

# pcim

ASIA

29 – 31.8.2023

Shanghai New International  
Expo Centre (SNIEC), China  
中国 • 上海新国际博览中心



mesago

International Exhibition and Conference for  
Power Electronics, Intelligent Motion, Renewable  
Energy and Energy Management

电力电子、智能运动、可再生能源

上海国际电力元件、可再生能源管理展览会

## After Show Report 2023

Shanghai, China

[www.pcimasia-expo.com](http://www.pcimasia-expo.com)

messe frankfurt

# Concept

PCIM Asia is a sister event of PCIM Europe, the Europe's leading exhibition and conference for power electronics. PCIM Asia has been integrated in the China exhibition market since 2002 and is one of the most prevalent exhibitions in China specializing in power electronics and its applications in the fields of intelligent motion, renewable energy and energy management.

# PCIM Asia

» Power Electronics » Intelligent Motion » Renewable Energy » Energy Management

## Date

29—31 August 2023

## Venue

Shanghai New International Expo Centre

## Sequence

Annually

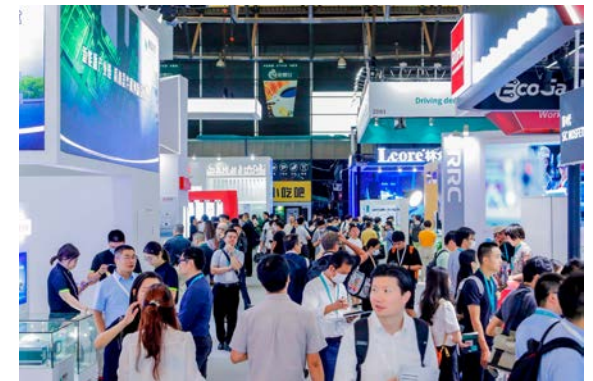
## Organizer

Guangzhou Guangya Messe Frankfurt Co Ltd

## Partner

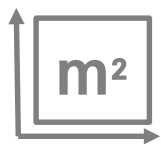
Mesago Messe Frankfurt GmbH

## Sponsors



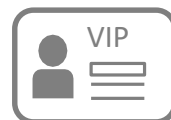
# At A Glance

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**12,000 m<sup>2</sup>**

Exhibition Area



**16**

VIP Buyer Delegations



**15,348**

Visits

From 45 countries and regions



**646**

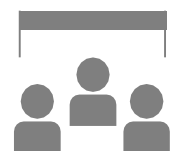
Conference Participants



**181**

Exhibitors

From 11 countries and regions

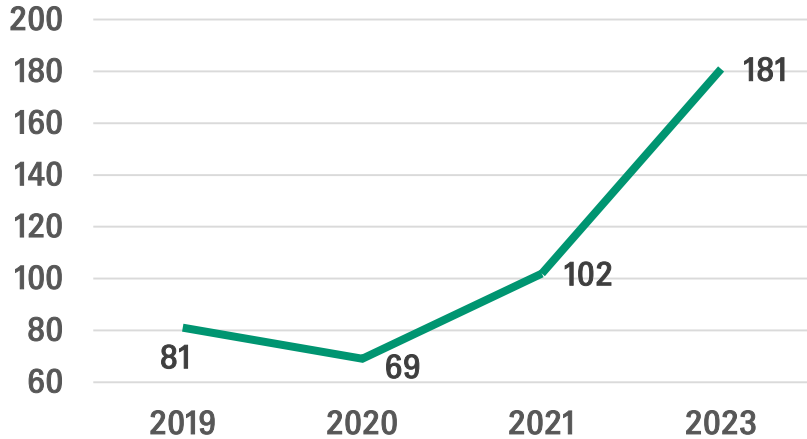


**72**

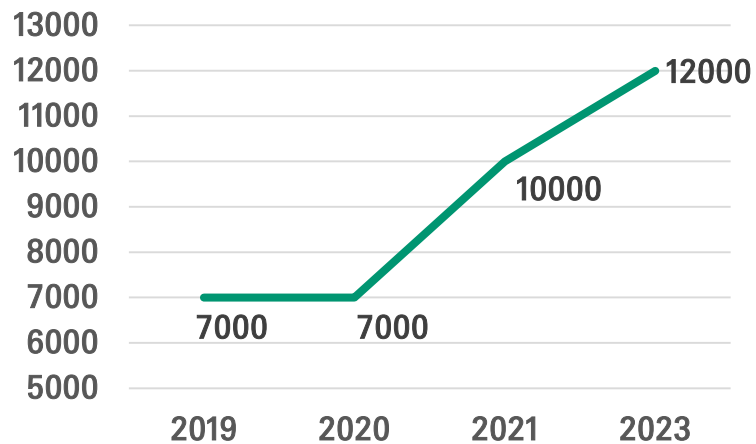
Conference Presentations

# 2019-2023 Data Analysis

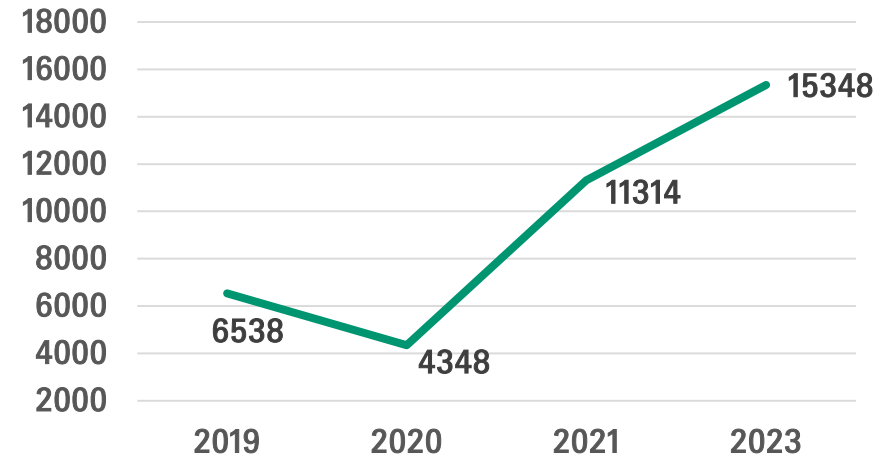
## Exhibitors



## Exhibition Area



## Visits



\*PCIM Asia 2022 postponed to the year of 2023

» The data of exhibitors, visits and exhibition area demonstrate a rising trend after COVID-19.



