mata Electronics Co., Ltd. (Partner of KAKEN TECH)**

Through the baptism of the global Covid-19 epidemic, those who are present at the exhibition all have future-oriented vision and unyielding strength. LEAP Expo will certainly shine like bright stars. South China is still a promising market, which is paid high attention by our company. The new laboratory ran by Nippon Kaken in Guangzhou will further expand its presence in the South China market.


**Gao Donglin, General Manager,
Shenzhen Linquan Technology Co., Ltd.**

This year is special for the entire electronics industry, but it is also a year of infinite opportunities. The exhibition brings new expectations to the industry. Looking forward to the next year, we believe such a great platform will surely lead to the rise of great companies, and build a bridge of success for more companies!


**Guan Jian, Marketing Director,
Shenzhen Youibot Robot Technology Co., Ltd.**

We are thankful to LEAP Expo for this concentrated platform of the electronics manufacturing industry in South China. I hope that Youibot will build the future of the intelligent manufacturing industry in South China together with its partners.


**Gong Lamei, General Manager,
Kunshan Rongyi Automation Equipment Co., Ltd.**

LEAP Expo is very popular. It seems that it is completely unaffected by the Covid-19 epidemic. I hope next year the organizers will invite more smart equipment suppliers for the electronics, communications, and new energy industries, and to streamline the exhibition from upstream and downstream industries. Thus we will be able to have a one-stop exhibition of the intelligent technology industry. We look forward to the successful conclusion of the exhibition, and we wish new records for the next year.


**Qu Hongxing, Director,
Shenzhen Kaitai High-Tech Co., Ltd.**

I think LEAP Expo is very successful. Firstly about the healthy measures. All the measures such as taking body temperature at the entrance, mask wearing reminders, and online pre-registration have greatly saved our time and simplified the admission procedures. Then the scale of the exhibition is large. The entire SMT sector is here, and exhibitors can fully display their best products and technology. It also provides a platform of exchanges for the entire industry, so that we are better to tackle with the impact of the epidemic together. After LEAP Expo moved to the Bao'an New Hall, it has combined online and offline promotions, so the exhibitors can show their advantages in a more comprehensive way. The visitors also have a great experience and are able to make more well-founded purchase decisions.


**Liu Weiqiang, Director,
Shenzhen General Technologies Co., Ltd.**

We have cooperated with LEAP Expo for many years. Every year, we combined Ersa, Mycronic, Viscom, KohYoung, Universal to demonstrate the advanced production line at LEAP Expo. Congratulations to LEAP Expo for its opening at the Shenzhen World Exhibition & Convention Center (Bao'an New Hall). I wish LEAP Expo more exciting and more successful in the coming year.


**Wang Zhusha, Director of General Dispensing Products
Businesses, Samon Automation Tech. Co., Ltd.**

LEAP Expo is a well-known exhibition in the electronics industry, and it provides great communication opportunities. As a spin-off of the electronica China, it is based in South China and offers support to our interaction with our peers.


**Zhang Zong, Marketing Director,
Sanying Precision Instruments Co., Ltd.**

We participated in the LEAP Expo and got good feedbacks. We hope that LEAP Expo will continue to expand the brand influence, and become a better exchange platform between the exhibitors and customers.

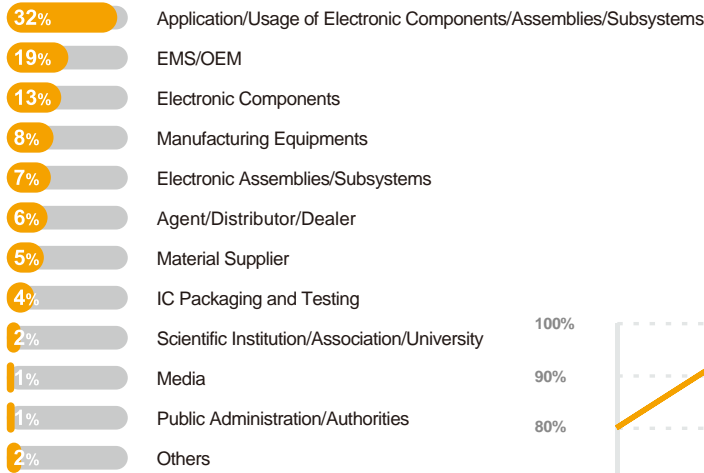

**Zhang Xiaorong, CEO (HKW China),
H K Wentworth Group**

Compared with the past year, there are more people, and the marketing strategy is better implemented. We hope to grow together with the show, to make it bigger and better, and to lay a solid foundation for the future development of the South China market.



