

**April 15-17, 2025**  
**Shanghai**  
**New International**  
**Expo Centre**

**Factsheet**  
**Information for exhibitors 2025**

Scan code  
to understand  
Exhibition Details





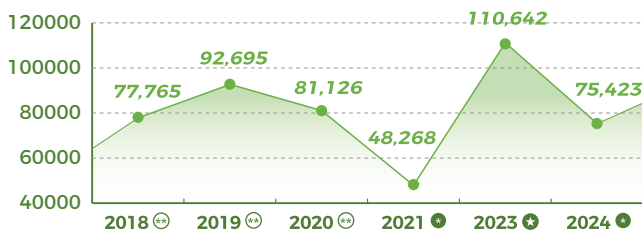
electronica China is the leading trade fair for the electronics industry in Asia. It provides the industry with more display options and opportunities, as well as more participation from related application fields. More application demos for vertical industries will be included to create a cross-industry platform that is helpful to the entire industry chain from product design to application. More than ten forums focusing on cutting-edge topics in vertical industries will also be held during the exhibition, covering electric vehicles, automotive electronics, third-generation semiconductors, embedded systems, artificial intelligence and computing power, industrial IoT, energy storage, smart manufacturing, medical electronics, connectors, automotive wiring harnesses, and motor drives.

### Planet e: for a successful future

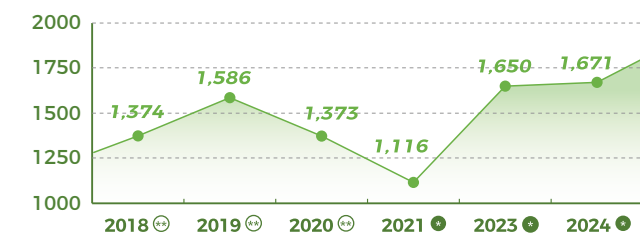
- Comprehensive range of products and services
- Leading business platform: high quality of buyers and decision-makers in upper management who are preparing for and conducting business transactions
- From components to systems, applications and services: everything here revolves around the world of electronics
- Technical forums with prominent speakers: topics covering automotive, power electronics, medical technology and connectors

### Previous key figures

#### Number of visitors



#### Number of exhibitors



**Exhibition space** 2024\*: 100,000 sqm

\* Figures of electronica China only.  
 productronica China takes place separately from 2021 onwards.  
 \*\* Figures include numbers of electronica China and productronica China.  
 \* Co-located with LASER World of PHOTONICS CHINA, analytica china, Vision China (Shanghai).  
 electronica China 2022 was postponed due to COVID-19

## The entire electronics universe at one place

### 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

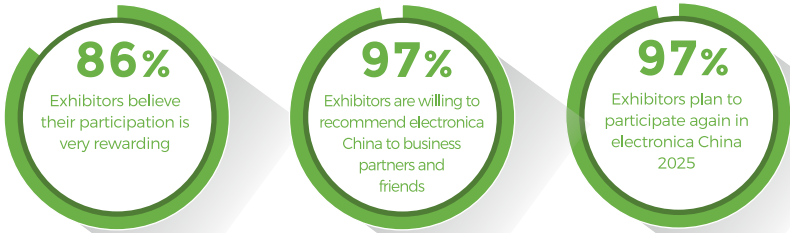
- Industrial Electronics / Industrial Control
- Automotive electronics and EV
- Consumer electronics
- Communication systems
- Electricity and New Energy
- Medical technology
- Computers & peripherals
- Mechanical engineering
- Mobile phone
- Internet of Things (IoT)
- Household appliance
- Aviation & space technology
- Military electronics
- Lighting engineering
- Rail transit
- Security & protection systems
- Intelligent building
- Smart City

