

Press release

PCIM Asia 2019 opens in June to serve Asia's strong demand for power electronics

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The 2019 edition of PCIM Asia returns in June to showcase the most recent innovations and solutions in power electronics, with many well-known companies having already confirmed their participation. Highly recognised by industry peers, it is anticipated that the exhibition itself and the concurrent events will answer the growing needs for power electronics and bring immense advantage to both the exhibitors and visitors.

PCIM Asia is a specialised event for power electronics, intelligent motion, renewable energy and energy management. Jointly organised by Shanghai Pudong International Exhibition Corp, Guangzhou Guangya Messe Frankfurt Co Ltd and Mesago Messe Frankfurt GmbH, the fair will be held from 26 – 28 June at the Shanghai World Expo Exhibition and Convention Center to showcase the latest offerings in the power electronics industry. The three-day show is expected to welcome nearly 100 exhibitors while visitor numbers are expected to exceed 8000.

PCIM Asia has always been an effective trading platform for industry-leading suppliers to gain marketing and networking opportunities, which is proven by some long-time supporters of the fair like Mitsubishi, Power Integrations, Semikron and Toshiba. The fair not only helps these professionals to exchange ideas, but also to keep up with current technology trends. This year, returning exhibitors from inside and outside of China have confirmed their attendance and are well-prepared to present their newest products and innovative solutions in the power electronics field. Some of the prominent brands confirmed for the 2019 edition include:

- **Fuji Electric (China) Co Ltd**
Being one of the first overseas brands that entered the Chinese market, Fuji Electric is a global leading manufacturer of power semiconductors and chips. Their power semiconductor products have been widely used in various industrial power electronic equipment, including general inverters, medium voltage drives, electric vehicles and alternative energy applications such as wind power converters, photovoltaic inverters and more.
- **Hangzhou Firstack Technology Co Ltd**
Based in Hangzhou, China, Firstack is a high-tech power

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electronics enterprise that focuses on the R&D of IGBT gate drivers and power stack. It provides integrated and high quality power solutions for clients with different requirements. This year, they will showcase a stack status analyser, a fully automatic equipment which helps enterprises to increase their research efficiency.

- **Infineon Technologies China Co Ltd**

Headquartered in Munich, Germany, Infineon is one of the world's leading semiconductor manufacturers. The company specialises in designing, developing and manufacturing a broad range of semiconductors and system solutions. Their products have been widely adopted in the fields of automotive electronics, industrial electronics, RF applications, mobile devices and hardware-based security.

E-mobility Zone returns with a doubling of its exhibit area

The E-mobility Zone will again be a key feature at PCIM Asia 2019. Thanks to tremendous support from new and returning exhibitors, the exhibit area of the zone this year will be twice as large as 2018. Together with a series of events, the E-mobility Zone will provide industry players with opportunities to explore and discuss the latest innovations and future development trends of electric vehicles (EVs).

As environmental concerns remain a major focus of the Chinese government, billions of dollars of subsidies and stricter air pollution controls have been enacted to battle air pollution. New energy vehicles are increasingly becoming a vital part of China's sustainable development. To echo the progressive development of EVs, the E-mobility Zone will be featured at PCIM Asia for the second time. The zone will cover four different aspects related to EVs, including power trains, smart battery management, on-board chargers and DC/DC converters. From single modules to vehicle management, an array of EV products and their respective application technologies will be displayed at the area.

A number of exhibitors have already confirmed their participation in the E-mobility Zone this year. They include AkzoNobel (China) Investment Co Ltd, CeramTec GmbH, Isabellenhütte Heusler and more.

PCIM Asia Conference facilitates industry information exchange

Besides the strong line-up of world-class exhibitors and the diversity of products, the concurrent events are also another key highlight of the fair. Regarded as one of the most important conferences for power electronics in Asia, the PCIM Asia Conference will gather some of the world's leading industry experts in Shanghai to present the latest power electronics applications and engage in in-depth technical discussions. It is expected that more than 60 conference papers will be presented during the conference and the poster sessions. Details of the conference programme will be announced later.

PCIM Asia
Shanghai, China, 26 – 28 June 2019

To find out more about the 2019 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 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

*preliminary figures 2018