# Marketing Service

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**241**

WeChat Publications

**21,694**

Followers



**15**

eDMs

**883,577**

Email Deliveries



**31**

Media Partners



**1,239,943**

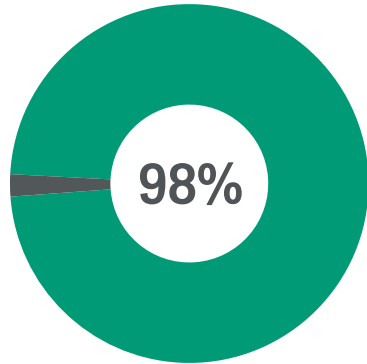
Pre-show Promotion SMS



# Visitors



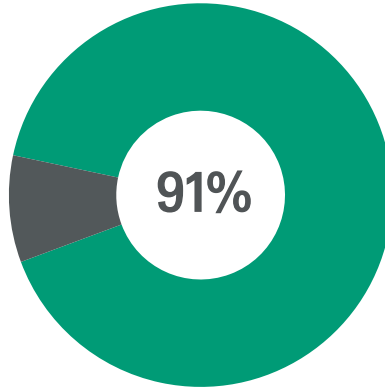
## Satisfaction Analysis



of the visitors are exceptionally satisfied to satisfied with their visit



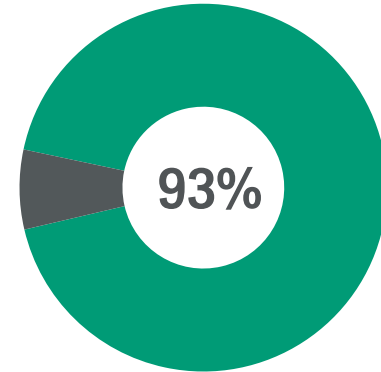
Great Satisfaction



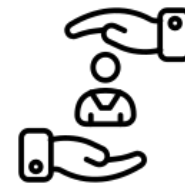
of the visitors would recommend the PCIM Asia to others



Highly Recommend



of visitors plan to attend PCIM Asia 2024

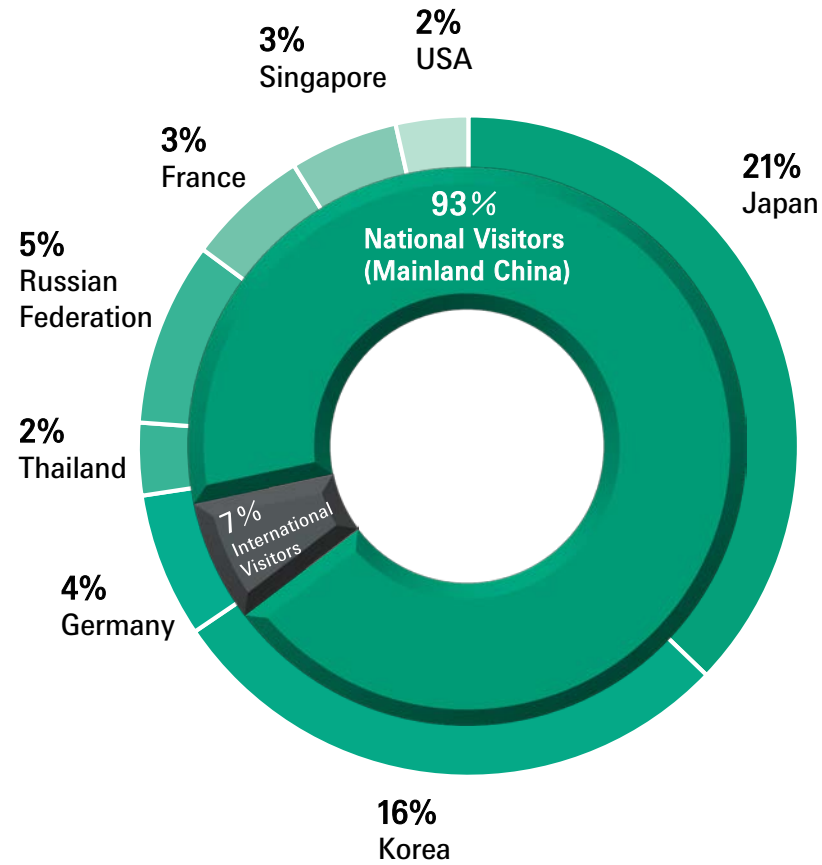


Revisit

# Visitors

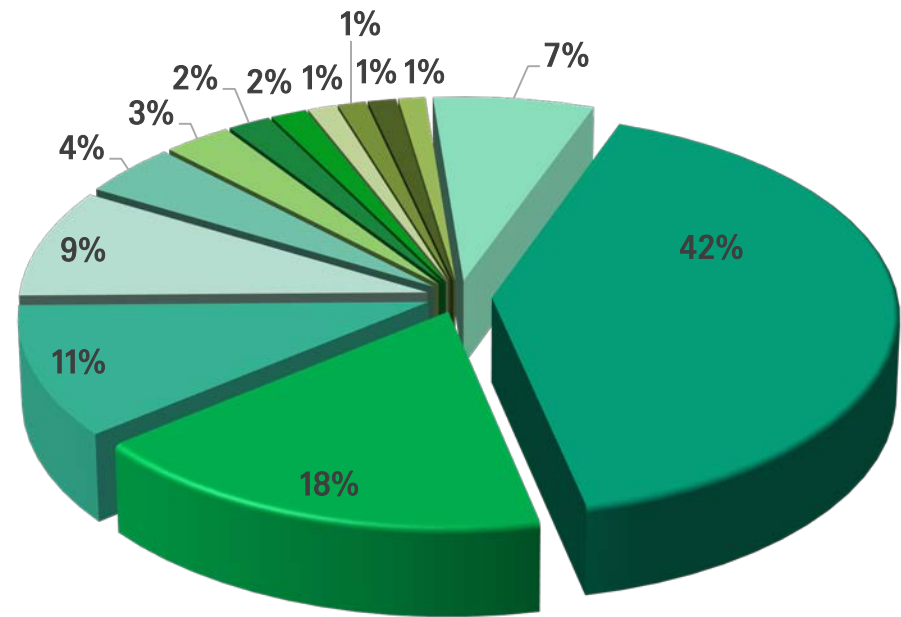


## Origin Of The Visitors



**Others 44%** (Include Hong Kong, Macao and Taiwan regions of China, India, Malaysia, Pakistan, Bangladesh, Kazakhstan, Poland, Brazil, Indonesia, Netherlands, Philippines, Spain, Switzerland, Tunis, Uk, Angola, Australia, Canada, Denmark, Emirates, Finland, Iriuguay, Italy, Mumbai, New Zealand, The Gambia, Israel, Mauritius, Mazda, Portugal, Uzbekistan, Vietnam, Egypt)