# Fairgrounds map

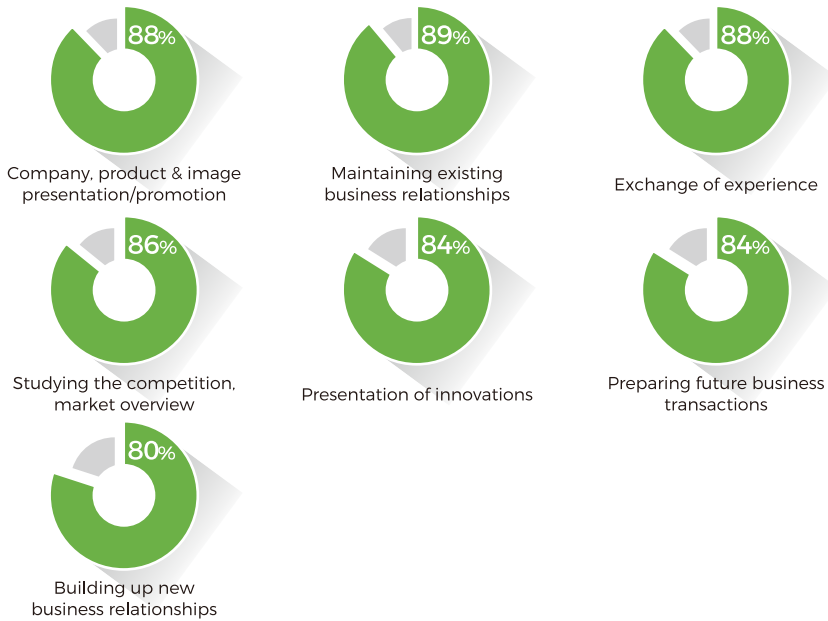


半导体 Semiconductors	<b>N4-N5</b>	分销商 Distributors	<b>N2</b>
传感器与半导体 Sensors & Semiconductors	<b>N3</b>	无源器件 Passive Components	<b>N1-N2</b>
电源 Power Supplies	<b>N3</b>	显示 Display	<b>N1</b>
测试测量 Test & Measurement	<b>N3</b>	连接器、开关、线束线缆 Connectors, Switches, Cable Harness	<b>W3-W5</b>
半导体制造 Semiconductor Manufacturing	<b>N3</b>	印刷电路板 PCB	<b>W5</b>
智慧科技园 Smart Hi-Tech Park	<b>N3</b>	电子制造服务 EMS	
智慧出行 Smart Mobility		智慧工厂 Smart Factory	
智慧物联 Smart IoT		智慧能源 Smart Energy	

# Exhibitor feedbacks



## BUSINESS GOALS REACHED



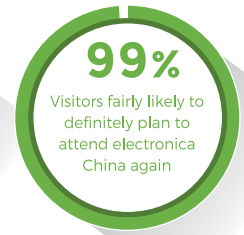
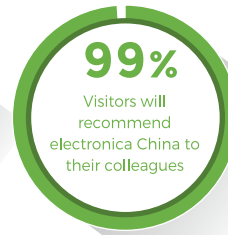
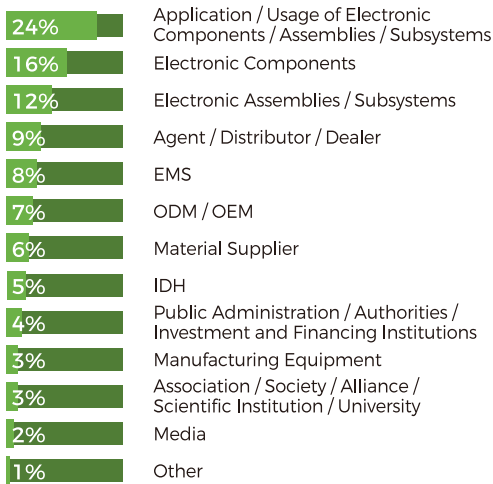
## ASSESSMENT OF ELECTRONICA CHINA REGARDING



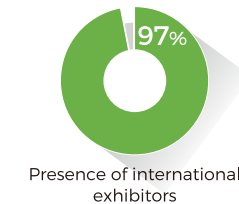
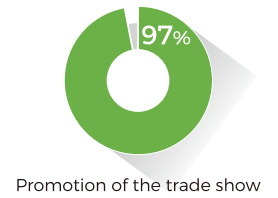
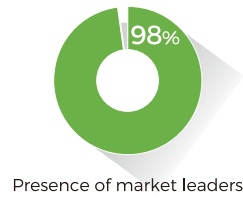
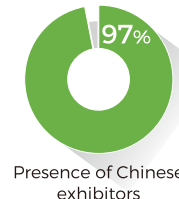
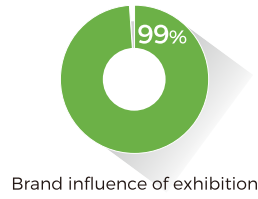
\* Source: Exhibitors survey at electronica China 2024.