VISITOR SURVEY

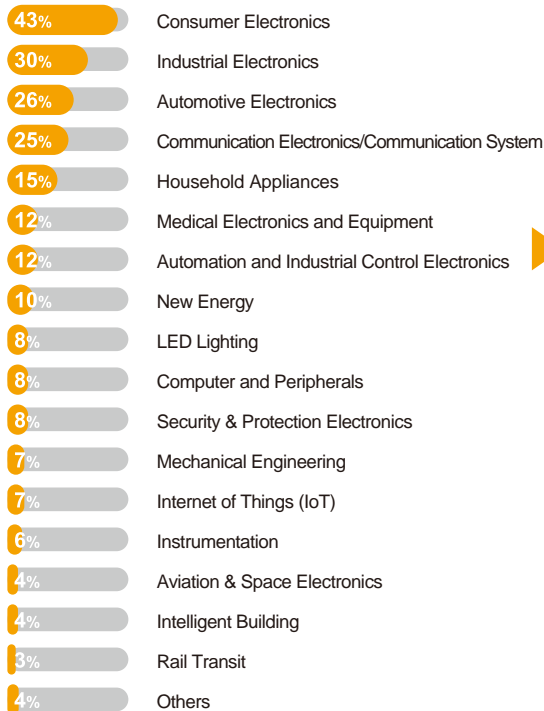
By Enterprise Types*



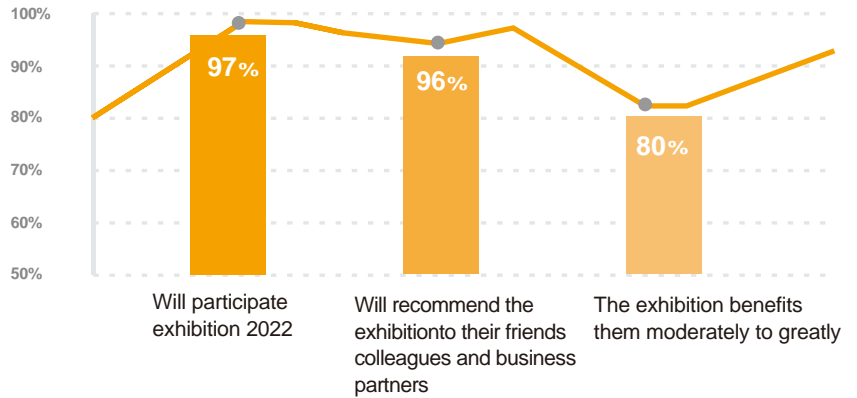
By Job Responsibility*



By Type of Industry*



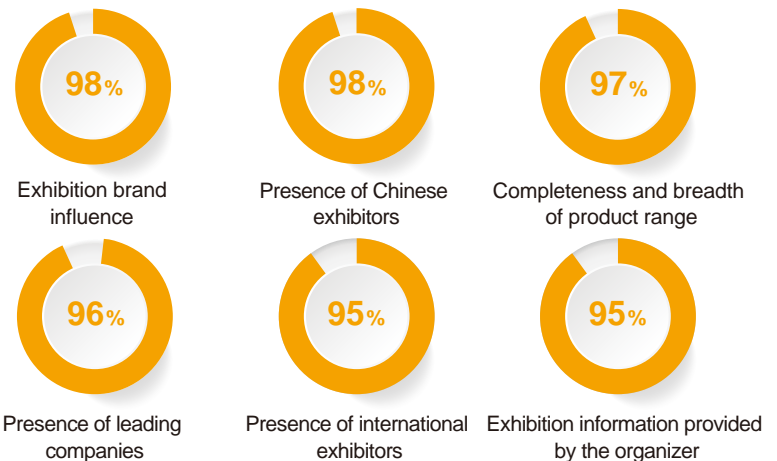
VISITOR COMMENTS



Assessment of Business Goals Reached* (from good to excellent)



Signs of Satisfaction* (from good to excellent)





BUYER GROUPS (Excerpt)