## Distribution Of Visitors By Province In China

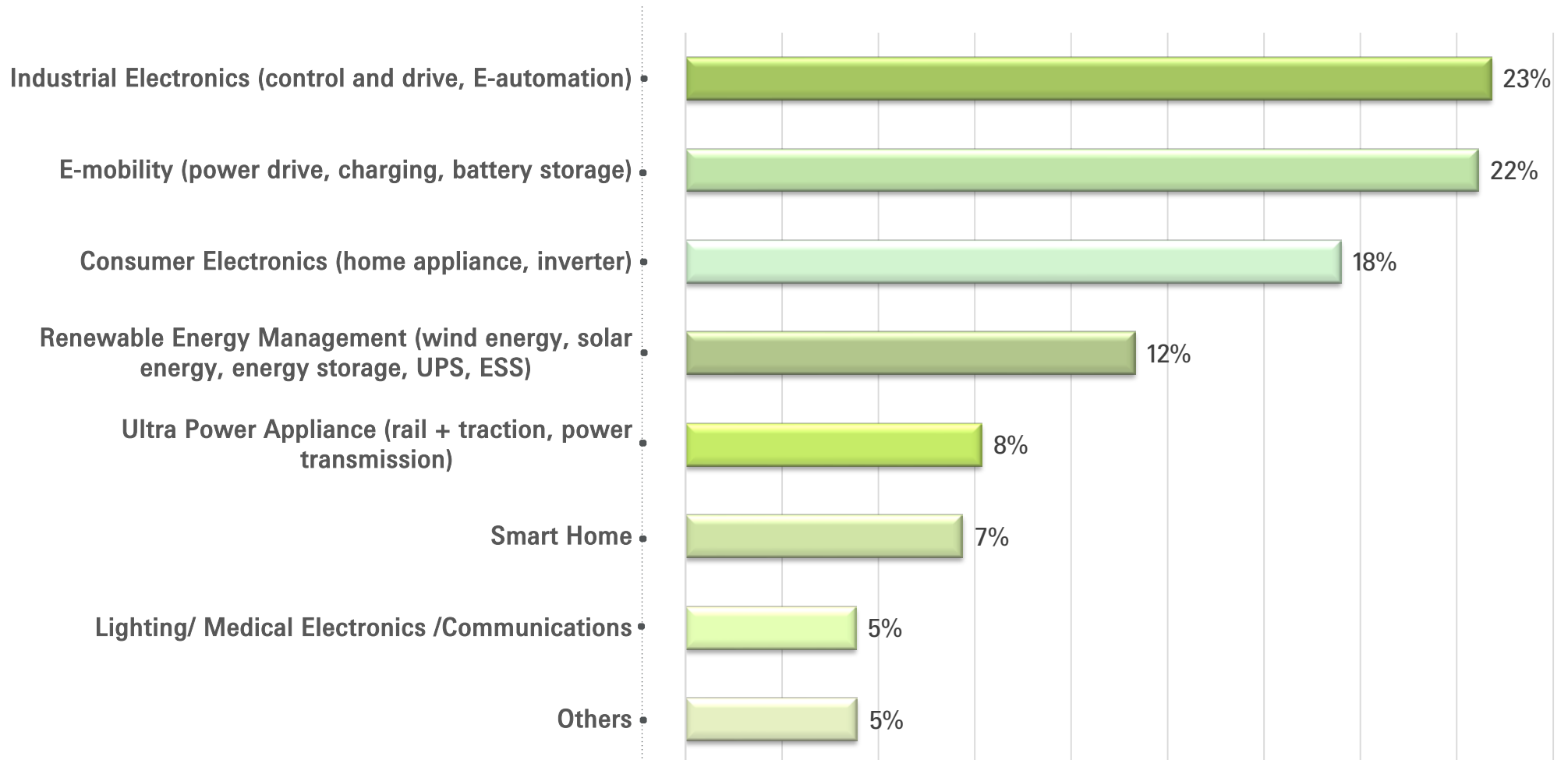


- Shanghai 42%
- Jiangsu 18%
- Zhejiang 11%
- Guangdong 9%
- Beijing 4%
- Anhui 3%
- Shandong 1%
- Hunan 1%
- Hebei 1%
- Hubei 1%
- Shanxi 1%
- Fujian 1%
- Others 7%

