

Press release

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## PCIM Asia 2021 floor area to grow by 50% compared to previous year

Marco Yip  
Tel. +852 2230 9295  
[marco.yip@hongkong.messefrankfurt.com](mailto:marco.yip@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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**The leading fair for power electronics in Asia will be bigger than ever, taking place at the Shenzhen World Exhibition & Convention Center from 9 – 11 September 2021, PCIM Asia 2021 will feature additional floor space for exhibitors, representing an increase of 50% from the previous year. The additional space will enable more exhibitors and visitors to attend the fair and increase the chances of successful business cooperation.**

This year's fair promises to be larger than the 2020 edition, with the additional floor space welcoming exhibitors both new and old, along with a variety of forums, conferences and events taking place, exploring the latest trends and innovations within power electronics, intelligent motion, renewable energy and energy management. PCIM Asia 2021 will thus provide a platform for the industry to trade and connect as the economy recovers in the post-Covid-19 era.

### **PCIM Asia 2021 welcomes heavyweight returning brands and first-time participants to the fair**

PCIM Asia will once again be supported by some of the leading power electronics companies in the industry. Mitsubishi Electric & Electronics (Shanghai) Co Ltd, SEMIKRON Electronics (Zhuhai) Co Ltd and Fuji Electric (China) Co Ltd and Infineon Technologies China Co Ltd will continue to be the event sponsors, while a number of repeat exhibitors have already confirmed their participation for the 2021 edition, including AVX, Beijing Sunking Power Electronic Technology Co Ltd, Bronze Technologies Ltd, CRRC Corporation Ltd, Danfoss Silicon Power GmbH, Hangzhou Firstack Technology Co Ltd, Heraeus Materials Technology Shanghai Ltd, Power Integrations Inc, LEM Electronics (China) Co Ltd, ROHM Semiconductor (Shanghai) Co Ltd, Shanghai Eagtop Electronic Technology Co Ltd, Toshiba Devices & Storage (Shanghai) Co Ltd, Wuxi CRE New Energy Technology Co Ltd, Zhejiang Muze Electronic Technology Co Ltd and others.

Apart from the strong line up of returning exhibitors, the 2021 fair will see a host of new exhibitors attending and showcasing their latest innovative products and solutions. Some of the first-time participants include AI Technology Inc, Best Compound Semiconductor Co Ltd, Hitachi ABB Power Grids (Semiconductors), Hitachi Power Semiconductor Device

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

Ltd, Hottinger Bruel & Kjaer Co Ltd, Knowles Precision Device, Kunshan Jing Bai Yuan Semiconductor Technology Co Ltd, La (Jiangsu) Power Electronics Co Ltd, Leading Energy (Beijing) Electronic Technology Co Ltd, Lonten Semiconductor Co Ltd, MacMic Science & Technology Co Ltd, MultiDimension Technology Co Ltd, PREMO S.A.U., SABIC, Soitec S.A., Xiamen Fine Ceramics Technology Co Ltd, Yantai Taixin Electronics Technology Co Ltd and others.

To further enhance the experience for the fair's visitors and exhibitors, PCIM Asia will once again feature a range of thematic zones which shine a light on key areas of the development of power electronics. These thematic zones include the E-mobility Pavilion, Energy Storage Pavilion, Poster Session Area (part of the Conference) and University Zone. Covering the complete spectrum of power electronics, from power semiconductor components and modules, electrical devices, passive components and thermal management to test and measurement, the fair will cater to everyone's sourcing needs.

### **Concurrent events explore industry trends and innovations**

Apart from the exhibition area, thematic zones and PCIM Asia Conference, attendees for this year's edition of the fair will also be able to enjoy a wide array of fringe programme events. More than 50 presentations will be delivered over four forums: The Power Electronics Application Forum sponsored by Nexperia and WeEn Semiconductors Co Ltd, the E-mobility Forum, the Power Electronics Energy Storage Industry Forum and lastly, the GaN & SiC Tech Conference co-organised by Guangzhou Guangya Messe Frankfurt Co Ltd and Hangjia Info Technology (Guangzhou) Co Ltd.

### **PCIM Asia Conference 2021 provides a platform for industry cooperation**

This year's conference will feature keynote speeches, tutorials, presentations, special sessions and more, with 43 papers contributed by experts in industry and academia forming the basis of the content. A new addition this year is the Best of PCIM Europe Digital Day 2021 presentations session, bringing the highlights of the event in Nuremberg to Shenzhen, facilitating industry cooperation between Europe and Asia. In addition to returning guests, there will be several new speakers at the conference. Some highlighted speakers and their corresponding topics include:

**Keynote:** Top Ten Technology Trends of Huawei Digital Energy  
**Speaker:** Dr Xiaofei Zhang, Huawei Digital Energy, China

**Keynote:** Circuit Protection with SiC FETs in Dual-gate Configuration  
**Speaker:** Professor Anup Bhalla, United Silicon Carbide Inc, USA

**Keynote:** Challenges and Latest Achievements in Energy Efficient Solution for Data Center System  
**Speaker:** Professor Alpha J. Zhang, Delta Electronics Inc, China

PCIM Asia  
Shenzhen, China, 9 – 11 September  
2021

**Special Session:** High Power in Multilevel

**Chairperson:** Professor Yongdong Li, Tsinghua University, China

**Tutorial:** The Opportunities and Solutions of Magnetics for High-frequency Power Supplies

**Speaker:** Professor Wei Chen, Fuzhou University

To find out more about PCIM Asia, please visit [www.pcimasia-expo.com](http://www.pcimasia-expo.com) or email [pcimasia@china.messefrankfurt.com](mailto:pcimasia@china.messefrankfurt.com).

PCIM Asia will take place this year for the first time at the Shenzhen World Exhibition & Convention Center, and will be held concurrently with the debut edition of Formnext + PM South China. It is jointly organised by Guangzhou Guangya Messe Frankfurt Co Ltd and Mesago Messe Frankfurt GmbH.

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#### **Background information on Messe Frankfurt**

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,450 people at its headquarters in Frankfurt am Main and in 29 subsidiaries around the world. The company generated annual sales of approximately €257 million in 2020 after having recorded sales of €736million the previous year. 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)