

Post Show Report

China's platform for the electronics community



March 17 - 19, 2009

Shanghai New International Expo Centre



**electronica &
Productronica** China

www.e-p-china.com
www.e-p-china.com.cn

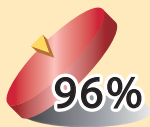
electronica & Productronica China 2009 Bucks The Trend in The Midst of A Worldwide Crisis

Visitor Figures From 2005-2009

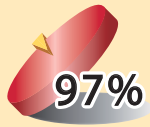


Visitor Facts & Figures in 2009

- 28,165 Visitors From 33 Countries And Regions
- Favourable Comments From Visitors



96% would visit again in 2010



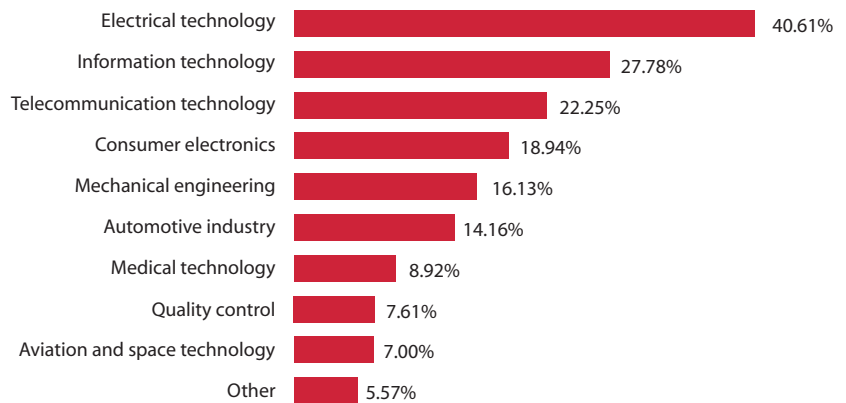
97% would recommend electronica & Productronica china to business partners and colleagues

electronica & Productronica China is the leading exhibition of electronics and electronic manufacturing in China. electronica China covers the whole range of components, products, assemblies and systems in electronics. Productronica China, to the same extent, covers the equipment required for manufacturing in the electronics industry.

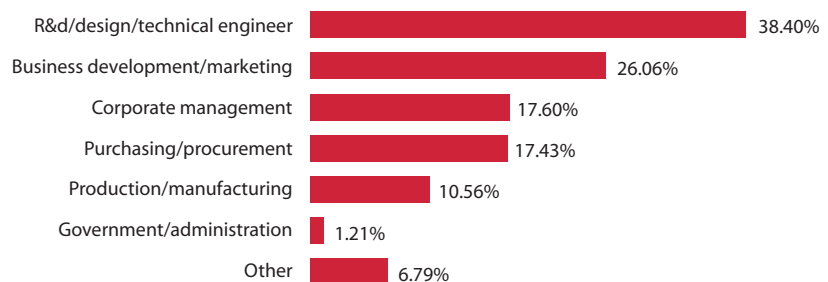
The exhibition, however, displays not only quantity but quality as well. National and international exhibitors, major players, mid-size companies and newcomers alike, presented their newest developments and numerous innovations that will determine the future of the industry.

In addition, an excellent conference program also provided valuable insights into major trends and developments and presented new solutions to the extensive electronics community. Thus, the exhibition is an ideal platform for those who want to take part in shaping the future world of electronics in China and beyond.

