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智领未来世界

2017展后报告

Post Show Report

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国际电子元件、系统和应用展
International Trade Fair for Electronic Components, Systems and Applications

2017年3月14-16日
上海新国际博览中心 E4、E5、E6馆
electronicachina.com.cn

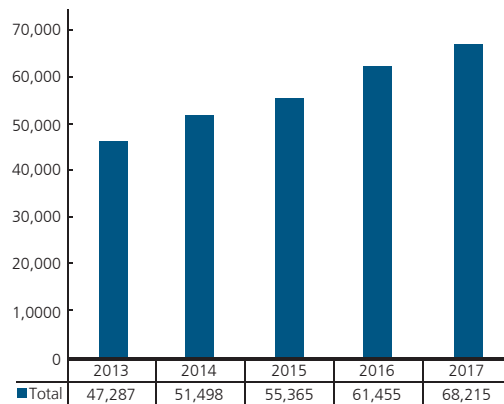
March 14-16, 2017
Shanghai New International Expo Centre, Hall E4, E5, E6
electronica-china.com

 **electronica China** 2017

慕尼黑上海电子展

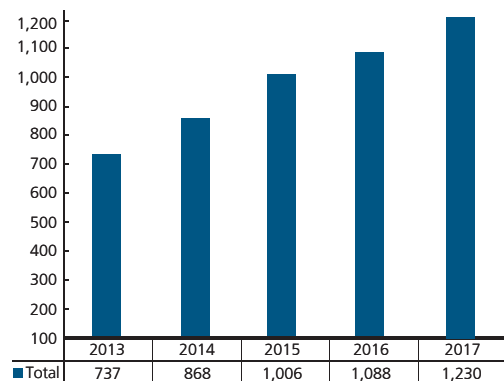
重要数据 Key Facts and Figures

2013至2017年观众数量逐年递增*
VISITOR NUMBERS FROM 2013 TO 2017*



2017观众：68,215名（同比增长11%）
Visitors: 68,215 (YOY 11% increase)

2013至2017年展商数量逐年递增*
EXHIBITOR NUMBERS FROM 2013 TO 2017*



2017展商：1,230家（同比增长13%）
2017展出面积：69,000 平方米
展团：德国展团、日本展团、台湾展团

Exhibitors: 1,230 (YOY 13% increase)
Exhibition space: 69,000 sqm
Pavilions: Germany, Japan, Taiwan