# Visitors



## Industry Of The Visitors

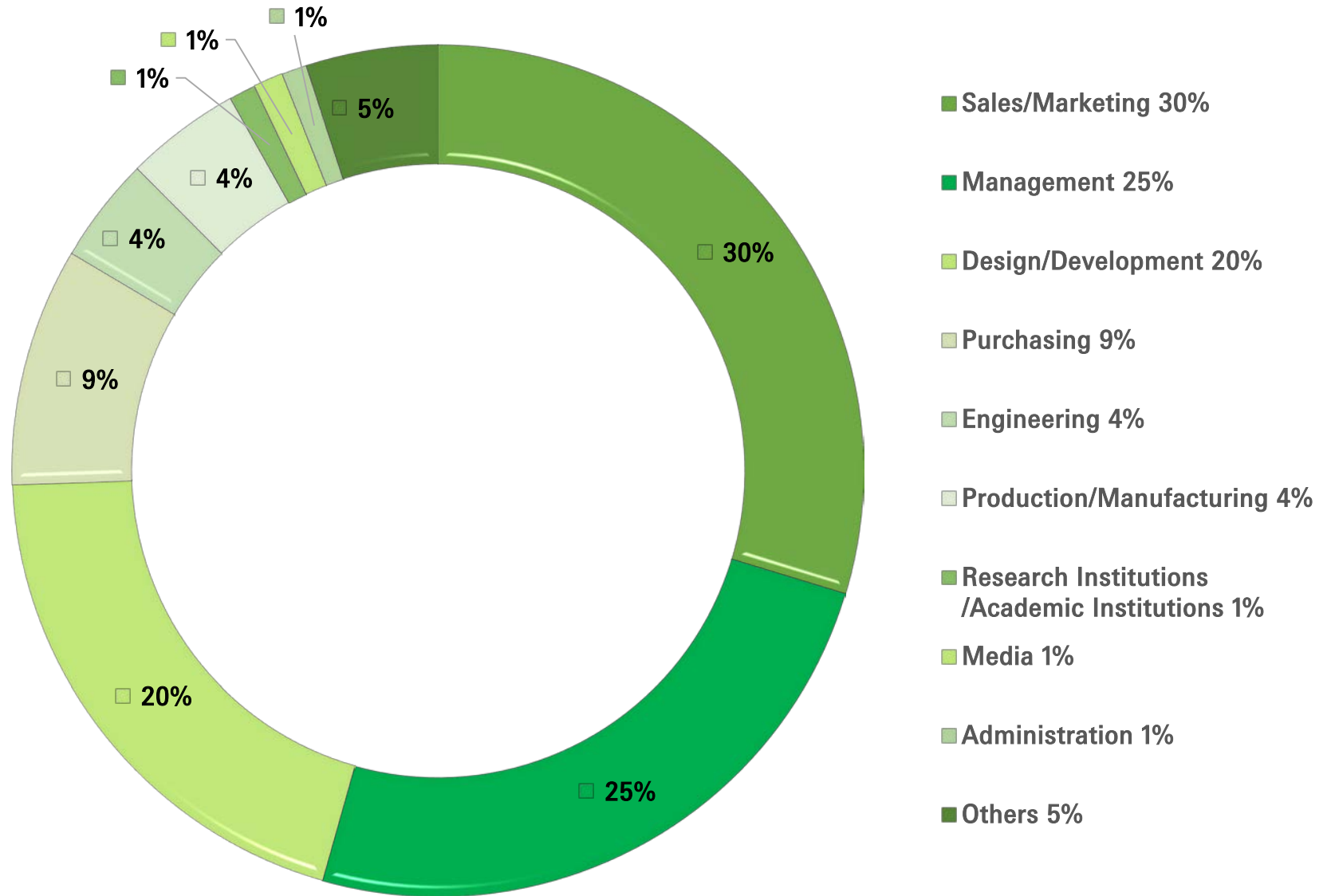




# Visitors



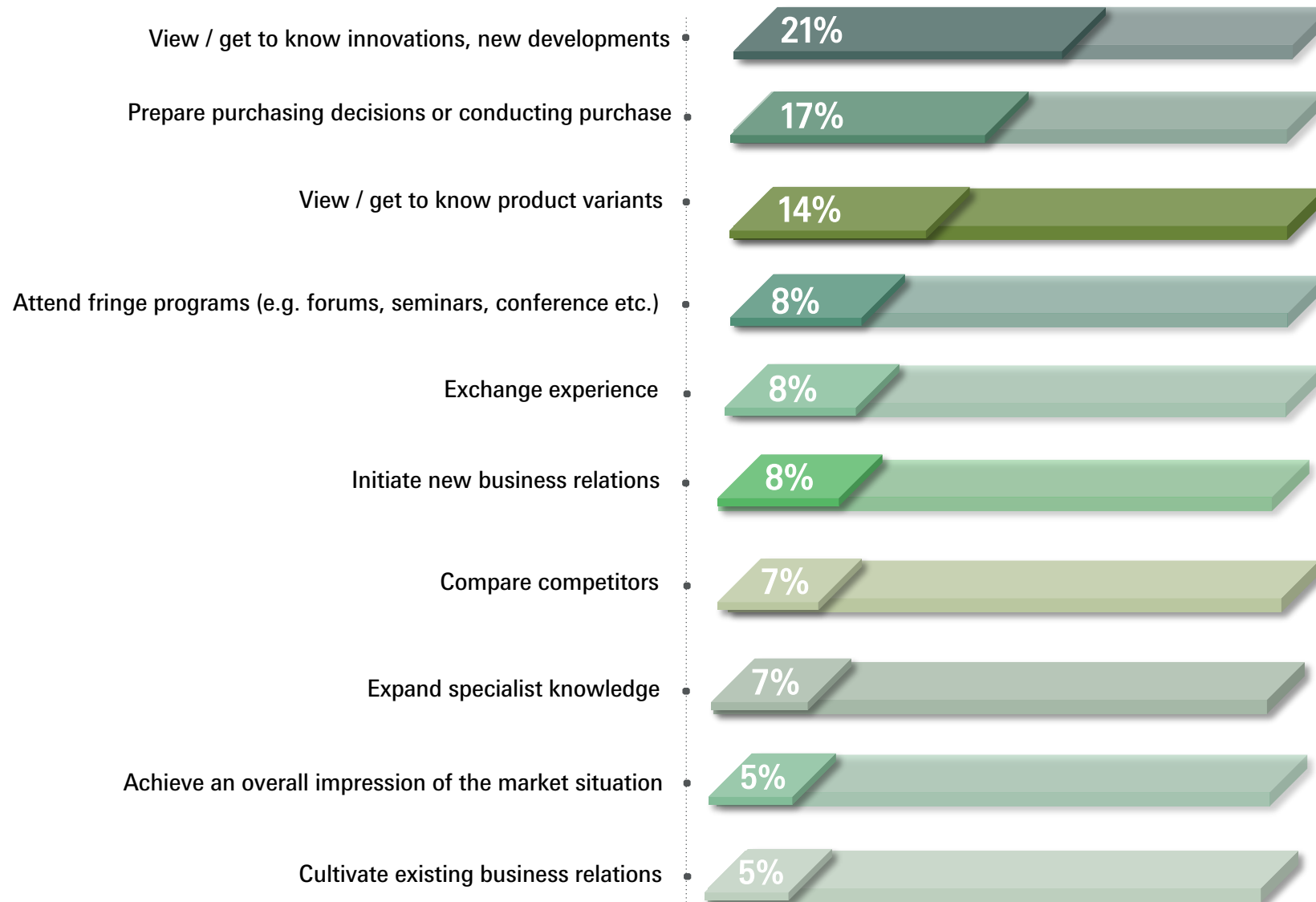
## Position Of The Visitors



# Visitors



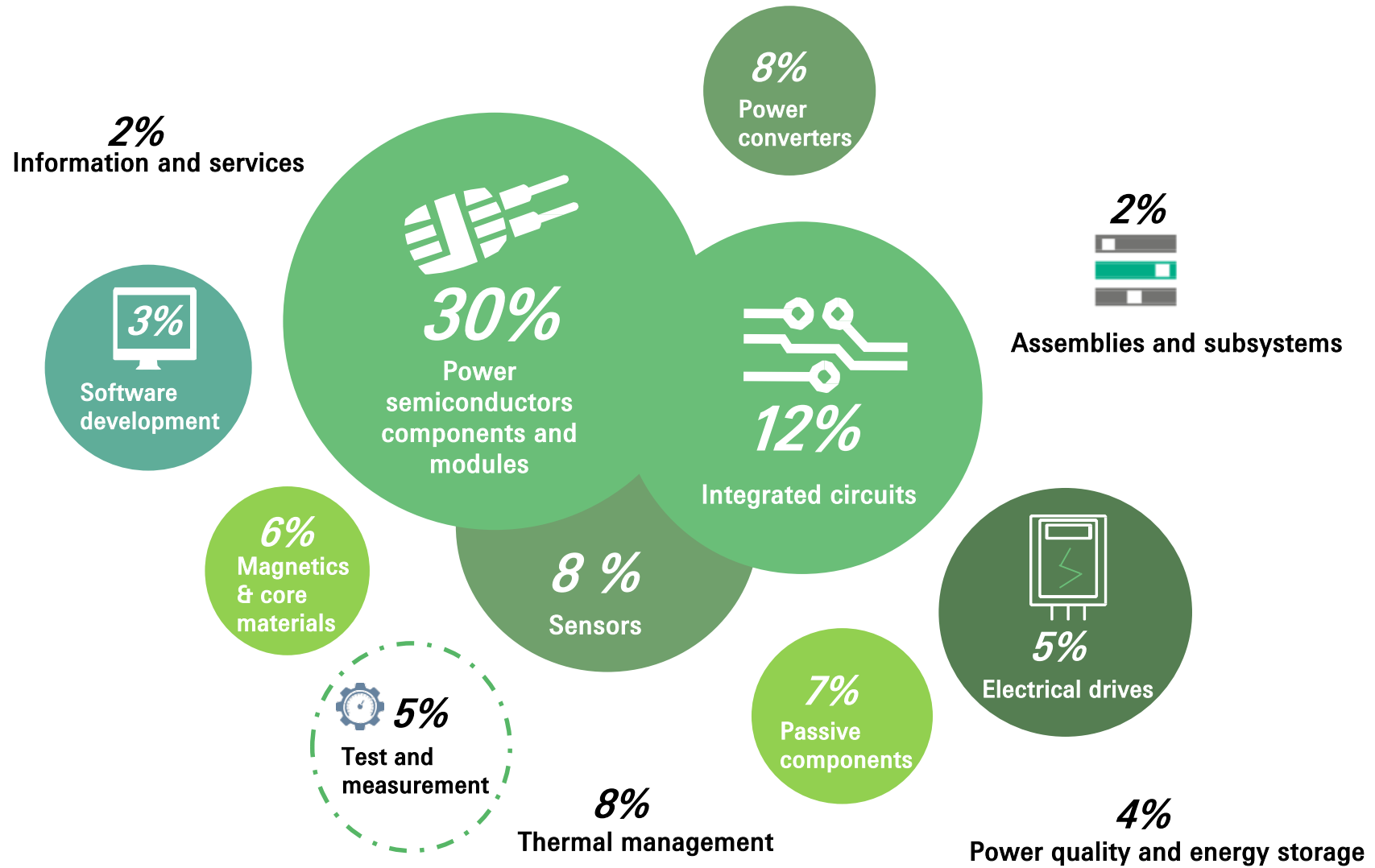
## Visitors' Purchase – Information Collection And Purchase Planning





# Visitors

## Products Of Interest to Visitors



# Delegations

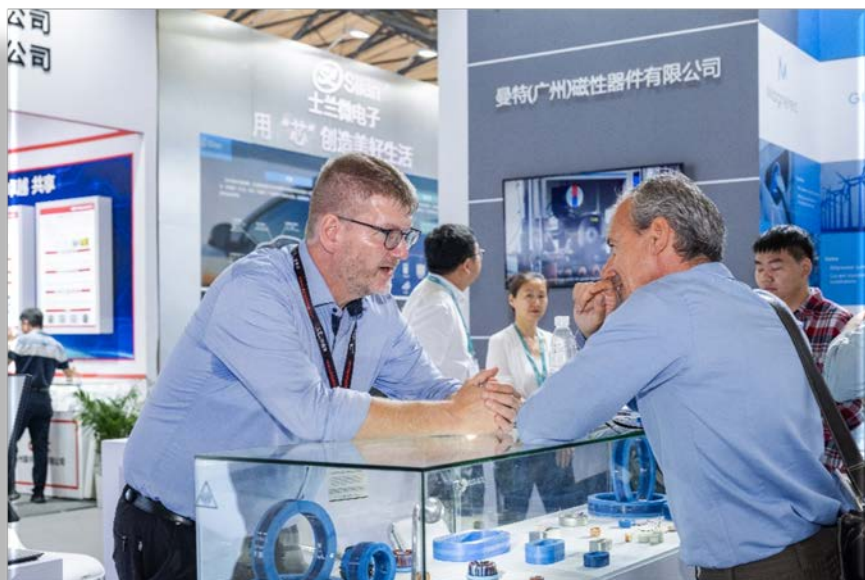
PCIM Asia 2023 invited nearly 20 enterprises and associations from industries including automobile, medical equipment, home appliance, electronic manufacturing and automation to visit in groups.



# Visitor Comments

» Our company specialises in power semiconductors and this is our first time visiting the fair. We are particularly interested in learning about the latest market trends and technologies within this industry. The exhibitors we spoke to provided us with invaluable market insights as well as up-to-date technical information. We also attended a few seminars and I really appreciate the fact that the speakers are industry leaders and experts in their fields, and so we have greatly benefited from our visit today. «

Mr Jerry Chan, Senior Power Semiconductors Validation Engineer,  
Shenzhen Hai Xing Optical Technology Group