Foxconn	Daidong Zegna (Dongguan) Electronics Co., Ltd.	VTech (Dongguan) Electronics Limited
Huawei Technologies Co., Ltd.	Fuding Precision Components (Shenzhen) Co., Ltd.	Laster Tech (Dongguan) Corporation Co., Ltd.
Guangdong OPPO Mobile Telecommunications Co., Ltd.	Opplle Lighting Electronic (Zhongshan) Co., Ltd.	Longcheer Electronics(Huizhou) Co., Ltd.
Vivo Mobile Communication Co., Ltd.	Shenzhen CHUANGWEI-RGB Electronics Co., Ltd.	Shaoguan Marunix Electronic Limited
Xiaomi Communications Co., Ltd.	Byd Lithium Battery Co., Ltd.	FOSHAN NATIONSTAR OPTOELECTRONICS CO.,LTD
Lenovo Group Limited	Unilumin Group Co., Ltd.	ShenZhen YouXueShiDai Education Electronic Co., Ltd.
Sanmina(shenzhen) Ltd	Wistron INFOCOMM(Zhongshan)CORPORATION	Shenzhen Ruiming Science and Technology Co., Ltd.
ZTE Corporation	Zhengwei Group-Dongguan Fuqiang Electronics Co., Ltd.	Guangzhou Panyu Deyi Precise Electronic Industrial Co., Ltd.
SAE Technologies Development (Dongguan) Co., Ltd.	Kaga (SHENZHEN) Electronics Ltd.	Guangdong Hisense Electronics Co., Ltd.
Spitai Electronics (Shenzhen) Co., Ltd.	Dongguan Rocom Electric Company Limited	Hytera Communications Corporation Limited
Gree Electric Appliances, Inc. of Zhuhai	Shenzhen Invt Electric Co., Ltd.	Leader-tech Electronics(shenzhen)INC.
DELTA Networks (Dongguan) Ltd	Aleph ELECTRONICS(Shenzhen) Co., Ltd.	Appotronics Corporation Limited
Flextronics Manufacturing (Zhuhai) Co., Ltd.	Pne Electronic Technology (Shenzhen) Co., Ltd.	Huawei Machine Co., Ltd.
Prime Technology (Guangzhou) Inc.	Shenzhen Synchron Electronics Co., Ltd.	Astec Electronic (Luoding) Co., Ltd.
Foryou Corporation	Dongguan Yingjiang Electronics Co., Ltd.	Xikesi Electronic (Dongguan) Co., Ltd.
Guangzhou Pulp Electronics Co., Ltd.	Zowee Smart Manufacturing Co., Ltd.	Shenzhen Bitland INFORMATION Technology Co., Ltd.
TCL COMMUNICATION TECHNOLOGY HOLDINGS LIMITED	Jabil Circuit (Guangzhou)LTD.	TCL Ace Electrical Appliances(Huizhou) Co., Ltd.
Dongguan Huaqin Communication Technology Co., Ltd	Shenzhen DJN Optronics Technology Co., Ltd.	Tcl Technoly Electronics Co., Ltd.
Shenzhen Kaifa Technology Co., Ltd.	Dongguan Wkk Electronics Co., Ltd.	Zhongshan OPPLLE Investment Co., Ltd.
DBG Technology Co., Ltd.	Guangzhou Xinli Auto Parts Co., Ltd.	Huizhou Gold Peak Electronics Co., Ltd.
Ryder Electronic (shen Zhen) Ltd	Dongguan Longjian Technology Co., Ltd.	Aleph ELECTRONICS(Shenzhen) Co., Ltd.
JOY Technology (SHENZHEN) Co., Ltd.	Bps Asia Pacific Electronics (Shenzhen) Co., Ltd.	Interface OPTOELECTRONICS(Sz) Co., Ltd.
Xiangyao Electronics (Shenzhen) Co., Ltd.	Measurement Specialties (China) Ltd.	Mitac Computer (shun De) Ltd.
Fuji Xerox of Shenzhen Ltd.	Huafeng Electronic Technology (Shenzhen) Co., Ltd.	Huizhou Desay SV Automotive Co., Ltd.
Sunwoda Electronic Co.,Ltd.	Skyworth Group Intelligent Technology Co., Ltd.	Comba Telecom Technology (Guangzhou) Limited
Dongguan Wanren Electronics Co., Ltd.	Dji Systems Co., Ltd.	Shenzhen Yanmade Technology Inc.
RICOH Components & Products (shen ZHEN) Ltd.	Jiangxi Luxshare Intelligent Manufacture Co., Ltd.	Valeo Interior Controls (SHENZHEN) Co., Ltd.
Shenzhen Gce Co., Ltd.	Dongguan Leader Electronics Inc.	WKK TECHNOLOGY LIMITED
GN Audio Hong Kong Limited	LITE-ON Network Communication (Dongguan) Limited	Midea Group Co., Ltd.
Elrad Electronics (Dongguan) Co., Ltd.	Guangdong Xinbao Electrical Appliances Holdings Co.,Ltd.	Wistron INFOCOMM(Zhongshan)CORPORATION
Shenzhen Deren Electronic Co., Ltd.	Techtronic Industries (Dongguan) Company Limited	Shenzhen Huntkey Electric Co., Ltd.
Salcomp (Shenzhen) Co., Ltd.	Computime Electronics (Shenzhen) Co., Ltd.	Huizhou Zhijing Precision Technology Co., Ltd.
BYD Company Limited	Flextronics Technology (Zhuhai) Co., Ltd.	
TP-Link Technologies Co., Ltd.	Kyocera Document Technology (dong Guan) Co., Ltd.	

