

Press

PCIM Asia

International Exhibition and Conference for Power Electronics,
Intelligent Motion, Renewable Energy and Energy Management
Shanghai World Expo Exhibition and Convention Center
Shanghai, China, 26 – 28 June 2018

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PCIM Asia, China's specialised exhibition and conference for power electronics, returns in June 2018

Comprehensive fringe programme aims to enhance industry innovations

June 2018 will see the global power electronics and semiconductor component industry converge on Shanghai for the latest edition of PCIM Asia. Taking place from 26 – 28 June at the Shanghai World Expo Exhibition Center, the fair is jointly organised by Guangzhou Guangya Messe Frankfurt Co Ltd and the Shanghai Pudong International Exhibition Corp, and partnered with Mesago PCIM GmbH. PCIM Asia is the only specialised exhibition and conference platform in China for power electronics and their application across various industries. The three-day show is expected to welcome over 100 exhibitors from nine countries and regions such as Canada, China, Germany, Japan, Korea, Russia, Taiwan, the UK and the US while visitor numbers are expected to exceed 8,000.

The impressive line-up of key brands is one of the distinctive features of PCIM Asia. For industry heavyweights, this fair is a must-attend platform to gain marketing and networking opportunities. Recognising the growth prospects in China's markets, exhibitors are eager to present their latest innovative solutions and products to both international and domestic professionals. Some leading brands confirmed at PCIM Asia 2018 include:

- **AUXEL FTG (Shanghai) Co Ltd**
Established in 2006, Auxel FTG (Shanghai) Co Ltd is wholly owned by AUXEL in France and FTG in Germany. The company designs, manufactures, sells and provides support for interconnection and power distribution solutions in electrical and power electronics equipment. With over 50 years of industry experience, AUXEL FTG offers solutions for various business sectors including industrial automation, building and residential,

Messe Frankfurt (HK) Ltd
35/F China Resources Building
26 Harbour Road, Wanchai
Hong Kong

renewable energy, transportation, smart grid and power generation.

- **Heraeus Materials Technology Shanghai Ltd**

The Germany-based company specialises in manufacturing, recycling and selling of industrial precious metals and electronic materials. By combining their material expertise with technological know-how, they provide quality solutions in areas including environment, energy, health, mobility and industrial applications. Heraeus offers a wide range of components and materials which are used in steel, electronics, chemical, automotive and telecommunications industries.

- **SEMIKRON Electronics (Zhuhai) Co Ltd**

Headquartered in Nuremberg, Germany, SEMIKRON is one of the world's leading manufacturers of power modules and systems which are equipped in modern-day motor drives and industrial automation systems. Their power modules are also widely used in power supplies, renewable energies and automotive industries. SEMIKRON's innovative power electronic products enable customers to develop smaller, more energy efficient power electronic systems which help reduce global energy demand.

As environmental concerns continue to be a primary focus for the Chinese government, the country has aggressively promoted plug-in electric vehicles and spent billions of dollars in subsidies to curb urban air pollution. To keep in line with the government's environmental protection initiatives, the fair organisers will debut the E-Mobility Zone at the 2018 fair to promote the region's electric vehicle (EV) related power electronic products and components.

Comprehensive fringe programme aims to enhance industry innovations

More than just a trade fair, PCIM Asia is a holistic platform which offers a series of event programmes held concurrently to promote discussion amongst the attendees. PCIM Asia Conference is one of the most important conferences for power electronics in Asia and gathers some of the world's leading industry experts to present the latest in power electronic applications and engage in detailed technical discussions. Highlighted topics at PCIM Asia Conference for this edition include E-mobility, charging stations, usage of silicon carbide and gallium nitride in integrated circuits (ICs). Other topics on the agenda include:

- Environmentally friendly and renewable energy technologies
- Advanced power semiconductors
- Passive components and integration
- AC/DC converter
- DC/DC converter
- Digital power conversion
- Motor drive and motion control

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- High frequency power electronic converters and inverters
- Automotive power electronics
- Power quality solutions
- Smart grid power electronics
- Power electronics in transmission systems

The new E-Mobility Forum, scheduled to take place on the last day of the show, is also expected to be one of the highlights of the fair. Dedicated to the entire value chain of e-mobility, the forum, led by the region's renowned industry specialists and scholars, will highlight the development and challenges of power electronics in diverse automotive applications such as electrical-, hybrid- and fuel cell vehicles, charging infrastructures and intelligent driving technologies.

To find out more about the 2018 show, please visit www.pcimasia-expo.com, or email pcimasia@china.messefrankfurt.com.

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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 2,300 employees at some 30 locations, the company generates annual sales of around €647 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