

Press release

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## Comprehensive concurrent programme at PCIM Asia presents latest innovations and future trends in power electronics

Stephen Lam  
Tel. +852 2238 9972  
[stephen.lam@hongkong.messefrankfurt.com](mailto:stephen.lam@hongkong.messefrankfurt.com)  
[www.messefrankfurt.com.hk](http://www.messefrankfurt.com.hk)  
[www.pcimasia-expo.com](http://www.pcimasia-expo.com)

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**In addition to being a wide-ranging trading platform, PCIM Asia also offers exclusive opportunities for fairgoers to exchange professional insights and discover different market perspectives through its concurrent programme. A series of forums and seminars will spark innovative outcomes to meet the needs of the power electronics industry.**

PCIM Asia is an international exhibition and conference for power electronics, intelligent motion technology, renewable energy and energy management. The fair will be held from 26 – 28 June at the Shanghai World Expo Exhibition Center to showcase the latest offerings in the power electronics industry.

One of the main goals of PCIM Asia is to facilitate the communication within the power electronics industry. Besides the PCIM Asia Conference, the well-received Power Electronics Applied Technologies Forum and the E-mobility Forum will both return for the 2019 edition to facilitate this goal. The former will highlight the latest R&D products and solutions in China's power electronics market, while the latter will focus on applications of SiC MOSFETs, SiC materials, power modules and capacitors in electric transportation.

A number of well-known industry leaders have already confirmed their participation in these events. They include AkzoNobel, BASiC, Bronze, BYD, Danfoss, Eagtop, Firststack, Fuji, Harting, Heraeus, Hitachi Metal, Infineon, Isabellenhuetten, MacDermid Alpha, Mitsubishi, Muze, OMICRON, Power Integrations, ROHM, SABIC, SANRISE, SEMIKRON, Tektronix, Toshiba, Vacuumschmelze, WEVO-CHEMIE and many more.

Moreover, PCIM Asia and Electric Age, a renowned national publication, will co-organise the 2019 Power Quality Advanced Technology Forum, with the support of the Machinery Industry Information Research Institute, on the second day of the fair. 'Quality, Reliability, and Efficiency' will be the theme of the forum, aiming to enhance the development of the control, detection and technologies of power quality. Chief engineers from various R&D institutes and university professors will form a strong line-up of speakers, and examine the power quality issues of smart grids and renewable energy grids.

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

Another noteworthy event will be the first edition of The University Seminar, scheduled for the third day of the show. Topics of the seminar will include 'Intelligent Motion' and 'Packaging Integration and Application of Advanced Power Semiconductor Devices', which will be led by professors from the Shanghai University and the Xi'an Jiaotong University, together with a number of industry experts to share their latest insights on the technological development of different power electronics fields.

### **Specific areas offer unique experiences for industry players**

Apart from the fringe programme, PCIM Asia also enhances the general show experience of all visitors through a number of feature areas. Buyers can expect to find the most recent products and technologies of the power electronics industry in these areas:

- **E-mobility Zone**

The E-mobility Zone is a display area that introduces various applications of power electronics technologies and solutions related to new energy vehicles. Power trains, smart battery management, on-board charging, and DC/DC converters will be the focus of the zone this year.

- **Electrical Automation Zone**

The Electrical Automation Zone allows leading automation companies to display their most recent innovations in the field of power electronics, sensors, motor drives, servo technology, inverters and more.

- **Poster Sessions Area**

The Poster Sessions Area allows industry experts to demonstrate their academic research in power electronics. Visitors will have the chance to communicate with the authors face to face.

- **The Newcomer Pavilion**

The Newcomer Pavilion provides opportunities for first time exhibitors to showcase their latest products and technologies.

PCIM Asia is jointly organised by Guangzhou Guangya Messe Frankfurt Co Ltd and the Shanghai Pudong International Exhibition Corp, with Mesago PCIM GmbH as a partner. 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,

PCIM Asia  
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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