# Visitor analysis

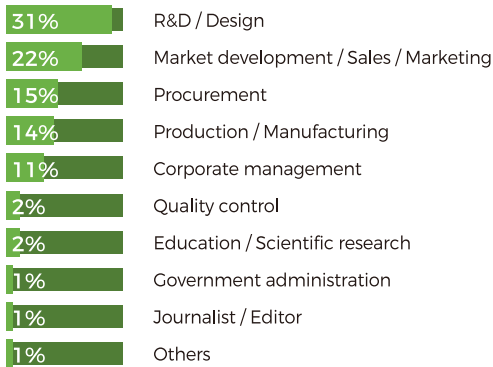
## BY TYPE OF BUSINESS



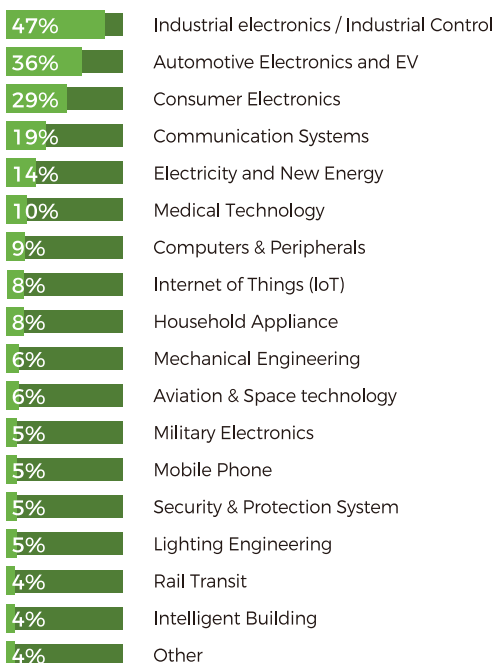
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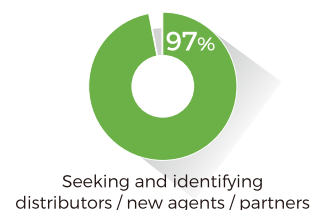
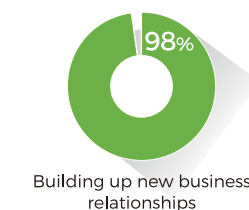
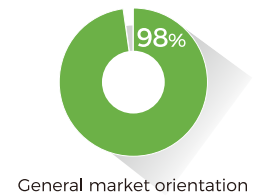
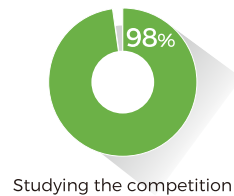
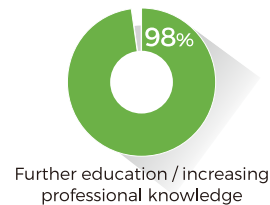
## BY JOB RESPONSIBILITY



## BY INDUSTRY-MULTIPLE CHOICES



## BUSINESS GOALS REACHED



\* Source: Exhibitors survey at electronica China 2024.

# 360° Crossmedia\* Marketing

## Media partners

### Industry media



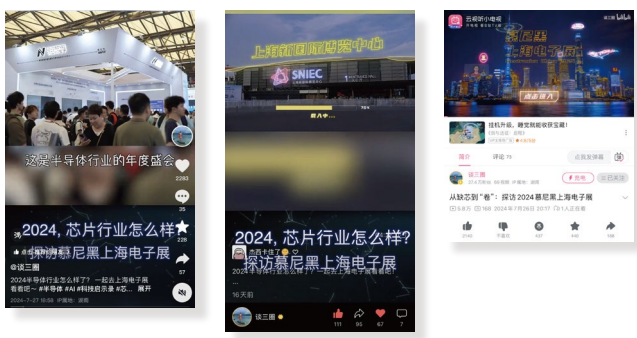
\*In no particular order.

### Public media



### Self-Media Channel Promotion: 谈三圈

Video view:  
Tik Tok: **146,000+**  
Bilibili: **58,000+**  
WeChat: **18,000+**



### Social media

Official WeChat account: **180,000+** followers, Average reads: **2,000+** person-time  
Press release on media WeChat account: **200+** articles, Average reads: **2,500+** person-time

### WeChat



### Exhibition cooperation WeChat subscription

- 硬件十万个为什么
- 射频百花潭
- 芯师爷
- 猎越网
- 电子发烧友
- 电子产品世界
- Techsugar探索科技
- AI电堂科技
- 电子创新网
- 21IC电子网
- 传感器专家网
- 极客网
- 中电网
- 电子工程世界
- 电子变压器资讯
- IC交易网
- 半导体芯闻
- 新电子
- .....



# 360° Crossmedia\* Marketing

## Outdoor advertisement



## eDM

Database: **300,000+** data  
Frequency: **1-3** times/week

2024 慕尼黑上海电子展 | 观众注册册开启!

electronica China  
慕尼黑上海电子展  
2024.7.8-10  
上海新国际博览中心  
观众注册进行中

【慕尼黑上海电子展】慕尼黑上海电子展 (electronica China) 将于 2024 年 7 月 8-10 日在上海新国际博览中心 C1,C2,N4,N5,E3,E4,E5,E6,E7 馆举办! 展会规模扩大为近 10 万平, 近 1700 家电子行业企业参展, 展品范围涵盖集成电路、第三代半导体、嵌入式系统、传感器、连接器与开关、无源元件、电源模块、测试测量、显示模块、PCB、EMS、智能制造等。展会汇聚国内外优质电子企业加入, 展示领域紧跟行业重点, 并根据行业实时热点融入新的展示领域。

展会紧抓行业重点及热点, 举办多场聚焦垂直行业前沿话题的论坛, 涵盖电动车、汽车电子、三代半、嵌入式系统、人工智能、物联网技术、储能、工业等热门话题。

点此免费注册观展: <https://dwz.cn/hofZu28x>  
拒收请回复 R

## SMS

Database: **500,000+** data  
Frequency: **1-2** times/month

慕尼黑上海电子展同期论坛议程公布!

