

## Statements about the fair

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Read interesting and authentic statements about the last electronica China.

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### **Michael Chen, Regional Director-Asia Pacific Sales & Applications, Melexis (United States)**

*“electronica China 2017 is very impressive. The visitor number is record-breaking. At the same time, all the exhibitors have done a good job in booth construction and display of technology. We enjoyed the trade show very much!”*

### **Daniel Deng, Senior Product Manager, DC Team Leader, HARTING (Zhuhai) Sales Co., Ltd. (Germany)**

*“First of all, we are very grateful to the organizer for the careful organization. electronica China is an exhibition we must attend every year. Through this platform, we can learn the latest trends in the industry and the development of our competitors. It also enables us to work closely with our customers to develop the market to make it grow faster!”*

### **Frank Ding, General Manager of Automotive Business Unit, Rosenberger Asia Pacific Electronic Co., Ltd. (Germany)**

*“We have participated in electronica China for the fourth year this time. I have worked in this field for over ten years and I think electronica China has become the industry benchmark. In such a technology event, the sellers and buyers can have very good communication and find good business opportunities. And the organizer is very professional in both arrangement and service providing. We are very satisfied with this. Because the show is so famous, the visitors are all our needed customer bases in the industry. electronica China has provided a great platform for professional exhibitors and buyers.”*

### **Jeff Han, Director of Business Development & Sales APAC, Bosch (China) Investment Ltd. (Germany)**

*“Bosch is an old customer of electronica China. Every year, we can find more and higher-quality visitors at the exhibition. The products exhibited have also changed from the basic types to a diversified range. It is gratifying that the audience have also become aware that the electronics technology is not restricted to the electronic components, but more importantly, is developing towards smart applications. We see the potential market opportunities here!”*

### **Yoshihiro Haneishi, Assistant General Manager, ROHM Semiconductor (Shanghai) Co., Ltd. (Japan)**

*“electronica China is a very important platform for us and we have participated in it for many years. The quality and the number of visitors are both very*

## Save the date

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**electronica China | International Trade Fair  
for Electronic Components, Systems and  
Applications**

Date: Mar 14 - 16, 2018

*satisfactory! We are pleased to showcase our latest product, technology and solutions at electronica China. Through our exchange and communication at the exhibition, we can further understand the market demand and lay a more solid foundation for our development.”*

**NAOTO ISEKI, Chairman and General Manager, TAIYO YUDEN (SHANGHAI) TRADING CO., LTD. (Japan)**

*“electronica China is one of the largest electronics trade fairs in China. We are pleased that, in the first day of the show, there are so many visitors and reporters. We also made contact with many new customers. We firmly believe that, with electronica China, we can more quickly and effectively expand our business!”*

**Peter Kim, Vice President of Asia Pacific Sales, LITTLEFUSE, Inc. (United States)**

*“We are very excited to be here at electronica China. We think China has become a more and more important market. The customers from engineers, students to companies are all our main targets, who asked a lot of professional questions. We are very happy to see that many of our users have confirmed their continuing attendance at the exhibition.”*

**Higashiyama Kiyohiko, Vice President, KYOCERA (Japan)**

*“I think the Automobile Day is very successful in either products and technology exhibited or the visitor’s quality. It is making great contributions to the development of automobile industry. I also believe that, through our hard work and collaboration, the automobile industry will become even better. We want to communicate with and learn from our peers and partners through electronica China, so we can make better integrations and promote the entire automobile electronics industry!”*

**Thilo Koeppel, Managing Director of North Asia Region, HUBER+SHUNER (Germany)**

*“It is the first day at the trade fair and I’m very surprised that the quality and the quantity of the visitors are quite good. We are very busy to meet the potential customers. From the demand of the visitors, we feel it is a very good and professional platform for us.”*

**Brian Krause, Vice President of Global Marketing and Communications, Molex (United States)**

*“We’ve participated in electronica China for 7 years and have seen its growth. It’s a great way of getting out and finding our customers and showing them the latest technologies and products. We’ve met a lot of great people here. And we see a great future in China.”*

**Lorry Liang, District Sales Manager-Central China, LINEAR TECHNOLOGY CORPORATION LIMITED (United States)**

*“As always, electronica China provided a good platform where we can see our competitors as well as our colleagues and visitors in the semiconductor industry. The advantage of an offline exhibition is that you can really see the new technology and new products, which is impossible for the new media. So it is a great opportunity for us. This is one of the reasons that we exhibit at electronica China.”*

**Bin Lin, Corporate Planning Division Director, Panasonic Industrial Devices Sales (China) Co., Ltd. (Japan)**

*"We are very thankful to electronica China for such a great platform for the electronics industry in the Asian-Pacific region. We can meet our old and new customers here. It is also an opportunity for us to know our peers. We believe that electronica China is our best choice and we want to make more communications with the customers at electronica China."*

**Jason Merszei, Vice President and General Manager of Asia, EMEA, Data and Devices, TE Connectivity (United States)**

*"It's a great opportunity to see all the bids here. electronica China provides us a good platform to showcase our cutting-edge products. This is really a great chance to host future customers and check what the competition is doing. I think everybody enjoys here."*

**Liang Qin, Product Marketing Section Manager of Analog and MEMS Group, STMicroelectronics (China) Investment Co., Ltd. (Italy and France)**

*"electronica China has been held in China for many years. We have been part of it all the way and witnessed its growth. In the recent years, electronica China has made effective promotions. As a result, we can see that the visitors are more professional and come with specific needs. The number of visitors has also grown consistently. I believe that the future of the electronics industry and electronica China are both promising. I hope everyone will work together to make it happen!"*

**Danny Tan, Storage & Device Solution Marketing Division Deputy General Manager, TOSHIBA (Japan)**

*"electronica China has made great contributions to the development of Chinese automobile industry. We have met a lot of high quality visitors this year and they have also asked very good questions. The speakers invited by organizer are very high profile and the audiences have given very favorable comments on the lectures for the latest research findings they shared."*

**Yu Wang, Product Manager Department General Manager, FUJITSU ELECTRONICS (SHANGHAI) CO., LTD. (Japan)**

*"electronica China is very influential in the industry and we have participated in it every year. At the trade show, we have met and communicated with many potential customers, which are always very professional. The visitors are interested in our solutions. We can find more business opportunities at electronica China."*

**Eric Wong, Vice President of Sales Asia Pacific, Vicor (United States)**

*"electronica China is by far the most important exhibition for the electronics industry in Asia. The quality and the number of visitors have both made great improvements this year. I believe electronica China will continue to be the best offline platform for the exhibition of latest electronics technology and products."*

**Stefano Zanella, Senior Director, InvenSense (United States)**

*"This is my first visit to Automotive Day and I have gained a lot. The speakers and audience quality leaved me the deepest impression. electronica China has done a wonderful job of visitor promotion. We like it very much!"*

**Joe Zhou, China-Sale Development Lighting/Electronic Devices Industry  
Manager, WAGO (Germany)**

*“Although it is the first time for me to attend electronica China on behalf of WAGO, I have heard of the exhibition for a long time, because it is very influential in the electronics industry. So we attached great importance to the exhibition. Today, we have seen a lot of electronic equipment manufacturers and component suppliers. The visitors are also very professional. The exhibition is very crowded! We have learned a lot of market information and customer feedback, so it is very good for us to find potential opportunities.”*

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