» Our company specialises in micro energy storage, but we want to do some large-scale energy storage business this time, so we came to PCIM Asia to look for the right suppliers. This is our first time to visit the fair, what appealed us most was the overall professional atmosphere of the PCIM and the gathering of well-known brands in the industry, which greatly facilitated our search for target suppliers. We have found some proper products within a day and we will place the order later based on the company's evaluation.

The company of Hongwei and Silan left a deep impression on us and we are looking forward to cooperate with them further. Tomorrow I am going to a conference that is extremely informative and basically covers the hot topics in the industry. Due to the current economic situation, what is more significant to the industry is the price and the cost of the product, the cost determines the sales volume of our products. However, the situation will get better with the development of economy. «

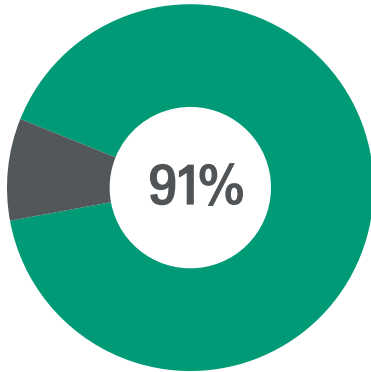
Mr Yusong Chen, Procurement Director, BYINKA Microelectronics Co Ltd



# Exhibitors



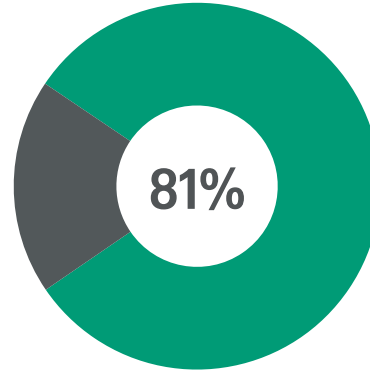
## Satisfaction Analysis



of the exhibitors were satisfied with PCIM Asia 2023



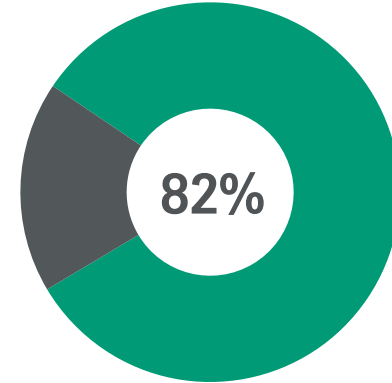
Great Satisfaction



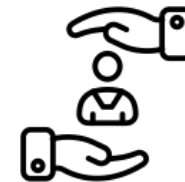
of the exhibitors strongly recommend PCIM Asia to peer



