

# Press

Hong Kong, April 2017

## 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 2017 confirms a strong line-up of enthusiastic exhibitors**

## **PCIM Asia Conference 2017 covers hottest industry topics and features top-tier information exchange**

## **China: A prosperous market for power suppliers worldwide**

PCIM Asia is China's leading exhibition and conference for power electronics, intelligent motion, renewable energy and energy management. The fair will be held from 27 – 29 June 2017 at the Shanghai World Expo Exhibition Center and is jointly organised by Guangzhou Guangya Messe Frankfurt Co Ltd, Messe Frankfurt (Shanghai) Co Ltd and the Shanghai Pudong International Exhibition Corp, and partnered with Mesago PCIM GmbH. In preparation for the fair, a press conference was held on 26 April to give a glimpse of the new show highlights and draw attention to the fair's significance within the industry.

Commenting on the growth of the fair, Mr Hubert Duh, Chairman at Guangzhou Guangya Messe Frankfurt Co Ltd, shared: "PCIM Asia continues to be the ideal business and conference platform for power electronics in China. Over the years, the fair has consistently reached new heights and we will continue this momentum into 2017. Starting this year, the fair will be moved to Hall 2 on the ground floor and occupy 7,000 sqm of exhibition space (2016: 5,500 sqm). Loyal exhibitors including: Fujii, Iwatsu, Mitsubishi, Shenzhen Advantage Power Ltd, Shenzhen Bronze Technology, SunKing Power Electronics Group, Test Instruments Corp and Toshiba have all confirmed their participation with larger booth sizes. We expect to bring in around 100 exhibitors from around the world to showcase their offerings. As for visitors, figures are expected to exceed 5,000 this year."

Recognising the importance of and 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

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brands visitors can look forward to seeing at PCIM Asia 2017 include: Auxel (France), CRRC (China), EAGTOP (China), FUJI (Japan), Heraeus (Germany), LEM (Switzerland), Mersen (France), Mitsubishi (Japan), Power Integration (Germany), Semikron (Germany), SunKing (China), Toshiba (Japan), Vincotech (Germany), and others. Additionally, to better facilitate sourcing needs, the exhibition will be categorised into three distinctive themed zones including: New Comer, Science and Technology and E-mobility Zones, where buyers can easily locate related power electronic solutions and products.

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Apart from its diversity, both brand- and product-wise, the fair also serves as a pivotal marketing and networking platform for all participants. Held in parallel with the exhibition is the PCIM Asia Conference, one of the most important conferences for power electronics in Asia. More than 55 conference papers will be presented during the conference and poster sessions. Power electronics development for new energy vehicles and high-frequency power conversion technologies targeted at the Asian market will be the special focus of this year's conference, which are also covered in two keynote speeches. The speakers and their corresponding presentation topics include:

- **Speaker:** Professor Ambrish Chandra, ÉTS, University of Québec, Canada  
**Topic:** Hybrid Renewable Energy Standalone Systems
- **Speaker:** Professor Xiangning He, Zhejiang University, China  
**Topic:** The Characteristics of Advanced Power Electronics Devices for High-Performance Power Converters

Other noteworthy concurrent events include a special session on “Wide Bandgap Power Electronics” presented by top speakers from Fuji Electric, Mitsubishi and Panasonic. Over 55 industry-oriented presentations are also scheduled for the 2017 conference. They are categorised by the following themes:

- Advanced Power Semiconductors
- Automotive Power Electronics
- High-Frequency Converter Technologies
- Renewable Energy Technologies
- Smart Grid Technologies

### **China: A prosperous market for power suppliers worldwide**

Affected by China's rapid industrialisation and strict environmental protection regulations, the Chinese government is investing heavily on the renewable energies sector. To overcome challenges of growing populations and higher living standards, the government is focusing on enhancing smart grid technologies to ensure and maintain balance between electricity demand and supply. According to a research study

conducted by Northeast Group from the US, China will invest up to USD 77.6 billion in smart grid infrastructure in the next 10 years.

Another promising sector is the country's new electric vehicle (NEV) market. According to the China Association of Automobile Manufacturers, China sold 507,000 NEVs in 2016, the most in the world for the second time, and sales for NEVs in 2017 expect to reach 800,000 units. To accommodate this booming growth, the Chinese government will build 800,000 new charging points in 2017. By 2020, the country is expected to have a charging-station network large enough to fulfil the power demands of 5 million electric vehicles.

To find out more about the 2017 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 some 2,400 employees at 30 locations, the company generates annual sales of over €640 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).