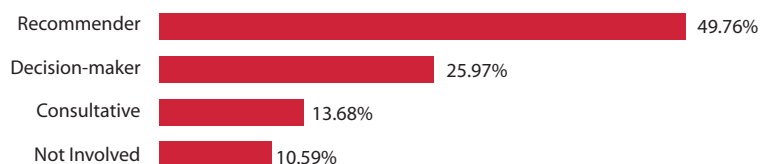
Visitor Structure By Industry Sector



Visitor Structure By Job Function



Visitors` Role in Decision Making



Visitors (part) Flextronics Technology (Shanghai) Co.,Ltd. • Panasonic System Solution Suzhou Co.,Ltd. • RayVal (Suzhou) Technologies Co.,Ltd. • Sizing Electronic (Suzhou) Co.,Ltd. • Noratron Suzhou Co.,Ltd. • TT Electronic Intergrated Systems (Suzhou) Co.,Ltd. • Canon (Suzhou) Inc. • AsteelFlash Electronics Co.,Ltd. • Philips Consumer Electronics Company of Suzhou Limited • Alcatel-Lucent Shanghai Bell Co., Ltd. • SONY Chemical (Suzhou) Corporation • Huawei Teconologies Ltd. • Celestica (Suzhou) Technology Co.,Ltd. • ZTE Corporation • Continental Cooperation • Vehicles in North China Research Institute • Taian Aerospace Special Vehicle Co.,Ltd. • Pan Asia Technical Automotive Cente • Baotou beifangbenchi heavy-duty truck c0.,Ltd. • Dongfeng Motor Group Co.,Ltd • Zhejiang Geely Automobile Research Institute Co.,Ltd. • **electronica & Productronica China** • Dongfeng Motor Group Co.,Ltd • shanghai maple • Shanghai Aviation Special Vehicle Manu. Co.,Ltd. • Changan Auto Institute • Dongfeng Motor Engineering Research Institute • Shanghai Automotive Research Center • FAW Group • Volkswagen China • General Motors Corporation • **electronica & Productronica China** • Luoyang Institute of Electro-optical Equipment of AVIC • Shanghai Electric Control Research Institute • Beijing institute of space launch technology • AVL China • Cobra (Beijing) Automotive Technologies Co., Ltd. • United Automotive Electronic Systems Co.,Ltd • Shanghai Aerospace Automobile Electromechanical Co.,Ltd • **electronica & Productronica China** • Shanghai Lizhong Automotive Hi-tech Development Co.,Ltd. • Panasonic Corporation • Wanxiang Ev Co.,Ltd. • Visteon China Technical Center • Dongfeng Electronic Technology Co.,Ltd. • GIF-Romax Powertrain Technologies • DIAS Automotive Electronic Systems Co.,Ltd. • TRW Automotive • Hella Shanghai Electronics Co. Ltd. • Magneti Marelli Powertrain Shanghai • Mbtech Group • Bosch Automotive Products (Suzhou) Co.,Ltd

Exhibitor Statements >>>

Schleuniger Trading (Shanghai) Co.,Ltd
General Manager, Mr. Alan Tan



We have participated since the first version of electronica & Productronica China. We are very satisfied with the visitor quantity this year. The best of all is that the quality of visitors is much better and more professional.

Weidmuller Interface International Trading (Shanghai) Co.,Ltd. Product Manager-PCB Connectors, Mr. Simon Wu



The exhibition's visitor quality is good and we have met a lot of customers. We have participated since 2004 and will keep joining.

ERNI Asia (CEO Asia Region)
President and CEO, Dr. Chris Bruhwiler



Despite the worldwide financial crisis and economic slowdown, we are still very confident about the Chinese market. It's my first time participating in electronica & Productronica China. I am impressed how busy it was and for sure we will come next time.

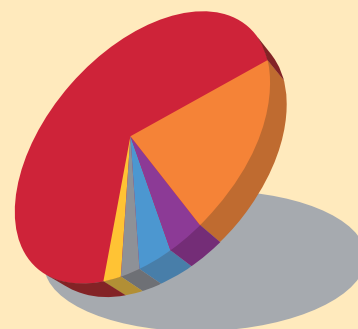
Holy Stone International Trading (Shanghai) Co.,Ltd
Passive Div. Director, Mr. James Wang



electronica & Productronica China is a distinctive exhibition. Most of the visitors are R&D people or buyers, exactly our visitor target group.

Exhibitor Facts & Figures in 2009

- 307 Exhibitors (31% International)
- Exhibition Space: 11,500 Sqm
- Exhibitors Structure By Regions

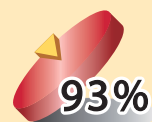


- Mainland China 72%
- Europe 18%
- Hong Kong & Taiwan 3%
- Japan 3%
- USA & Canada 2%
- Other 2%

- Favourable Responses From Exhibitors



90% would exhibit again in 2010



93% would recommend electronica & Productronica china to business partners and friends

- Attending Journalist Num: 68



Exhibitors (part) Beckhoff Automation GmbH • Beijing LEM Electronics Co., Ltd. • Brightking (Shanghai) Co., Ltd. • ChangChun Zhenyu Machine - Electrical Equipment Plant • Chaozhou Three-Circle (Group) Co., Ltd. • Coining, Inc. • Degson Electronics Co., Ltd. • Diotec Semiconductor (Shanghai) Corp. • EGSTON Electronics Zhuhai Ltd. • EPCOS (China) Investment Ltd. • ERNI Asia Holding Pte Ltd. Shanghai Rep Office • Evan Fastening Systems Shanghai Co., Ltd. • Fischer Connectors Asia Ltd. • Hebei Jiya Electronics Co., Ltd. • Hebi Haichang Special Equipment Co., Ltd. • Holy Stone International Trading (Shanghai) Co., Ltd. • IC-HAUS GmbH • Inotec Electronics GmbH • Inovon (Tianjin) Contact Technology Co., Ltd. • K.S.Terminals Inc. • Komax Shanghai Co., Ltd. • LEMO Trading (Shanghai) Co., Ltd. • **electronica & Productronica China** • Lode Technology Co., Ltd. • LPKF Laser & Electronics AG • Mecano Components (shanghai) Co., Ltd. • MEDER-GHL Electronic Co., Ltd. Shanghai • ODU Connector Systems • OMRON Electronic Components Business Group (China) • Power Electronics B.U., Zhuzhou CSR Times Electric Co., Ltd. • PS electronic • **electronica & Productronica China** • REO Shanghai Inductive Components Co., Ltd. • Robert Bosch GmbH • RS Components Ltd. • Schaefer Shanghai • Scheugenpflug Resin Metering Technologies (SIP) Co., Ltd. • Schleuniger Trading (Shanghai) Co., Ltd. • Secom Telecom (Hong Kong) Limited • Shanghai Eagtop Electronic Technology Co., Ltd. • Shanghai Song Chuan Precision Electron Co., Ltd. • ShinMaywa (Shanghai) Trading Co., Ltd. • SLE electronic • **electronica & Productronica China** • Switchlab Inc. • TDG Technology (Zhejiang) Co., Ltd. • WECO Electrical (Shenzhen) Ltd. • Weidmuller Interface International Trading (Shanghai) Co., Ltd. • Wieland Electric Trading (Shanghai) Co., Ltd. • Xiamen Faratronic Co., Ltd. • Xiamen Hiprecise Electronic Equipment Co., Ltd. • Xiamen Jinghe Electricity Automation Co., Ltd. • Xiamen Yinhua Machinery Co., Ltd. Electronic Equipment Branch •