Highly Recommend



of exhibitors plan to attend PCIM Asia 2024

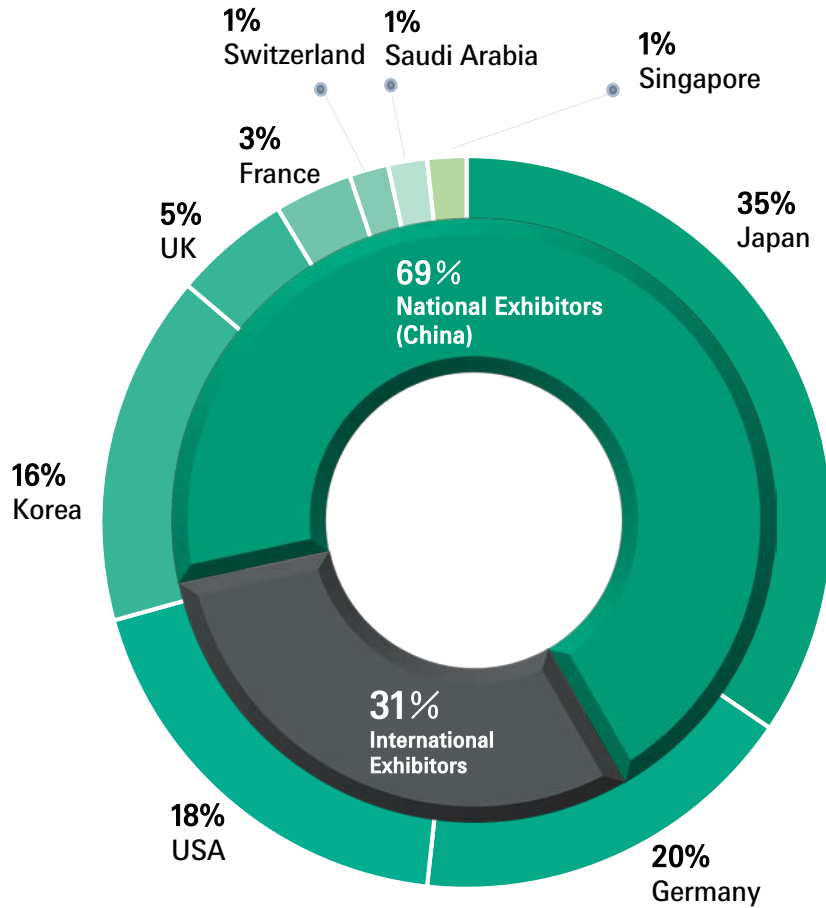


Revisit

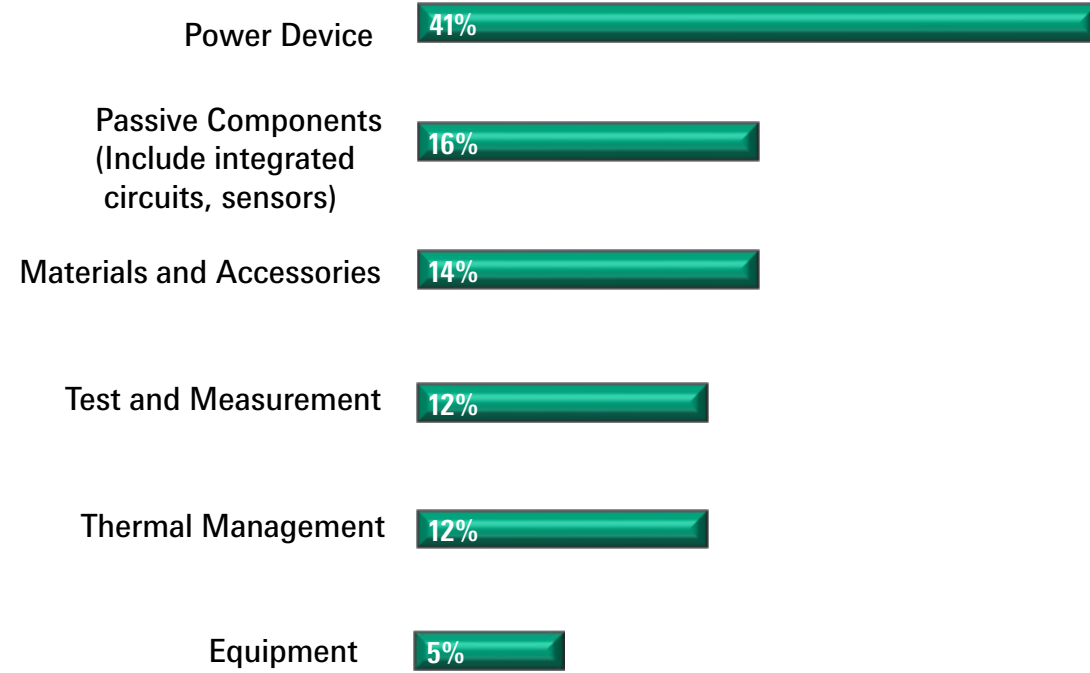
# Exhibitors



## Origin Of The Exhibitors



## Industry Of The Exhibitors

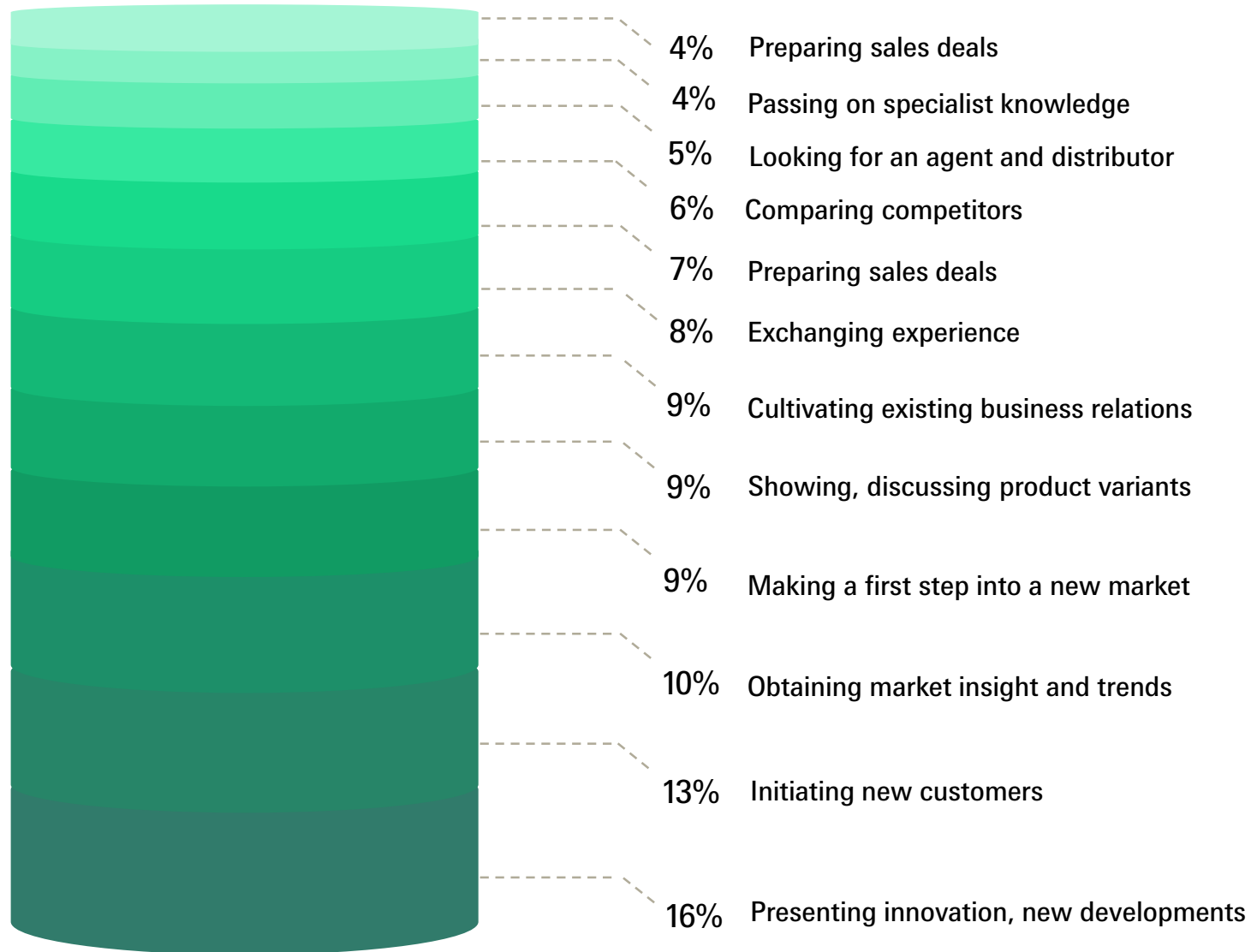




# Exhibitors



## Exhibiting Objectives



# Exhibitors



## Exhibitor Comments



Mr Stefan Häuser, Head of Product Marketing Industry, Semikron Danfoss

» This is my second time attending PCIM Asia, and I feel like the fair has grown since, and is growing towards the size of PCIM Europe. The response has been really good, and the whole morning our booth was full. Just like in Europe, people are enjoying being back and interacting with their suppliers and customers. For me PCIM is the number one show for power electronics and we will very likely come back for the next edition of PCIM Asia. «



Ms Ginni Lai, Marketing Communications Manager, onsemi

» PCIM is one of the most important power electronics shows in the world, we participate every year at PCIM Europe but this is our first time attending PCIM Asia. So far on day one we've had a very positive response with a lot of visitors at our booth and we've had meaningful discussions with potential clients. Our target customers are engineers in the industrial and automotive sectors, and we found many people from these two sectors showing interest in our booth. Next year we will consider bringing even more solutions to PCIM Asia 2024. «



派恩杰半导体（杭州）有限公司  
PN JUNCTION SEMICONDUCTOR (HANGZHOU) CO., LTD.

Mr Ma Haichuan, Sales Director, PN Junction Semiconductor

