

**Press release**

## PCIM Asia 2019 confirms over 70% of exhibition space already sold

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2019

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**PCIM Asia 2019 will return in June this year with strong support from some of the world's leading power electronics companies. Currently over 70% of the exhibition space has already been booked for the 2019 show, and many prominent brands have confirmed to increase their respective exhibit areas. Together with the extensive programme of the PCIM Asia Conference, the fair will continue to be a premium platform for industry players to find out the latest innovations and technological trends of power electronics.**

PCIM Asia is a leading international exhibition and conference for power electronics, intelligent motion, renewable energy and energy management. Taking place from 26 – 28 June at the Shanghai World Expo Exhibition and Convention Center, the fair is jointly organised by Shanghai Pudong International Exhibition Corp, Guangzhou Guangya Messe Frankfurt Co Ltd and Mesago Messe Frankfurt GmbH. It is expected that the three-day show will attract over 8,000 visitors and host nearly 100 exhibitors, showcasing the most recent products and technologies of power semiconductors and modules, power electronics components, power converters, test and measurement, and more.

With only a few months left until the opening of the show, a press conference was held on 20 March at the Kerry Hotel in Shanghai to provide a prospect of what to expect for the 2019 edition. Present at the conference was Mr Louis Leung, Deputy General Manager of Guangzhou Guangya Messe Frankfurt Co Ltd. Commenting on the show, Mr Leung said: "Following the success of the previous years, PCIM Asia remains one of the most effective platforms in the power electronics industry, providing industry players the occasion to come together with different ideas and unlock greater business opportunities. In the future, we will continue to further enrich the contents of the show to help all fairgoers to achieve an even better fair experience."

In addition to details about the upcoming show, Mr Song Gaosheng, Senior Director of FAE Center of Mitsubishi Electric & Electronics (Shanghai) Co Ltd, Mr Chen Ziying, Senior Manager of Industrial Power Control Greater China of Infineon Technologies China Co Ltd and Mr Norbert Pluschke, Technical Director of Greater China of SEMIKRON (Hong Kong) Co Ltd also spoke at the press conference to share their

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insight and expectations regarding future industry trends and developments.

### **Leading industry companies return with larger exhibit areas**

The fair will once again be supported by some of the leading power electronics companies in the industry. Mitsubishi Electric & Electronics (Shanghai) Co Ltd, SEMIKRON Electronics (Zhuhai) Co Ltd and Fuji Electric (China) Co Ltd will continue to be the event sponsors, while a number of repeat exhibitors have already confirmed their participation for the 2019 edition, including CRRC Corp Ltd, Danfoss Silicon Power GmbH, Power Integrations and many others. Among these renowned brand names, Infineon has confirmed to expand their booth size by 25% compared to last year. Long-term exhibitors ROHM Semiconductor (Shanghai) Co Ltd and Alpha Assembly have increased their exhibit areas as well; the former will be three times larger and the latter will double in size.

Besides, there are also a number of newcomers to this year's show. Some of the first-time participants include GaN Power International Inc, GMC-Instruments (Tianjin) Co Ltd, Jentech Precision Industrial Co Ltd, KEMET, Rohde & Schwarz (China) Technology Co Ltd, Shenzhen Sanrise Technology Co Ltd and Topstek Inc.

### **PCIM Asia Conference's extensive programme to enhance future developments in power electronics**

Aside from the exhibition the PCIM Asia Conference, one of the most important conferences for power electronics in China, will also take place across all three days of the fair. The conference provides a high-calibre academic platform for industry experts from all over the world to present the latest power electronics applications and engage in exhaustive technical discussions. This year, a total of 47 conference papers will be presented during the conference and poster sessions. Power electronics development for electric vehicles and advanced power conversion technologies will be the focus of this year's conference.

Moreover, the conference features an interactive tutorial session for the very first time to educate fairgoers on the applications and breakthroughs of power electronics technologies. Scheduled to be held on the second and the third conference day, the four new tutorial sessions will be led by well-known industry scholars, allowing participants to gain a detailed understanding of professional knowledge on various topics.

Other noteworthy concurrent events include a special invited oral session titled Electric Vehicle, which will consist of four papers in a row. The other oral sessions are categorised in the following themes:

- Advanced Power Semiconductors: WBG & New Devices
- Advanced Power Semiconductors: Silicon IGBTs & Silicon Devices
- Electrification of Automotive
- Environmental Friendly and Renewable Energy Technologies

- Power Converters

To find out more about the 2019 show, please visit [www.pcimasia-expo.com](http://www.pcimasia-expo.com), or email [pcimasia@china.messefrankfurt.com](mailto: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 30 locations, the company generates annual sales of around €715\* 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](http://www.messefrankfurt.com)

\*preliminary figures 2018