

news +++ PCIM Asia

Shenzhen World Exhibition and Convention Center, China, 28 – 30 August 2024



## PCIM Asia 2024 to address high-growth segments of power electronics market through conference and forum line-up

**Shenzhen, 18 June 2024. PCIM Asia, Asia's leading exhibition and conference for power electronics, intelligent motion, renewable energy and energy management will return to the Shenzhen World Exhibition and Convention Center from 28 – 30 August 2024. More than 80% of available booth space has already been reserved at the event's 2024 edition, as exhibitors look to highlight their latest advancements across a wide range of market segments including e-mobility, clean energy and energy storage, wide-bandgap (WBG) devices and more. The event will facilitate industry discussion on these high-growth application areas through a series of themed forums, as well as through its industry-leading conference programme.**

Worldwide, electric vehicles (EV) and renewable energy have emerged as key drivers of expansion in the global power electronics market, particularly for WBG devices such as GaN and SiC. Forecasts indicate that the markets for these devices could reach as high as USD 1.33 billion and USD 5.33 billion respectively by 2026<sup>1</sup>, signalling new opportunities for business growth and innovation across the industry.

At PCIM Asia 2024, participants will find these trends and technologies explored across multiple channels, including on the exhibition floor, through a series of forums and at the PCIM Asia Conference. The event brings together industry stakeholders from throughout the power electronics supply chain - from manufacturers and suppliers to researchers and industry experts - to network, share expertise and discover new products and solutions.

### **Forums and concurrent events**

Alongside the main exhibition, PCIM Asia hosts a selection of concurrent forums that provide additional opportunities for learning and interaction. The Exhibitor Forums provide a platform for exhibitors to promote their latest technologies, while the Industry Forums feature invited speakers, including researchers and subject matter experts, who discuss developments, innovations and challenges in the power electronics field across selected application areas.

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<sup>1</sup> "Over 350 China's Semiconductor Industry Projects Thriving in 2023", Trendforce, 13 January 2024, <https://www.trendforce.com/news/2024/01/25/news-over-350-chinas-semiconductor-industry-projects-thriving-in-2023/> (retrieved May 2024)

### **Exhibitor Forums:**

- **Power Electronics Application Forum:** A platform for exhibitors to present their latest products and solutions to the Chinese power electronics market, with offerings including a trend summit, product release presentations, technical trainings, product demonstrations and business matchmaking sessions.
- **WBG Semiconductor Forum:** Addressing the wide bandgap devices market, this forum will cover the latest advancements in SiC and GaN power technologies, discussing supply chain considerations as well as the applications of these technologies in various fields.

### **Industry Forums:**

- **Electric Vehicles and Intelligent Motion Forum:** Industry experts and researchers will engage in discussions on electric vehicles, fuel cells, intelligent control systems and electric drives, all within the context of China's rapidly expanding EV ecosystem.
- **Clean Energy and Energy Storage Forum:** Academics and leading enterprises will explore advancements in renewable energy generation and next-generation energy storage, along with enabling solutions in intelligence, digitalisation, multi-vector energy systems and more, highlighting the role of clean energy in supporting sustainability and the low-carbon transition.

### **PCIM Asia Conference**

Like its acclaimed sister event, PCIM Europe in Nuremberg, Germany, PCIM Asia hosts an industry-leading conference concurrently with the exhibition. This conference brings together experts from both industry and academia to exchange technical knowledge and present their latest research findings.

Reflecting the event's rising global influence in the power electronics sector, the PCIM Asia Advisory Board reviewed over 100 paper submissions in 2024, representing a 30% increase over the 2023 edition. Topics covered include Si devices, power conversion, e-mobility, packaging technologies, smart grid networks, and more.

Prospective attendees can register before 1 July to take advantage of an early bird 20% discount on conference tickets. Details and the registration portal can be found at: <https://jinshuju.net/portals/RJ4w0v/login>.

PCIM Asia is jointly organised by Guangzhou Guangya Messe Frankfurt Co Ltd and Mesago Messe Frankfurt GmbH. 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).

### **Information for journalists:**

<https://pcimasia-expo.cn.messefrankfurt.com/shenzhen/en/press.html>

### **Press information and photographic material:**

<https://pcimasia-expo.cn.messefrankfurt.com/shenzhen/en/press/photos.html>



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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. With a workforce of some 2,300\* people at its headquarters in Frankfurt am Main and in 28\* subsidiaries, it organises events around the world. Group sales in financial year 2023 were more than € 600\* million. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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 using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: [www.messefrankfurt.com/sustainability](http://www.messefrankfurt.com/sustainability)

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).

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\* Preliminary figures for 2023