» This is our second time exhibiting at PCIM Asia and our booth is significantly larger in comparison with the previous edition. We have noticed that this year's show has seen an increase in foreign visitors, as well as teams of professional clients. Our company specialises in wide bandgap semiconductors and so PCIM Asia has given us the platform for showcasing our technology, while also engaging with clients and suppliers in the power electronics industry. «



Mr Song Gao Sheng, Senior Director Field Application Engineering Center, Mitsubishi Electric & Electronics (Shanghai) Co Ltd

» We have never been absent from PCIM Asia since the show's launch. After the past three years, customers are very keen to attend PCIM Asia. Yesterday we had several meetings with our key customers and we've had large crowds around our booth. Sooner or later China will lead in the development of the power electronics industry, especially in the high-power electronics area, so I hope to see more local companies in this area join PCIM Asia, and the show will lead the world in the future. «

# Conference



## Data Analysis

**89%** Regarded the conference meet their expectations

**86%** Plan to attend PCIM Asia 2024

Participants

**646**



Papers

**67**



**8** Oral Sessions



- » IGBT and SiC Devices
- » Advanced Control and Associated Hardware
- » Si and WBG Devices Part I
- » Si and WBG Devices Part II
- » Converters
- » Automotive Applications
- » Packaging and Reliability
- » High Power and Grid Applications

**5** Poster Sessions

- » Power Semiconductor Devices
- » Motion Control
- » Power Converters
- » Power Semiconductor Modules
- » Packaging Technologies

**3** Keynotes



- » The New Generation of Gallium Nitride Power Devices; breaking the Limits of Ease-of-Use and Reliability
- » Packaging and Integration of Wide-Bandgap Power Semiconductors: Challenges and Opportunities
- » Power Semiconductor Devices on Windpower Applications

