

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

Hong Kong, 15 March
2018

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PCIM Asia 18_PR2_Eng

PCIM Asia welcomes exhibitors from around the globe and announces the debut of the E-mobility Zone

PCIM Asia Conference promises to explore the latest technological trends and developments in power electronic components and systems

PCIM Asia is an international exhibition and conference for power electronics, intelligent motion, renewable energy and energy management. The fair, scheduled to be held from 26 – 28 June at the Shanghai World Expo Exhibition Center, is jointly organised by Guangzhou Guangya Messe Frankfurt Co Ltd and the Shanghai Pudong International Exhibition Corp, with Mesago PCIM GmbH as a partner.

With just a few months to go until the show opens, a press conference was held on 15 March at the Kerry Hotel in Shanghai to provide an insight into the expected highlights of the 2018 edition. Speaking at the press conference, Mr Hubert Duh, Chairman of Guangzhou Guangya Messe Frankfurt Co Ltd, said: “Over the years, PCIM Asia has become the leading business and conference platform for power electronics in China. The fair has consistently reached new heights and I believe this momentum will continue for the upcoming show. This year, the fair will occupy 7,000 sqm of exhibition space and the number of visitors is expected to exceed 8,000. Currently over 70% of the exhibition space has already been booked and we are expecting to host more than 100 exhibitors from around the world.”

In addition to details about the upcoming show, Mr Song Gaosheng, Senior Director of Great China Mitsubishi Electric Semiconductor was present at the press conference to share his insight and expectations regarding future industry trends and developments.

Recognising the significant growth prospects of the market in China, a number of first-time domestic and international exhibitors are keen to present their latest innovative solutions and products to industry professionals. This year, there will be a Newcomer Pavilion for

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

companies joining PCIM Asia for the first time. Some of the well-known participants include WEVO-CHEMIE (Germany), VACUUMSCHMELZE (Germany), Yangzhou Guoyang Electronics Co Ltd (China) and Isabellenhütte Heusler (Germany).

The fair will once again be supported by some of the world's leading power electronic brands. Those confirmed for the show include Mitsubishi (Japan), Fuji (Japan), Toshiba (Japan), SEMIKRON (Germany), LEM (Switzerland), CRRC (China), Heraeus (Germany), AUXEL (France), EAGTOP (China), Mersen (France), and SunKing (China).

Debut of the E-mobility Zone

Electric mobility has received significant government attention over the last few years in China as the government battles to curb air pollution. The auto industry is witnessing an important shift in policies that are encouraging the rise of e-mobility as evidenced by the rapid introduction of charging infrastructure and an initiative to sell two million new energy cars every year by 2020.

In response to the rapid increase in demand for electric vehicles, the fair organisers have this year established the E-mobility Zone. Already a feature of PCIM Europe, the new zone at PCIM Asia will use the experience from the mother show to help 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.

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As part of the concurrent event programme, the PCIM Asia Conference is one of the most important conferences for power electronics in China. For the first time the conference has moved so that it will be located in the same hall as the main fair. Industry experts are being assembled from all over the world to gather in Shanghai and present the latest power electronic applications and join technical discussions.

The conference has to date confirmed 60 conference speakers who will deliver an array of keynote and interactive presentations. The main focus of the conference this year will be on technological trends and developments in power electronic components and systems within the Asian market. Two key speakers and their respective presentations include:

Speaker: Dr Enrique J. Dede, University of Valencia
Presentation: A Vision on Industrial Induction Heating Converter Technology: Trends and Challenges

PCIM Asia
Shanghai, China, 26 – 28 June 2018

Speaker: Mr Herman Zhang, Delta Electronics

Presentation: Technology Trend of e-Mobility Charging

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 2,500* employees at some 30 locations, the company generates annual sales of around €661* 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).

* preliminary numbers 2017

For more information, please visit our website at:

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