现场论坛一览表  
Overall Agenda

论坛名称	时间	地点	主讲人
1	7月8日 10:00-11:30	C1馆	王明
2	7月8日 14:00-15:30	C1馆	李强
3	7月9日 10:00-11:30	C1馆	张华
4	7月9日 14:00-15:30	C1馆	赵敏
5	7月10日 10:00-11:30	C1馆	孙伟
6	7月10日 14:00-15:30	C1馆	周丽

【慕尼黑展览】2024 慕尼黑上海电子展将于 7 月 8-10 日在上海新国际博览中心举办! 13 场前沿技术论坛, 内容精彩纷呈, 主题涵盖电动车、汽车电子、第三代半导体、嵌入式系统、人工智能与算力、工业物联网、储能、智能制造、连接器、汽车线束系统、电机驱动等。免费注册听会: <https://dwz.cn/hofZu28x>  
拒收请回复 R

## Live

Vphoto page-views: **102,286** person-time  
Live viewers on  
www.elecfans.com: **60,000+** person-time

Live viewers on Xin Master: **441,697** person-time  
Live viewers on Yesky: **204,159** person-time

electronica China  
慕尼黑上海电子展  
2024年7月8-10日  
上海新国际博览中心

图片直播

从设计研发到应用落地, 横跨电子产业上下游专业展示平台

2024 慕尼黑上海电子展  
102297 人已收看

活动信息 邀请

图片

全部 现场集锦 展商展台 现场 展示排序



从射频到多元技术线路:  
Qorvo 的开拓创新之路

11:30 射频芯片 AI+元年, MCU 的新机遇

芯师傅  
慕名而来 芯动不已

Steve Si  
Qorvo 高级销售经理

芯师傅直播间-走进慕尼黑上海电子展

慕尼黑上海电子展  
7月9日  
10:00-17:00

83:58

慕名而来-芯动不已 | 芯师傅走进慕尼黑上海电子展, 与行业大咖共探市场行情  
7月8日

# GERMANY. CHINA. INDIA.

## Global Electronics Network



Munich, Germany | 11.12-15, 2024



Munich, Germany | 11.18-21, 2025



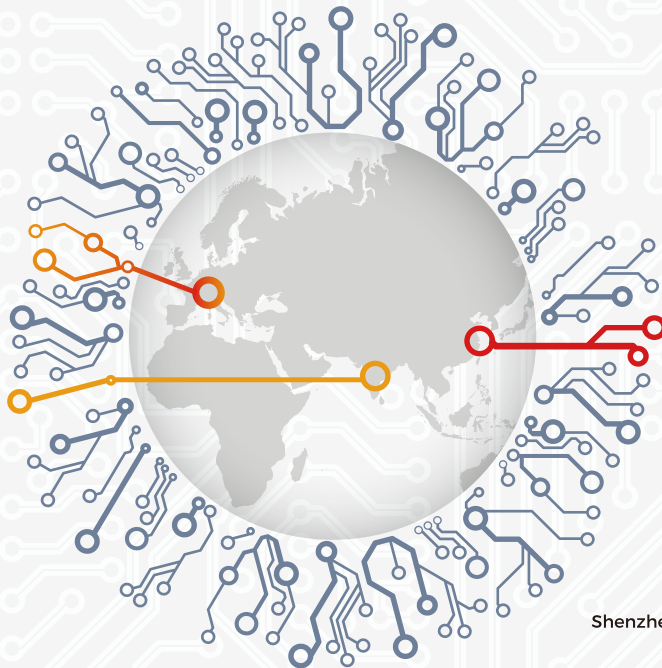
Munich, Germany | 2.25-27 2025



Bengaluru, India | 9.17-19, 2025



Bengaluru, India | 9.17-19, 2025



4.15-17,2025  
Shanghai New International  
Expo Centre



3.26-28, 2025  
Shanghai New International  
Expo Centre



10.14-16, 2024  
Shenzhen World Exhibition & Convention Center



10.14-16, 2024  
Shenzhen World Exhibition & Convention Center



10.13-16, 2024 | Hongkong, China

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