调研反馈 Survey Results

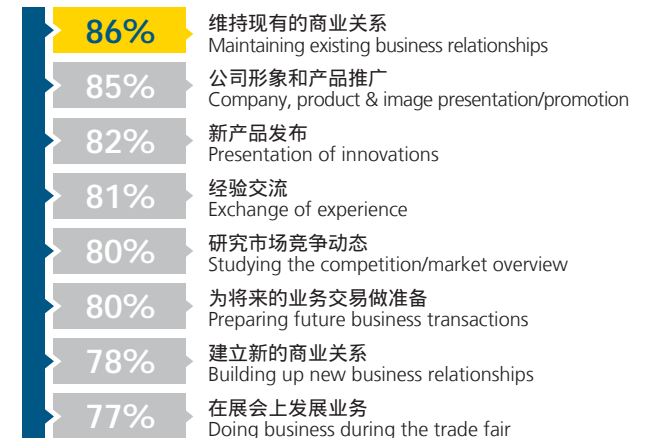
展商评价*
EXHIBITORS—OVERALL ASSESSMENT*



观众评价*
VISITORS—OVERALL ASSESSMENT*



展商-参展目的*
EXHIBITORS—BUSINESS GOALS REACHED*



观众评价-参观目的*
VISITORS—BUSINESS GOALS REACHED*



* 数据来自慕尼黑上海电子展及慕尼黑上海电子生产设备展

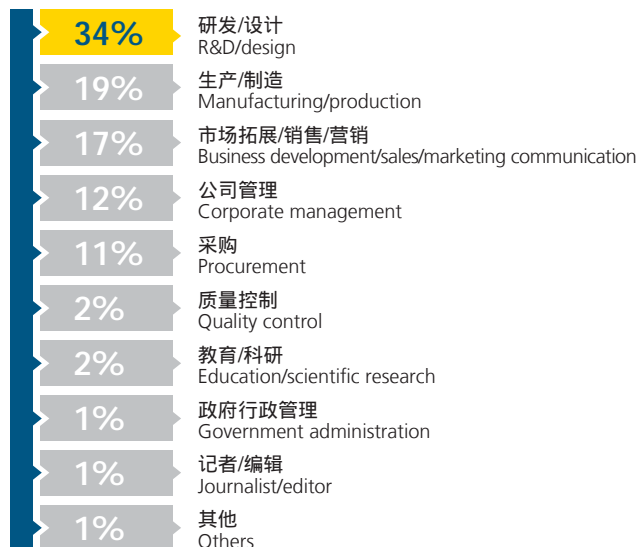
* Figures include numbers of **e**lectronica China and **p**roductronica China.

