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Innovation thrives at electronica China 2014

Final report

With never-before seen technology breakthroughs and new products launched, electronica China and productronica China have been successfully concluded at Shanghai New International Expo Center on March 20, 2014.

The three-day trade fairs covered 57,500 square meters of exhibit space, 25 percent more than the 2013 event. 868 exhibitors from 18 countries gathered to showcase their latest technologies and services. 51,498 visitors, an increase of nine percent compared to the last edition, were attracted from different application fields such as industrial electronics, automotive, communications, medical, consumer products, etc.

"Technology of the future was widespread at electronica China where executives from every major industry came to see, touch, interact and do business here" said Mr. Ryan Loh, Managing Director of MMI Shanghai Co.,Ltd.

New products innovation to be seen in all segments

electronica China is covering all comprehensive segments of the electronic components industry and has established itself as the leading trade fair in China's electronics industry.

Zhang Chao, President of TE China, said: "electronica China is one of the most influential and powerful exhibitions in China. We have participated in this show for many years and will definitely continue in the future. It is the first time to gather the main four groups of TE—transportation, industry, consumer electronics and internet—on the show using this valuable platform to demonstrate our strength in each application field. We received many inquiries during the show, the first day was the most busy one at our booth."

Global companies attended electronica China 2014 to meet current and future customers. Industry leaders and visionaries from the semiconductor segment such as Bosch, Fairchild, freescale, MICRO,

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

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microchip, International Rectifier, STMicroelectronics, silicon labs and TOSHIBA presented their latest technologies and product solutions.

Further, many leading companies exhibited at the passive component segment. James Huang, Assistant General of Sales- AVX Asia commented: "We have a long history with electronica worldwide as we have taken part in the Munich edition since a long time. Now we hope to promote our brand successfully not only in the Chinese but also in the Asian market by exhibiting at electronica China. Beside international exhibitors and regional visitors we had even the opportunity to meet well-known new energy automotive manufacturer."

Another new hot spot at electronica China is the sensor technology segment. Sensors will play a critical role in more intelligent and intuitive devices. This new segment showcased some of the leading innovations in the progressive field of sensor technology.

Forum program to feature latest innovations

electronica China attracted many well-known experts and brought together leaders from a broad array of industries to share and discuss the latest innovations. electronica China 2014 featured five forums with 83 sessions and 4,833 delegates.

The "China International Automotive Electronics Conference" was divided into three sessions which were automotive electronics, EV and automotive testing. 23 speakers from automotive electronics industry including car manufacturers discussed connectivity, autonomous driving technologies and other rapidly evolving innovations in the automotive industry.

The "International Embedded Systems Innovation Forum" added a new topic on wearable technology, unveiling the latest embedded technologies of wearable devices, which will drive the development of a new lifestyle.

Every year, the ""International Power Electronics Innovation Forum"" is another spotlight at electronica China. The experts and innovation leaders from Huawei, Delta, MITSUBISHI ELECTRIC and IR shared the latest views on power conversion, frequency-conversion technology and motor drive as well as renewable energy and smart Grid.

The next electronica China is going to take place on March 17–19, 2015.