

Press release

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PCIM Asia 2018 ends with strong support from renowned industry enterprises

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With tremendous support from renowned enterprises in the power electronic field, the fair continues to act as a networking hub for experts and decision-makers within the global power electronics industry. Held concurrently with the exhibition, the PCIM Asia Conference also helped to push the development of the industry in China.

PCIM Asia, an international exhibition and conference for power electronics, intelligent motion, renewable energy and energy management successfully closed its 17th edition on 28 June at the Shanghai World Expo Exhibition and Convention Centre. The fair welcomed a total of 91 exhibitors from eight countries and regions who showcased their latest innovations across 7,000 sqm of exhibition space. Some of the leading brands in attendance this year included CRR, Danfoss, Firststack, Infineon, LEM, Mitsubishi, ROHM, Semikron, Shanghai Eagtop, Starpower, Sunking, Toshiba, VAC and many others.

The three-day fair also welcomed a total of 5,388 trade visitors who sourced the latest semiconductors, passive components, sensors, motors, rectifiers for power management systems, and simulation and design software. A number of buyer delegations attended the fair and conference this year including Bosch, BYD, Delta, DETC, Flextronics, Foxconn, GAC Group, Gree, Hitachi, Huawei, Midea, Philips, SAIC-GM, Schneider, Shanghai Electric Group, Siemens and Skyworth.

In addition, the fair established an E-mobility Zone this year for the first time to keep pace with market trends and integrations. Due to the rapid industrial reform and new urbanisation blueprint in China, the demand for power electronics and renewable energy solutions continues to grow. This brand-new zone helped to address the challenges of power electronics when used in a diverse array of applications such as electrical-, hybrid- and fuel cell vehicles, charging infrastructure and payment systems.

Comprehensive concurrent programme invites industry experts to share latest product and technology insights

Held parallel with the exhibition was the PCIM Asia Conference, one of the most important and influential conferences for power electronics in Asia. The sector's leading players from business and academia, including the likes of ABB Semiconductors, Fuji Electric, Infineon

Messe Frankfurt (HK) Ltd
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Technologies, Mitsubishi Electric and Semikron, were invited to share their views on current industry developments and future trends. For the 2018 edition, a total of 67 conference papers were presented and 382 conference attendees were present. Positive feedback was widely received from conference participants, many of them recognising it as the ideal environment to exchange ideas on power electronics market trends.

Participants share their feedback of PCIM Asia:

Exhibitor:

“This is the fourth time we came to PCIM Asia. PCIM Asia is the most suitable show for our company, and it is the most professional power electronics fair in China. Many visitors have shown great interest in our products this year, especially those who manufacturer power electronic control systems. Even on the first day, we have established serious business relationships with quite a number of clients already. I believe PCIM Asia is an important window and platform for the industry, which enables all the industry experts gathering together to share the latest market information and communicate with each other. We consider it a must to join the show every year.”

Mr Alan Zeng, China Sales Director, Danfoss Silicon Power GmbH, China

“We have been a keen participant since the show first started, because we can always leverage it to connect with top-notch buyers in the country. Another goal is to get ourselves familiar with latest market developments through visiting major brands. I am glad that these two objectives have been achieved at this edition. We met with four potential buyers who showed great interest in our products, and I am confident that we can seal a deal with them later on. In short, PCIM Asia is an ideal business platform for us not only in terms of generating sales, but also enabling us to discover the trends in the industry and predict market interests in coming years. We will now allocate our resource to focus only on PCIM Asia, because we truly believe we can make the most out of it.”

Mr Zhao Zhanglong, Marketing Exective, Shanghai Eagtop Electronics Technology Co Ltd, China

“The reasons we’ve chosen PCIM Asia for so many years are, firstly, as a niche domestic show which focuses on the field of power electronics, PCIM Asia is at a high professional level. Secondly, here we can meet many customers, both new and regular, and also our competitors, so it is a great communication platform. Both the quality and quantity of the visitors this year is very substantial. Although today is the first day of the show, a continuous stream of visitors came to our booth, and we have already achieved our target for the whole three days. We will certainly come again next year.”

Ms Wenny Ji, Sales Manager, Infineon Technologies China Co Ltd, China

PCIM Asia
Shanghai, China, 26 – 28 June 2018

Conference speaker:

“The individual presentations are at a high technical level. There was

one presentation from a Chinese presenter in particular that was very impressive. It's very important for the industry that you have Chinese industry players displaying their work here, and this conference does attract quality Chinese companies. China is still the largest market in the industry, so foreign companies can benefit from this by being here, so it's worth for them to attend. For international participants, the main benefit for them to attend is to find out what's going on in China. Domestic companies are showing they have the same level of technology and innovation as overseas producers, so this is a good platform to meet with them. China is a key market for everyone in the industry, everyone has to be here. PCIM is a platform the industry needs as a door to China."

Professor Dr Leo Lorenz, Chairman, PCIM Advisory Board / President, European Center for Power Electronics (ECPE), Germany

"The topics of all the presenters during this session were very interesting. They touched on the latest trends and technologies, and were relevant to what the audience wanted to hear. The Chinese industry is definitely interested in learning more about these topics. This fair and the conference programme generate a lot of interest in the industry, so PCIM plays a leading role in China."

Prof Dr Mark Dehong Xu, Professor, Zhejiang University / President, China Power Supply Society / Director, Institute of Power Electronics, National Engineering Research Center of Applied Power Electronics, China

Visitor:

"This is my third year visiting PCIM Asia. What makes the fair stand out is that it has a really comprehensive exhibitor profile. Almost every big player in the field is exhibiting here, so as engineers we can conveniently get to know the latest products and solutions the industry has to offer. I visited roughly 10 exhibitors and was amazed by the next-generation SiC modules they showcased – some of which are even scheduled to market in 2019. So by visiting the fair, I was actually able to foresee the market's future development, which is vital for us to set out competitive strategies. All in all, I think the show has been maintaining a good balance between academic discussions and displaying practical products over the years, and with that being said, PCIM Asia remains a must-see event for me."

Mr Yingqi Zhang, Senior Research Engineer, LG Electronics China R&D Center, China

Conference attendee:

"The PCIM Asia Conference has delivered the latest trends in the semiconductor industry to us. The presenters invited to this conference are all experts and outstanding engineers. Moreover, the companies and universities they come from are directly connected to our customers. By acknowledging their cutting-edge research results and products, we can build a clear structure of the scale and the demand and supply relationship in the semiconductor industry. In this way, we can understand customer needs further, and react more flexibly to them. I will attend the next conference if I can."

Mr Gordon Zhang, Sales Manager, Tokyo Electron (Shanghai) Limited, China

PCIM Asia is jointly organised by Shanghai Pudong International Exhibition Corp, Guangzhou Guangya Messe Frankfurt Co Ltd and Mesago Messe Frankfurt GmbH. The next edition will take place from 26 – 28 June 2019 at the Shanghai World Expo Exhibition and Convention Centre. For more information, please visit www.pcimasia-expo.com or email pcimasia@china.messefrankfurt.com.

Notes to editors

A selection of pictures from the fair is available here:

<https://www.sendspace.com/file/a9xr6x>

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Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,400 employees at 30 locations, the company generates annual sales of around €669 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at:

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de