观众分析

Visitor Analysis

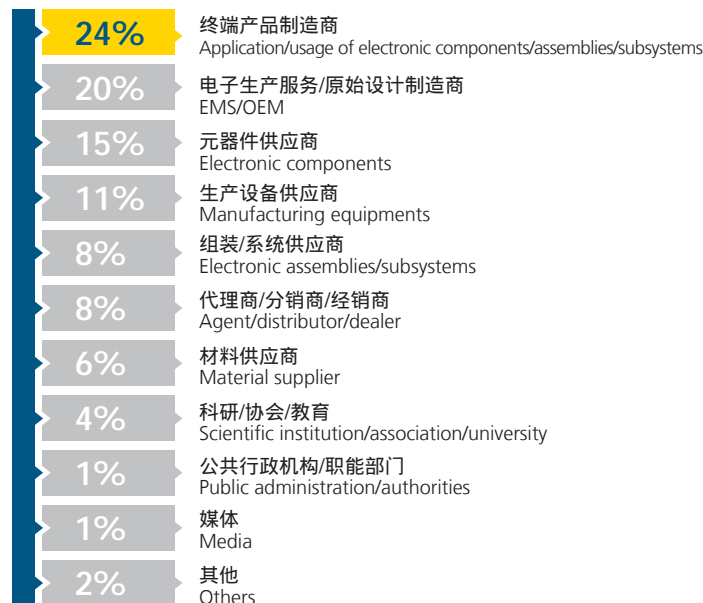
观众来源（按工作性质）*

VISITOR ANALYSIS (BY JOB RESPONSIBILITY) *



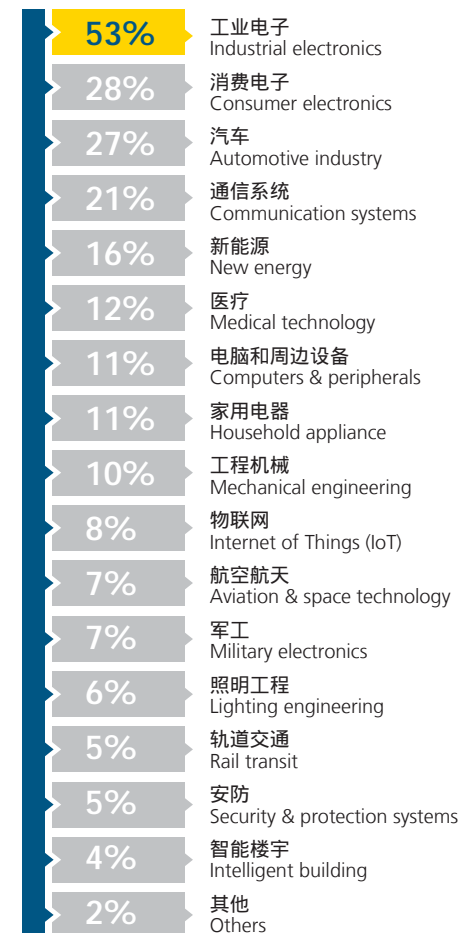
观众来源（按企业性质）*

VISITOR ANALYSIS (BY TYPE OF BUSINESS)*



观众来源（按应用领域分）*

VISITOR ANALYSIS (BY INDUSTRY-MULTIPLE CHOICES) *



87% 观众对展会表示满意
visitors are satisfied with the **e**lectronica China

96% 观众表示明年继续参观展会
visitors plan to attend **e**lectronica China again

90% 观众表示参观展会受益匪浅
visitors benefited a lot from **e**lectronica China

95% 展商打算明年继续参展
exhibitors plan to participate in the next **e**lectronica China

* 数据来自慕尼黑上海电子展及慕尼黑上海电子生产设备展

* Figures include numbers of **e**lectronica China and productronica China.

展商评价 Exhibitor Statements

微纳系统 & 传感器技术主题展区 MICRONANO SYSTEM & SENSOR TECHNOLOGY

我们是慕尼黑上海电子展的老客户，每次参展都会发现专业观众的数量较往年不断增加，质量也持续提升。我们带来的产品也从最开始的基础型展示向着多元化发展。值得高兴的是，现场观众也意识到当下科技不再是停留在元器件，而是通过应用开发朝着智能未来的方向前行。我们在此看到了潜在的市场机遇！

Bosch is an old customer of eelectronica 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!



韩轶奇，博世（中国）投资有限公司，亚太区业务发展及销售总监
Jeff Han, Director of Business Development & Sales APAC
Bosch (China) Investment Ltd.

电源主题展区 PASSIVE COMPONENT

我们非常感谢慕尼黑上海电子展这么多年来为亚太地区电子行业提供的绝佳展示平台。我们在展会现场与新老客户聚首，与行业伙伴同台竞技，我们坚信慕尼黑上海电子展是我们的不二之选，也希望未来能继续通过慕尼黑上海电子展与更多的企业用户交流。

We are very thankful to eelectronica 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 eelectronica China is our best choice and we want to make more communications with the customers at eelectronica China.



林滨，松下电器机电（中国）有限公司，经营企画总括部总监
Bin Lin, Corporate Planning Division Director
Panasonic Industrial Devices Sales (China) Co., Ltd.



半导体主题展区 SEMICONDUCTOR

慕尼黑上海电子展在国内已经举办了许多年，我们陪着它不断成长，看着展会越办越好。通过近几年借助慕尼黑上海电子展这一平台对于大众的普及，今年观众的专业度、专注度以及数量都让我们尤为惊喜！我预见到电子行业的发展前景十分乐观！

eelectronica 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, eelectronica 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 eelectronica China are both promising. I hope everyone will work together to make it happen!



秦亮，意法半导体（中国）投资有限公司，模拟、微电机产品部市场经理
Liang Qin, Product Manager
STMicroelectronics (China) Investment Co., Ltd.

开关及连接技术主题展区 SWITCH & INTERCONNECTION

虽然我是第一次代表公司参加慕尼黑上海电子展，但早有耳闻该展在整个电子相关行业的知名度，因此我们非常重视此次参展。今天在现场，我们也确实看到许多电子设备制造商和元器件供应商汇聚于此，前来参观的群体也十分专业，人气非常旺！我们在这里收获了非常多的市场信息和客户反馈，便于我们拓展更多行业。

It is our first participation in eelectronica China. We are very satisfied with the quantity and quality of visitors. Since the first day, there are a lot of visitors at our booth discussing on techniques and services. The exhibitors are also market leaders. The outcome has clearly surpassed our expectations.