Accompanying Program To Shape The Future of The Electronics Industry

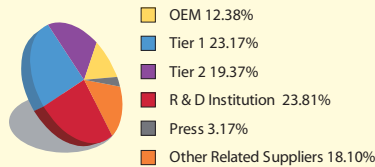
2009 International Conference on Advanced Automotive Electronics Technology

Organizers:

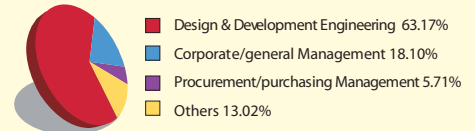
- Society of Automotive Engineers of China (SAE - China)
- ZVEI - German Electrical and Electronic Manufacturers' Association
- Messe München International

Attendees: 315

Audience Structure By Company Category



Audience Structure By Job Function



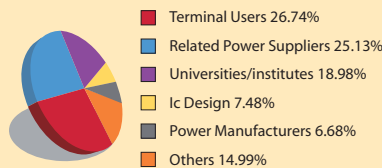
Symposium on Future Developments and Applications of Power Electronics Technology

Organizers:

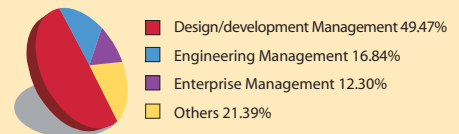
- China Power Supply Society
- Messe München International

Attendees: 452

Audience Structure By Company Category



Audience Structure By Job Function



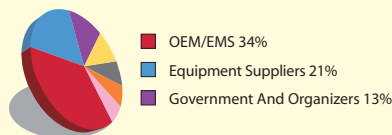
IPC CEMAC 2009

Organizers:

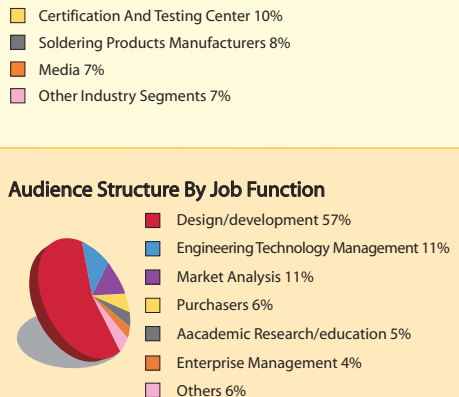
- IPC China
- Messe München International

Attendees: 93

Audience Structure By Company Category



Audience Structure By Job Function



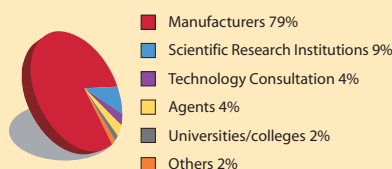
The 4th International Connector Technology Forum (ICTF 2009)

Organizers:

- Electronic Engineering & Product World
- Messe München International

Attendees: 223

Audience Structure By Company Category



Audience Structure By Job Function



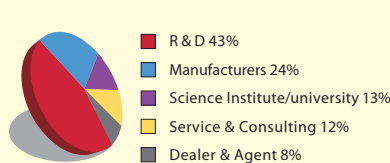
The 6th Mobile Communication IC Application & System Test Seminar

Organizers:

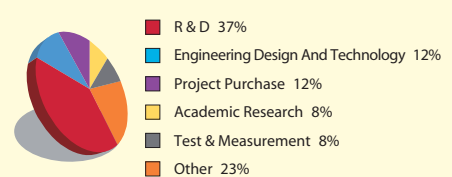
- Electronic Design & Application World - Nikkei Electronics China
- Messe München International

Attendees: 179

Audience Structure By Company Category



Audience Structure By Job Function



Contact

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