

Press

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Final Report

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, 27 – 29 June 2017

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PCIM Asia 17 FR

PCIM Asia 2017 ended on a positive note welcoming visitors from 22 countries and regions

Exhibitors and visitors discovered valuable business prospects at the fair

Concurrent events created additional learning and business opportunities

PCIM Asia 2017, a specialised exhibition and conference platform for power electronics, concluded last month with exhibitors and buyers positive overall about the results of the fair and the future of the market in China and throughout Asia. Jointly organised by Shanghai Pudong International Exhibition Corp, Guangzhou Guangya Messe Frankfurt Co Ltd and Mesago Messe Frankfurt GmbH, the fair ran from 27 – 29 June at the Shanghai World Expo Exhibition and Convention Center and welcomed 84 exhibitors from 11 countries and regions who showcased their newest offerings across 7,000 sqm of exhibition space.

The three-day fair attracted a total of 5,621 professional visitors from 22 countries and regions who sourced the latest semiconductors, passive components, sensors, motors, rectifiers for power management systems and simulation and design software. Renowned brands in attendance included AkzoNobel, Auxel-FTG, CRRC, Danfoss, Fuji Electric, Firstack, Infineon, LEM, Mitsubishi Electric, Power Integrations, Semikron, Toshiba, Vincotech and many others. Regarded as an international gathering point for industry specialists, the fair acted as a networking hub for experts and decision-makers within the power electronics industry.

Exhibitors and visitors discovered valuable business prospects at the fair

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

Due to China's rapid industrial reform and urbanisation, the demand for

power electronics and renewable energy solutions continues to grow. Keeping pace with market trends and integrations, PCIM Asia remains as the preferred meeting ground for business to showcase their latest advancements to fairgoers.

Mitsubishi Electric is a leading manufacturer of semiconductors as well as electronic devices and a loyal show exhibitor from Japan. Mr Song Gao Sheng, Senior Director of the Field Application Engineering Center at Greater China Mitsubishi Electric Semiconductor, Mitsubishi Electric & Electronics (Shanghai) Co Ltd, said: "PCIM Asia is a professional trading platform for the niche market of power electronics and it is for that reason why we return annually. This year, we showcased our latest products and were delighted to meet with a number of existing and new clients representing different industry sectors. The development of EV, electro mobility and inverter technologies will continue to excel in the future. To improve environmental issues worldwide, it is paramount for developers like ourselves to optimise the aforementioned technologies."

Ms Denise Lee, Communication Manager at Semikron (Hong Kong) Co Ltd equally valued the show. She said: "The visitor flow for the 2017 edition continues to be high and the fair remains as a specialised platform for power electronics and related products. We are delighted to have met with buyers representing the EV and renewable energy sectors who showed strong interest in our power inverters. We are very pleased with the fair and buyers can expect to see more from Semikron in 2018."

First-time exhibitor, AkzoNobel Performance Coatings (Changzhou) Co Ltd expressed praise for the show's profitable business opportunities. Company representative, Ms Merry Huang, noted: "PCIM Asia matches with our development direction and strategy. The topics as well as product groups highlighted at the fair are also in-line with the needs of the current market. The exhibition attracts a very specific group of industry peers which is beneficial for promoting our brand and products. Power electronics in the future will focus more on electric vehicles as well as other related components and I am eager to learn more about these developments."

For visitors, the show presented some of the highest quality brands and a diverse range of products and solutions available on the market today. Returning visitor, Mr Wang Shanshan, Engineer, Master of Engineering, Shanghai Electric Power Transmission & Distribution Group, shared: "For 2017, power electronic giants from China, Japan and Germany have gathered at PCIM Asia, reaffirming its popular position as a must-attend solution sourcing platform in China. What I admire the most are the professional qualities of the exhibition and the positive learning approach of the participants who arrive with specific sourcing goals."

Fellow first-time visitor, Mr Kun Zhou, Engineer from Shanghai SAIC General Motors Co Ltd, said: "Electric automotive motor development is one of our most important business sectors and many of the topics as well as showcases presented at the show are closely related to my line

of work. Through my interaction with exhibitors and conference speakers, I gained news updates on the industry's upcoming trends and developments; I have also been inspired by what new innovations could be applied to assist my company's production. Overall, I am pleased to have accomplished what I came for."

Concurrent events created additional learning and business opportunities

Apart from the exhibition, the fair also serves as a pivotal marketing and networking platform for participants. Held in parallel with the exhibition was the PCIM Asia Conference, one of the most important and influential conferences for power electronics in Asia. For 2017, a total of 55 conference papers were presented during the conference and poster sessions.

Dr Xiangning He, Vice Dean of the College of Electrical Engineering at Zhejiang University, stated: "The PCIM Seminar is an internationally renowned academic conference and is a great platform for information exchange as well as networking. It serves as an effective platform for industry specialists to evaluate the practicality of academia research findings. In my presentation, I highlighted that silicon carbide and gallium nitride can be used to manufacture electronic components and was grateful for the opportunity to present my findings to the world renowned manufacturers at the event. Overall, the event was very well organised as it provided a very good environment for participants to learn and interact."

Mr Xu Guoqing, Professor and Director of the Institute of Electrical and Engineering at the Shanghai University, was another speaker at the conference. He commented: "Currently, university students pioneer a majority of industry innovations. Inviting them to the PCIM Asia Conference benefits their research and acts as a guide for students dedicating their studies in the field of power electronics. In my opinion, some of the in-demand technologies and trends to be expected in the future which were already covered in this year's conference include renewable energies, green power, electric motors, motion controls and power grid related components and technologies."

Returning PCIM Asia Conference attendee, Mr Naotoshi Nihongi, Senior Staff Engineer from Infineon Technologies Japan K.K., expressed: "Every year, I visit the exhibition and conference specifically to learn about the latest technologies and trends while at the same time gain information on our competitors. China is an important market for Japanese companies which is why it is essential for me to attend and understand all power electronics related developments within this region. At the conference, Fuji Electric introduced its new module designs while at the same time we are in the development stages of our own product. This presents a good opportunity for me to learn and make improvements our own products."

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The next edition will take place from 26 – 28 June 2018 at the Shanghai World Expo Center. For more information, please visit www.pcimasia-expo.com or email pcimasia@china.messefrankfurt.com.

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Note to editors: a selection of photos from the fair can be found here: http://www.hk.messefrankfurt.com/hongkong/zh-cn/media/technology/pcim_asia/media.html

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

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www.festhalle.de