周昊，万可电子（天津）有限公司，中国销售部照明/电子行业经理
Joe Zhou, Sale Manager, WAGO

同期活动 Accompanying Programs

- ▶ 汽车技术日
Automotive Day
到场人数 AUDIENCE: 523
- ▶ 中国国际汽车电子创新技术大会
China International Automotive Electronics Conference
到场人数 AUDIENCE: 461
- ▶ 国际电动车创新发展论坛
International Forum on Innovation and Development of Electric Vehicle
到场人数 AUDIENCE: 574
- ▶ 国际电力电子创新论坛
International Power Electronics Innovation Forum
到场人数 AUDIENCE: 651
- ▶ 国际医疗电子创新论坛
International Medical Electronics Innovation Forum
到场人数 AUDIENCE: 180
- ▶ 国际嵌入式系统创新论坛
International Embedded System Innovation Forum
到场人数 AUDIENCE: 381
- ▶ 国际连接器创新论坛
International Connector Innovation Forum
到场人数 AUDIENCE: 430
- ▶ 传感器与物联网应用研讨会
Sensors and IoT Application Seminar
到场人数 AUDIENCE: 363



听众反馈

AUDIENCE FEEDBACKS

“ 本次活动的参加，得到了会议组织者的热情招待，流程安排比较合理，到达会场后很快就能入会；整个过程，嘉宾也抓住了重点，解决了我很大部分疑惑。 ”

王成，奇瑞捷豹路虎汽车有限公司
电器娱乐系统核心组件组长

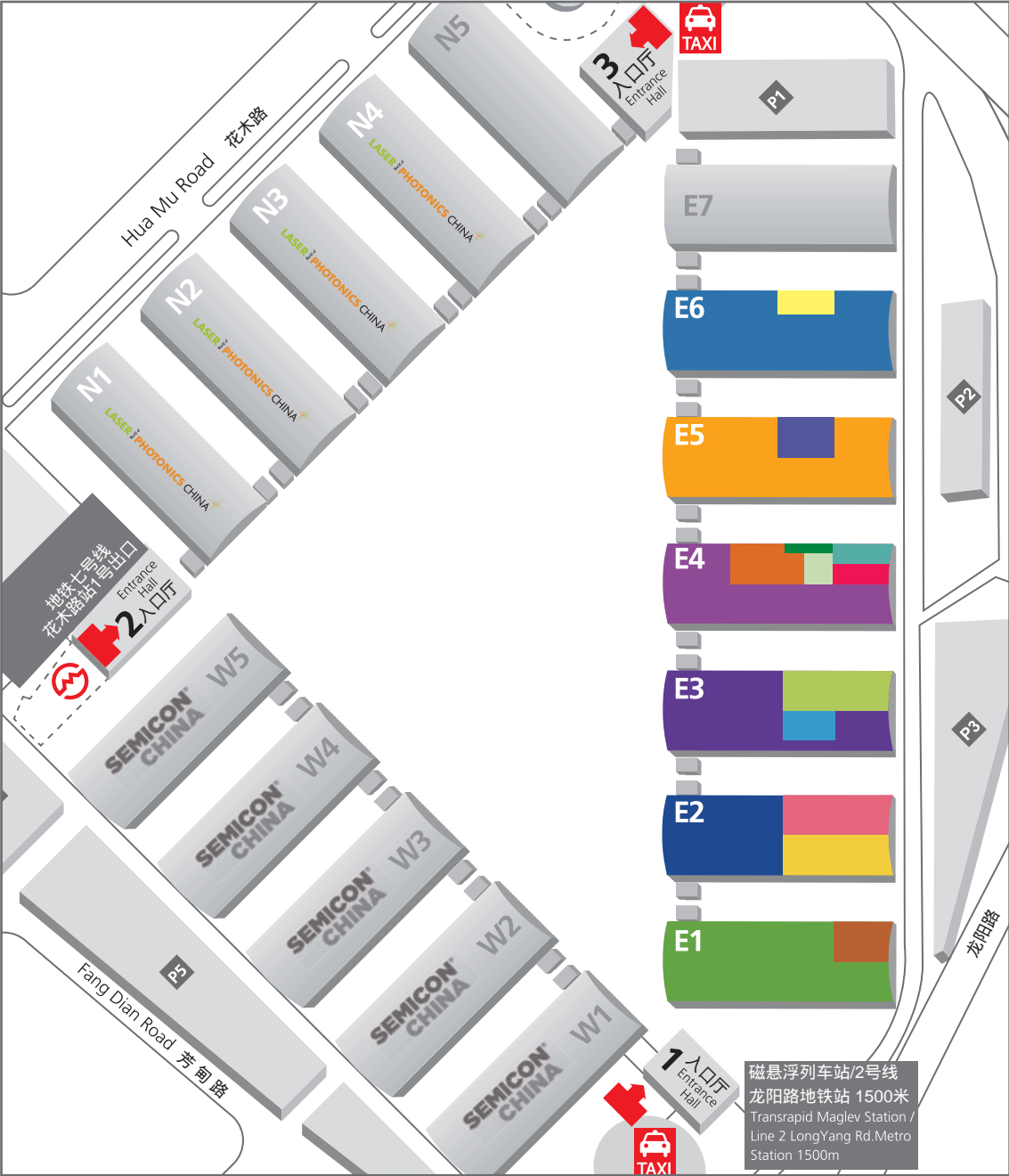
“ We received warm hospitality by the organizers. The conference procedures were well planned and the admission was efficient. At the conference, the speakers made great analysis into the key topics and my questions were answered accordingly. ”