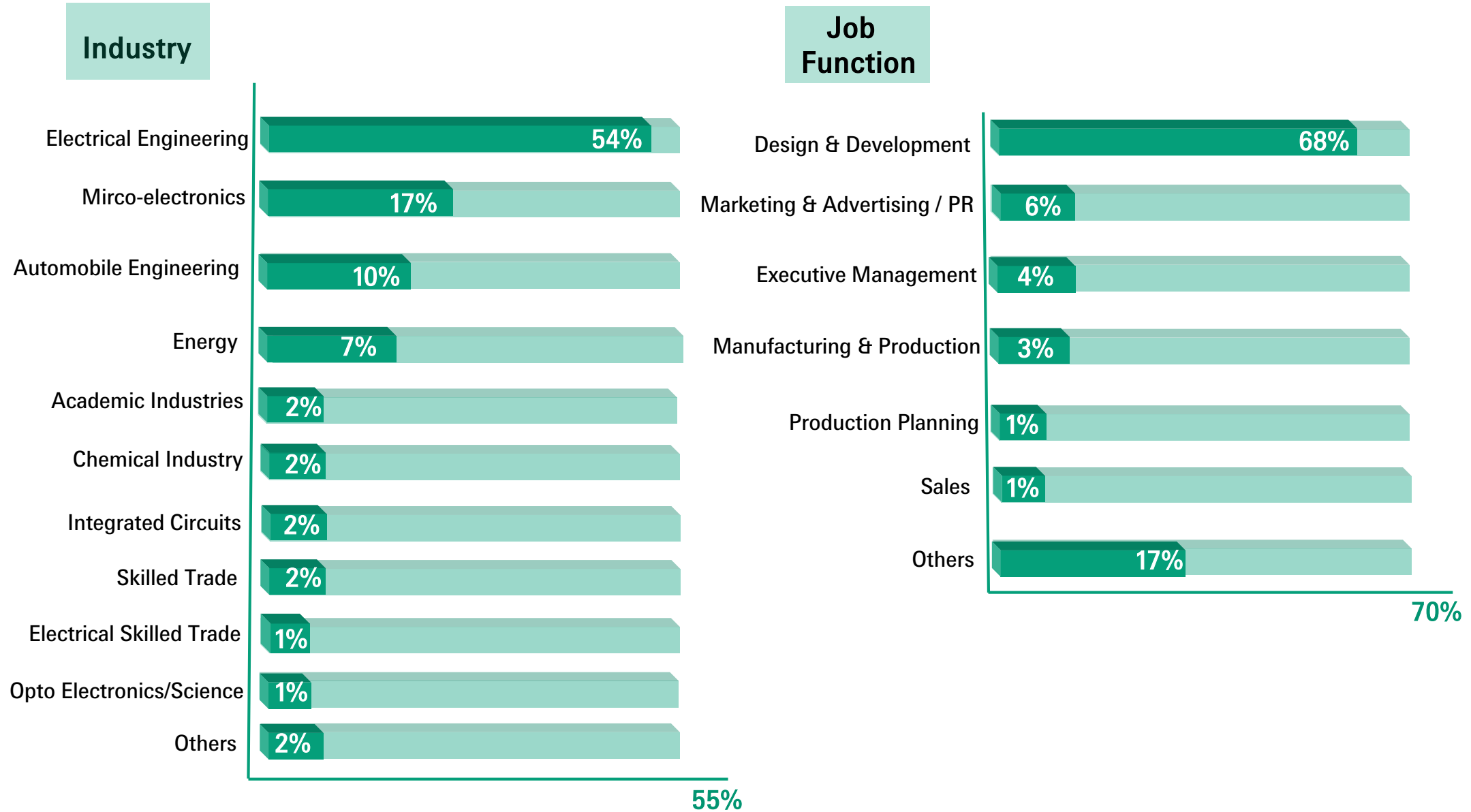
**1** Special Session » GaN based High Power Density Supplies

**1** Tutorial » High-Performance Power Modules and SiC Devices

# Conference



## Conference Participants Analysis





# Conferences

## Speaking Enterprises, Colleges and Scientific Research Institutions



# Conference

## Participant Comments



» All the topics we are addressing at the conference are key trends in power electronics, especially here in China, where energy-related and mobility topics are the future. We are just at the beginning of the conference, and you can already see the discussions firing up, with many experts attending and asking the right questions, so I'm really happy with this edition so far. «

Professor Leo Lorenz, President, ECPE

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» So far the conference looks great, people are very engaged, and I could see all the seats were taken with lots of people waiting and standing during the presentation. In my presentation I talked about wide bandgap materials and in particular GaN, and what can make GaN successful in the field, by addressing the remaining issues of fragility and ease of use. I see potential for GaN everywhere, China has some very good companies and I can see it growing, so there is a lot of potential for this material here. «

Professor Florin Udrea, Professor of Semiconductor Engineering, Cambridge University

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» My presentation was on wide bandgap semiconductor packaging and integration. This is my first time at PCIM Asia, and I've been able to walk around the fair and it's amazing to see all the new companies as well the traditional brands, so it's really exciting to see the growth of power electronics. I think PCIM provides a space where all of us from both industry and academia can come together which is essential, especially in this revolutionary time for power electronics. «

Dr. Christina DiMarino, Assistant Professor, Virginia Polytechnic Institute and State University

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» The conference has started very well, and I just listened to the presentation by Professor Udrea on "The New Generation of Gallium Nitride Power Devices; breaking the Limits of Ease-of-Use and Reliability", which was a very interesting topic. There's been some very interesting questions, the one about VCC voltage and miller clamps is one I would have asked if it didn't come up before me, so it's nice to see people who have the same kinds of questions and engaged with the topic. I like to get insights on new technologies and it's one of the reasons I've decided to come here. «

Mr Pierrick Ausseresse, Principal Engineer, Infineon Technologies AG

# Forum



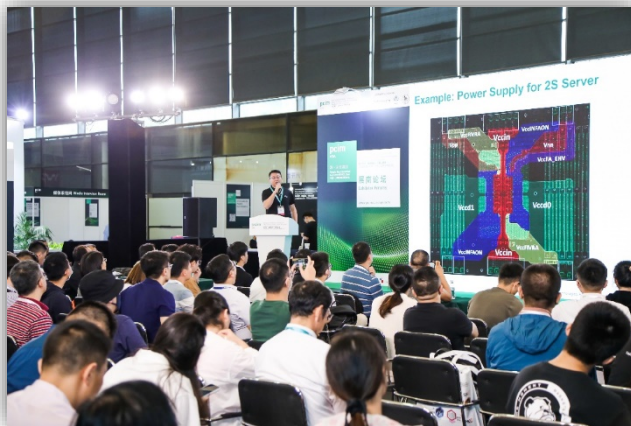
**Concurrent Activities: 55 presentations with 674 visitors participated in 4 forums on different themes**

As part of PCIM Asia 2023's fringe program, 55 presentations were delivered across 4 forums, sharing the latest industry knowledge and emerging market trends.

**Industry Forum:** 1. Electrical transportation technology in the Industry 4.0 era  
2. New energy development under the carbon peak and carbon neutrality goals

**Exhibitor Forum:** 1. Power Electronics Application Forum  
2. The 3rd Generation Semiconductor Forum

Sponsors of the Exhibitor Forum: nexperia



# pcim

## ASIA

28 – 30.8.2024

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中国·深圳国际会展中心

International Exhibition and Conference for  
Power Electronics, Intelligent Motion, Renewable  
Energy and Energy Management

电力电子、智能运动、可再生能源  
深圳国际电力元件、可再生能源管理展览会

## See You in 2024!

Shenzhen, China

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