

Press release

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## PCIM Asia 2019 concluded with a record high visitor number

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**PCIM Asia 2019 has successfully come to an end with a record-breaking visitor figure of 6,358, which is an increase of 18% compared to last year. This strong growth astounding increment in the visitor number demonstrates the confidence and faith shown towards the show by the industry, and once again proves that PCIM Asia remains one of the most far-reaching and popular power electronics exhibitions in China.**

PCIM Asia is an international exhibition and conference for power electronics, intelligent motion, renewable energy and energy management. Completing its 18<sup>th</sup> edition on 28 June at the Shanghai World Expo Exhibition and Convention Centre, the fair attracted a total of 81 exhibitors who showcased their latest innovations across 7,000 sqm of exhibition space. Some of the leading exhibiting brands in attendance this year included BaSic, CRRC, Danfoss, Eagtop, Firstack, Fuji Electric, Heraeus, Infineon, LEM, Mitsubishi, Power Integration, ROHM, Semikron, Toshiba, VAC and many others.

After an eventful three days of business at PCIM Asia, the show welcomed a total of 6,358 trade visitors who came to source the latest selection of power electronics technologies and products under the categories of power semiconductors and modules, passive components, thermal management, test and measurement, and more. This was in part due to the continuous support from various buyer delegations, including Delta, Hitachi Automotive, Huawei, LG Electronics, Midea, Philips Lighting, SAIC-GM, Siemens Medical Equipment and UAES. Moreover, representatives from industry groups such as the Shanghai Electronic Manufacture Industrial Association and the Shanghai LED Engineering and Technology Association also attended the fair.

This year, the show introduced a brand new E-Automation Zone to showcase how power electronics products are applied in the field of automation. The University Zone was also another new feature of this edition. Composed of several renowned universities, the debut zone was established to share the research results and application potential. In addition to these areas, the E-mobility Zone also returned to PCIM Asia for the second year to help address the challenges in four different

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aspects related to electric vehicles, including power trains, smart battery management, on-board chargers and DC/DC converters.

### **Diverse concurrent programme offered industry players with latest market intelligence and future insights**

Apart from the exhibition section, the PCIM Asia Conference, one of the most important and influential conferences for power electronics in Asia, also took place. For the 2019 edition, a total of 46 conference papers were presented, while there was a 6.5% increase in conference attendees to 407. The conference was supported by industry leaders and academia to examine the latest technological breakthroughs and future market trends.

Other concurrent events were also highlights of the show this year. A total of 31 presentations were staged during the E-mobility Forum and the Power Electronics Application Forum, where strong feedback was received from the audience. The 2019 Power Quality Advanced Technology Forum co-organised by Electric Age, and the University Seminar led by the Shanghai University and the Xi'an Jiaotong University, also received an overwhelmingly positive response. Participants were impressed by the depth of the analysis, as well as the diversity of the topics and themes of the application of power electronics in multiple fields.

### **Participants share their feedback of PCIM Asia**

#### **Exhibitors:**

“PCIM Asia is no doubt the most professional power electronics and power semiconductors related exhibition in China. The show is more popular this year, and it feels like there are 10% more visitors than last year. This year we launched five new products and the audience's response is very enthusiastic. We gave out all of our 800 leaflets in the first two days of the show.”

**Mr Song Gao Sheng, Senior Director, Field Application Engineering Center, Mitsubishi Electric & Electronics (Shanghai) Co Ltd, China**

“In response to the current trends for power electronics and power devices, we have launched different products and test solutions this year, including our new dynamic test solution, which is very popular among the visitors. The visitors are really professional, so we are very satisfied. We also met our target customers at the show, enabling us to know more about the current industry trends and helping us to discover new opportunities.”

**Mr Xinlei Chen, China Channel Marketing Manager, Tektronix (China) Co Ltd, China**

“Last year, we participated in PCIM Asia for the first time as a newcomer. This year we are in the E-mobility area. Although the scale of PCIM Asia is not as large as that of PCIM Europe, there are still many well-known companies in the industry here, and the professionalism of the exhibition is very high. This year's visitor flow has reached our expectations, and the quality of customers is relatively high. We have established more

than 30 effective exchanges in one day, thus the efficiency of exhibiting here is very high.”

**Ms Yvonne Xu, Marketing Manager, Isabellenhuetten (Shanghai)  
Electronic Technology Trading Co Ltd, China**

**Conference speakers:**

“I am pleased to say the level of speakers and attendees at the conference this year is extremely high. Like every year, the conference acts as a bridge for both industry experts and players to share their findings, while at the same time address the obstacles they face along the way, proposing ways to improve on their products. The information exchanged at the event helps drive industry growth to new heights. The show has been maintaining a good balance between academic discussions and displaying practical products. I am also very pleased to see both local and international university students participate, not only to learn but also to offer alternative insights to stimulate the power electronics industry.”

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

“I have been involved in the PCIM Asia Conference for more than a decade. One of the features of the conference is that it combines the production and application of the device with academic research. The theme this year covered many hot issues such as electric vehicles, which has attracted many participants. PCIM Asia is one of the most professional platforms for domestic power electronics technology in China. This convergence of domestic device manufacturers and users has greatly promoted the development of this industry.”

**Dr Yongdong Li, Professor, Tsinghua University, China**

**Visitor:**

“As our first time at the fair, PCIM Asia really fits our sourcing needs. We have already set up appointments with some of the exhibitors to visit our production facility to discuss future cooperation. This platform has opened up doors for us to source, connect and exchange insights with industry professionals. Overall, I am very pleased with the fair.”

**Mr Eric Zhang, Mechanical Engineer, Carlo Gavazzi Automation  
(Kunshan) Co Ltd, China**

**Conference attendee:**

“The technologies shared at PCIM Asia Conference are very advanced and provide a good guiding role for our future product development. I have gained a lot through the lectures by Zhejiang University and Infineon. Both were very suitable for our work, and conducive to the development of the entire industry. In recent years, various kinds of exhibitions have emerged in China, yet I can say the level of PCIM Asia and the Conference are at the top of the industry.”

**Mr Haijun Wang, Deputy General Manager, GME, 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 1 – 3 July 2020 at the Shanghai World Expo Exhibition and Convention

Centre. For more information, please visit [www.pcimasia-expo.com](http://www.pcimasia-expo.com) or email [pcimasia@china.messefrankfurt.com](mailto:pcimasia@china.messefrankfurt.com).

### **Notes to editors**

A selection of pictures from the fair is available here:

<https://pcimasia-expo.cn.messefrankfurt.com/shanghai/en/press/photos.html>

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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 30 locations, the company generates annual sales of around €718 million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our 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. Headquartered 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](http://www.messefrankfurt.com).