Cheng Wang, Electrical entertainment system leader
Chery Jaguar Land Rover

部分买家名单 Partial List of Buyers

- ▶ 上海贝尔股份有限公司
Alcatel-Lucent
- ▶ 安络杰医疗器械（上海）有限公司
Analogic Coporation
- ▶ 北京现代汽车有限公司
Beijing HUNDAI Motor Company
- ▶ 华晨宝马汽车有限公司
BMW Brilliance Automotive Ltd.
- ▶ 烽火通信科技股份有限公司
FiberHome Technologies Group
- ▶ 思科上海
CISCO Shanghai
- ▶ GE医疗
GE Healthcare
- ▶ 通用电气中国研发中心
General Electric Company
- ▶ 青岛海信日立空调系统有限公司
Hisense Hitachi Air Conditioning System Co., Ltd.
- ▶ 华为终端有限公司
HUAWEI
- ▶ 英特尔亚太研发有限公司
Intel Asia-Pacific R&D Ltd.
- ▶ 乐视超级汽车
LeSEE
- ▶ 诺基亚杭州研发中心
NOKIA (Hangzhou) R&D Center
- ▶ 松下家电研究开发（杭州）有限公司
Panasonic Home Appliances R&D (Hangzhou) Co., Ltd.
- ▶ 飞利浦（中国）投资有限公司
Philips (China) Investment Co., Ltd.
- ▶ 飞利浦照明（上海）研发中心
Philips Lighting (Shanghai) R&D Center
- ▶ 山东大学机器人研究中心
Robots R&D Center of Shandong University
- ▶ 上海汽车乘用车公司
SAIC MOTOR
- ▶ 斯凯菲尔电子（苏州）有限公司
Scanfil (Suzhou) Co., Ltd.
- ▶ 上海飞机设计研究院
Shanghai Aircraft Design And Research Institute
- ▶ 上海三菱电梯有限公司
Shanghai Mitsubishi Elevator

2017展馆布局图 Hall Assignments



electronica China | E4 E5 E6 慕尼黑上海电子展

- | | | |
|----|----------|---|
| E4 | 半导体 | Semiconductors |
| E4 | 电源 | Power supplies |
| E4 | 微纳米及传感技术 | Micro nanosystems and sensor technology |
| E4 | 汽车电子与测试 | Automotive electronics/Testing |
| E4 | 测试测量 | Test and measurement |
| E4 | 嵌入式系统 | Embedded systems |
| E5 | 无源元件 | Passive components |
| E5 | 显示 | Display |
| E6 | 开关和连接器技术 | Switch and interconnection technology |
| E6 | 线束和线缆 | Cable and wire |

productronica China | E1 E2 E3 慕尼黑上海电子生产设备展

- | | | |
|----|--------------|---|
| E1 | 线束加工和连接器制造技术 | Cable processing and connector manufacturing |
| E1 | 元器件制造 | Component manufacturing |
| E2 | 电子制造自动化与运动控制 | EMA and motion control |
| E2 | 点胶注胶 | Dispensing |
| E2 | 材料 | Materials |
| E3 | 表面贴装技术 | SMT |
| E3 | 印刷电路板 | PCB manufacturing/PCBs and other circuit carriers |
| E3 | 电子制造服务 | EMS |

