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**electronica China 2018 drives the next wave of innovation for electronics industry****Final report**

- **1,374 exhibitors from 23 countries and regions with 77,765 professional visitors**
- **80,000 square-meter area together with productronica China 2018**
- **Automotive electronics with growing significance in the industry**

electronica China 2018 achieved another record-breaking year. Together with productronica China 2018, the twin exhibitions have continued their success with strong growth: a total of 1,374 exhibitors from 23 countries and regions showed their products and services, up 12 percent; the exhibition space grew to 80,000 square meters, 16 percent more than last year. 77,765 visitors came to the exhibition, up 14 percent from last year.

Mr. Falk Senger, Managing Director of Messe München, speaks highly of electronica China 2018: "Since 2002, it has become the hub for creating business opportunities and stimulating development in China and the whole Asia-Pacific region. This is the place to be for meeting local customers, exchanging knowledge on new trends and sharing future technologies in the electronics industry."

"The technological innovations are leading research and development in electronic components and systems. This year we see more smart electronic products at electronica China 2018. The successful development and application of these products have a strong influence on industrial technology and life quality." Edwin Tan, CEO of Messe Muenchen Shanghai, commented.

As technology develops, a new era is coming where everything can be connected via sensors. The application of smart information technology in consumption, communication, transportation, medical and healthcare, manu-facturing and other fields brings revolutionary changes to our daily life. With the concept of "bring the future to the world", electronica China 2018 presented cutting-edge electronic components and systems applied in connected vehicles, IoT, Industry 4.0, AI, 5G and consumer electronics.

**Save the date**

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

Date: Mar 20 - 22, 2019

## **Automotive Day 2018 interprets the future of automotive electronics**

Automobile technology is evolving rapidly. The electronic components and systems used in modern vehicles have taken great leaps forward. To address this achievement, the conference program Automotive Day 2018 was held for the second time along with the exhibition and gained huge support from key automotive electronics enterprises, leading OEMs and automotive research institutes. More than 800 delegates attended the event this year. Technical experts from important market players —Bosch, STMicroelectronics, Qualcomm, SONY, Toshiba, Micron, MITSUBISHI and Avnet – gave in-depth talks on the latest applications and trends of new energy vehicles, autonomous driving, connected vehicles and on-board electronics. Moreover, the “International EV Innovation Development Forum” and “China International Automotive Innovative Technology Conference” greatly expanded the topics of the “Automotive Day”. Leading automotive electronics enterprises including Micron, Renesas, Silicon Labs, Fujitsu and Rosenberg shared their solutions and successful cases in high-performance storage, induction motors, connectors, ADAS and LIDAR.

## **Create a connected world with IoT**

Today, the traditional industries are undergoing a considerable transformation thanks to Internet of Things. IoT is estimated to generate more than 1,000 billion dollars in transactions around the globe in the next decade. Consequently, electronic components and systems are playing a key role in the development of IoT technology. At electronica China 2018, RENESAS, ROHM, STMicroelectronics, Bosch and other leading brands exhibited advanced chips, sensors and embedded systems for IoT. The “International Embedded Systems Innovation Forum” and “Sensors and IoT Innovation Applications Seminar” focused on the applications in retail trade as well as automotive and industrial fields to explore new territory for IoT technology.

## **Learn more about interactive AI systems**

Artificial Intelligence continues to be a hot topic in 2018. From virtual dashboard and voice recognition to gesture and facial recognition, leading exhibitors presented their latest chips, MEMS and sensor products as well as technologies at electronica China 2018.

## **Share the prospects of industry development through forums**

A series of supporting programs is held along with the exhibition, including “International Power Electronics Innovation Forum”, “International Medical Electronics Innovation Forum”, and “International Connector Innovation Forum”. Leading experts, enterprise representatives, suppliers and technical service providers shared their ideas on the development of smart grid, wearable devices, medical electronics and 5G technologies.

The next electronica China will take place in Shanghai on March 20-22, 2019.