Major Partner Media

Press release on media websites: **500+** articles

Industry Media



Social Media

Productronica South China wechat platform: follower number: **95,000+** ,
 Page-views: **1200+** person-time
 Press release on media WeChat accounts: **70+** , total page-views: **120,000+** person-time



Official WeChat Account



WeChat Mini Program

Exhibition Cooperation WeChat Suscription (Excerpt)

ilinki.net	PCBWORLD
eccn.com	wiring-world.com
SMT China	ATC
SMT Industry Headlines	C114
ichunt.com	CA168
CA800	zgznh.com

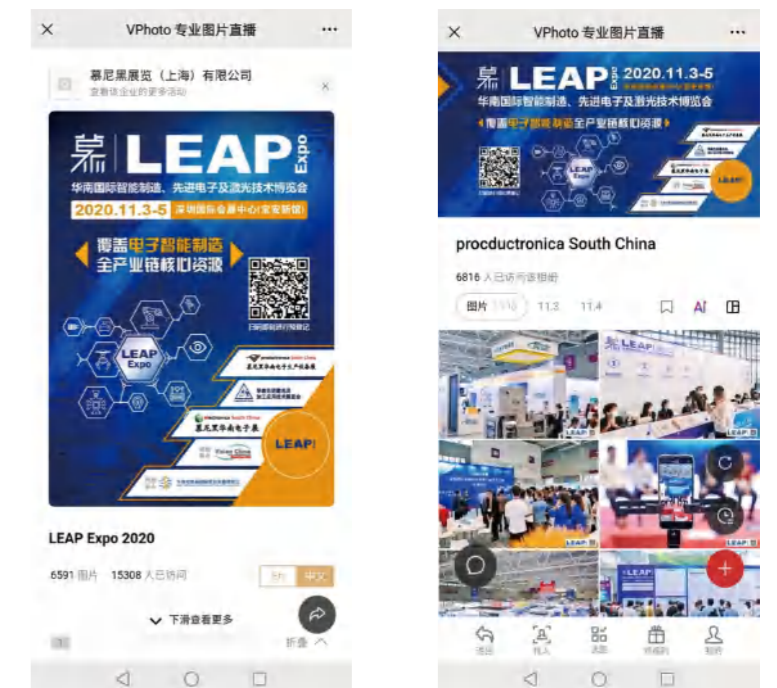


EDMs
 Total: **1,790,000+**
 Frequency: 1-3 times/week

Live
 Vphoto page-views: **10,000+** person-time

Industry Activities

Annual industry promotion activities



Preview of Exhibitions

electronica
2022.11.15-18 Munich, Germany

productronica
2023.11.14-17 Munich, Germany

automatica
2022.6.21-24 Munich, Germany

LASER PHOTONICS
2023.6.27-30 Munich, Germany

Vision China Beijing
2022.8.3-4
Beijing International Convention Center

productronica China
慕尼黑上海电子生产设备展
LASER PHOTONICS CHINA
慕尼黑上海光博会
同期举办 **Vision China Shanghai**
中国（上海）机器视觉展
2023.3.22-24
Shanghai New International Expo Centre (SNIEC)

LEAP 华南国际智能制造、先进电子及激光技术博览会

productronica South China
慕尼黑华南电子生产设备展

Laser South China
华南先进激光及加工应用技术展览会

electronica South China
慕尼黑华南电子展

同期举办 **Vision China Shenzhen**
中国（深圳）机器视觉展

同期举办 **上海**
华南电路板国际贸易采购博览会
2022.11.15-17
Shenzhen World Exhibition & Convention Center (Baoan New Hall)

electronica China
慕尼黑上海电子展
2023.4.13-15
Shanghai New International Expo Centre (SNIEC)

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