主要合作媒体 Media Partners



- ▶ 《今日电子》
- ▶ 《电子产品世界》
- ▶ 《国际电子商情》
- ▶ 《电子工程专辑》
- ▶ 《无线电技术》
- ▶ 《中国电源博览》
- ▶ 《电源资讯》
- ▶ 《环球磁电》
- ▶ 《便携产品设计》
- ▶ 《电子工艺技术》
- ▶ 《国际线缆与连接》
- ▶ 《电子元件与材料》
- ▶ 《汽车零部件》
- ▶ 《国际汽车设计及制造》
- ▶ 《汽车与配件》
- ▶ 《亚太线缆与连接》
- ▶ 《医疗设备商情》
- ▶ 《工业设备商情》
- ▶ 《LED技术》
- ▶ 《仪器仪表商情》

杂志广告 Advertisement



社交媒体 Social Media

- ▶ 微博粉丝数：约6,000
Weibo followers: about 6,000
- ▶ 微信粉丝数：约50,000
Wechat followers: about 50,000
- ▶ 平均阅读率：8.2%
Average reading rate: 8.2%



手机短信 SMS

- ▶ 数据量：约150,000（截止2017年4月）
Database: about 150,000 recipients (as of April. 2017)
- ▶ 内容：展商推广和参观信息提醒
Content: exhibitor and visitor promotion



搜索引擎营销 SEM

- ▶ 更精准、更有效
More precise, more effective
- ▶ 及时传递企业参展信息
Efficient information delivery to the key customers

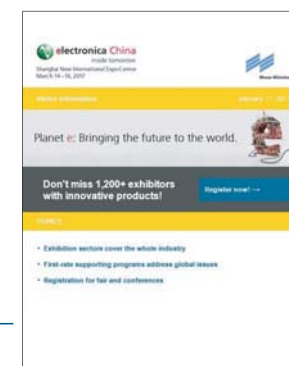
呼叫中心 Call Center

- ▶ 为展商定制化服务
Customized service for exhibitors
- ▶ 有效的点对点邀请
More effective match-making
- ▶ 基于每届展会的预登记观众和我们庞大的数据库，展开定向观众邀请和匹配，是参展效果再度提升
Improve the exhibition effect upon the visitor database and pre-registered visitors



电子通讯 E-Newsletter

- ▶ 发送量：200,000条数据（截止2017年4月）
Database: about 200,000 recipients (as of April. 2017)
- ▶ 频率：每周一次
Frequency: once a week



360°
全方位宣传
Crossmedia Marketing

联系方式 ORGANIZER/INFORMATION

慕尼黑展览（上海）有限公司

Messe Muenchen Shanghai Co., Ltd.

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Pudong New Area, Shanghai

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larry.chen@mm-sh.com

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Messe Muenchen Shanghai Co., Ltd. Shenzhen Branch

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Jianguomenwai Avenue, Chaoyang District, Beijing

Tel: +86 10 8591 1001*801

will.huang@mm-sh.com

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Messe Muenchen Shanghai Co., Ltd. Beijing Branch

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Add: Rm. 1410, International Chamber of Commerce Tower,

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全球业务网 GLOBAL NETWORK

慕尼黑博览集团秉承先进的全球化经营理念，在115多个国家拥有全资子公司和海外办事处。

除慕尼黑上海电子展外，慕尼黑博览集团还在全球范围举办多场电子领域的专业性展览，这不仅满足了快速发展的电子市场的需求，也使展商能在不同地区的专业技术展中收获更多。

Messe München has globally active subsidiaries and foreign representatives serving 115 countries, so you can contact Planet e from anywhere on earth. The current address list is available here: electronica.de/representatives

Besides [electronica](http://electronica.de) China, Messe München organizes other leading electronics exhibitions in rapidly growing markets for electronics. This allows exhibitors to profit from the know-how of Messe München in other regions of the world.

electronica.de/electronicnetwork

