

Press release

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## PCIM Asia celebrates its 20<sup>th</sup> anniversary and relocates to Shenzhen in September 2021

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**2021 marks the 20<sup>th</sup> anniversary of PCIM Asia which will move to the brand new Shenzhen World Exhibition & Convention Center, from 9 – 11 September. The fair's relocation will create greater business opportunities for the power electronics industry within the South China region and beyond. Despite challenges resulting from the pandemic, the 2020 edition received positive feedback from both exhibitors and visitors, reconfirming the fair's position as one of the industry's leading trade platforms.**



PCIM Asia 2021 venue: Shenzhen World Exhibition & Convention Center

PCIM Asia, one of Asia's most influential exhibition and conference for power electronics, will celebrate its 20<sup>th</sup> anniversary this year. Over the past two decades, the show has earned a good reputation in the industry for its product diversity, unmatched professionalism and excellent service. Despite ongoing international travel restrictions, PCIM Asia 2020 was able to go ahead as planned with many participants praising the show's efforts to support the industry's recovery and facilitate business interactions.

Mr Hubert Duh, Chairman of Guangzhou Guangya Messe Frankfurt Co Ltd, said: "2021 is a special and exciting year for us as it marks the 20<sup>th</sup> anniversary of the launch of PCIM Asia, and the fair's relocation to Shenzhen. As a significant trade show for the Asian power electronics industry, PCIM Asia is constantly reinventing itself to adapt in the face of new challenges and changing market demands, while ensuring consistent quality of its services and values. We celebrate this milestone with heartfelt gratitude to our valued exhibitors, visitors and industry partners with whom we have had the privilege of working with during the

Messe Frankfurt (HK) Ltd  
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past two decades. As we commemorate the show's 20<sup>th</sup> anniversary, we look forward to bringing together top players from the industry to present new innovations and visions for the future of power electronics."

Thanks to the show's steady growth, next year's PCIM Asia will move from Shanghai to China's newest and largest exhibition venue, the Shenzhen World Exhibition & Convention Center. The new venue is well connected with major local transportation networks, allowing it to be reached quickly and effortlessly by air, rail and road. What's more, the exhibition space of the 2021 show will be expanded from 7,000 sqm to 10,000 sqm. With more floor space, the fair will be able to accommodate a wider range of products and services for power electronics.

### **The beating heart of China's tech innovation**

After four decades of rapid economic growth, Shenzhen has become a leader in technology hardware and 5G, while continuing to strengthen its capabilities in semiconductors, renewable energy, artificial intelligence and advanced manufacturing. As China's high-tech hub, Shenzhen is home to over 25,000 manufacturers, with 90% of them involved in the application of power electronic components. With these advantages, the upcoming edition of the fair will provide a gateway for visitors and exhibitors alike to tap into the prosperous markets in China and Asia.

Besides, the city has been focused on developing innovative policies to encourage the deployment of electric vehicles (EVs) over the past decade, and to become the world's first city with an all-electric public bus fleet. What's more, the Shenzhen municipal government has recently announced plans to give residents monetary incentives to buy EVs and plug-in-hybrids, as well as relax the application measures that were in place. At PCIM Asia 2021, companies specialised in power electronics products and systems for e-mobility will have the chance to explore opportunities in this booming EV market.

### **A comprehensive platform for sourcing**

The three-day show will showcase cutting-edge products and solutions applied in the areas of frequency conversion, electrified transportation, energy storage technologies and silicon carbide materials. Buyers can look forward to seeing a diverse range of products including power semiconductor components and modules, integrated circuits, passive components, magnetics & core materials, thermal management, sensors, assemblies and subsystems, electrical drives, power converters, power quality & energy storage, test & measurement, development software as well as information and services.

### **PCIM Asia Conference: call for papers is now open**

PCIM Asia Conference 2021 will be held concurrently with the exhibition, covering a wide array of hot industry topics. These include Packaging and Reliability, Digital Power Conversion, Motor Drive & Motion Control, Smart Grid Power Electronics and Power Electronics in Transmission Systems. Industry experts and academics will be able to share their

PCIM Asia  
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latest findings and knowledge to an international audience through a programme of seminars, tutorials, and oral and poster presentations. Interested professionals from industry and academia are cordially invited to submit an abstract until 15 March 2021.

Click [here](#) to access to recordings of the PCIM Asia Conference 2020 and product demonstrations.

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

To find out more, 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 (as of December 2020)**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Messe Frankfurt Group employs around 2,500\* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250\* million in 2020. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our 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. We are expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered 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 2020