pcim ASIA

26 – 28 June 2018
Shanghai, China

Analysis 2018
Summary

With tremendous support from renowned enterprises in the power electronic field, the fair continues to act as a networking hub for experts and decision-makers within the global power electronics industry. Held concurrently with the exhibition, the PCIM Asia Conference also helped to push the development of the industry in China.

PCIM Asia, an international exhibition and conference for power electronics, intelligent motion, renewable energy and energy management successfully closed its 17th edition on 28 June at the Shanghai World Expo Exhibition and Convention Centre. The fair welcomed a total of 91 exhibitors from eight countries and regions who showcased their latest innovations across 7,000 sqm of exhibition space. Some of the leading brands in attendance this year included CRRC, Danfoss, Firstack, Infineon, LEM, Mitsubishi, ROHM, Semikron, Shanghai Eagtop, Starpower, Sunking, Toshiba, VAC and many others.

The three-day fair also welcomed a total of 5,388 trade visitors who sourced the latest semiconductors, passive components, sensors, motors, rectifiers for power management systems, and simulation and design software. A number of buyer delegations attended the fair and conference this year including Bosch, BYD, Delta, DETC, Flextronics, Foxconn, GAC Group, Gree, Hitachi, Huawei, Midea, Philips, SAIC-GM, Schneider, Shanghai Electric Group, Siemens and Skyworth.

In addition, the fair established an E-mobility Zone this year for the first time to keep pace with market trends and integrations. Due to the rapid industrial reform and new urbanisation blueprint in China, the demand for power electronics and renewable energy solutions continues to grow. This brand-new zone helped to address the challenges of power electronics when used in a diverse array of applications such as electrical-, hybrid- and fuel cell vehicles, charging infrastructure and payment systems.

Comprehensive concurrent programme invites industry experts to share latest product and technology insights

Held parallel with the exhibition was the PCIM Asia Conference, one of the most important and influential conferences for power electronics in Asia. The sector’s leading players from business and academia, including the likes of ABB Semiconductors, Fuji Electric, Infineon Technologies, Mitsubishi Electric and Semikron, were invited to share their views on current industry developments and future trends. For the 2018 edition, a total of 67 conference papers were presented and 382 conference attendees were present. Positive feedback was widely received from conference participants, many of them recognising it as the ideal environment to exchange ideas on power electronics market trends.
## At a Glance

### Results

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<tr>
<td><strong>Exhibitor Space</strong></td>
<td>7,000 sqm</td>
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<tr>
<td><strong>Exhibitors</strong></td>
<td>91</td>
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<td><strong>Visitors</strong></td>
<td>5,388 (From 14 countries and regions)</td>
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<td><strong>Conference Participants</strong></td>
<td>382</td>
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<tr>
<td><strong>Conference</strong></td>
<td>67 presentation</td>
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92% visitors and 71% exhibitors were satisfied with PCIM Asia 2018

80% exhibitors considered PCIM Asia as the top 3 important industrial fairs in China
Marketing Services

Professional marketing team, high exposure rate with selected media, dedicated in promotion of brand awareness, bring great synergy and create unlimited business opportunities.

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<tr>
<td><strong>29</strong> EDM Publications</td>
<td><strong>6,942</strong> WeChat Followers From Power Electronics Industry</td>
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<td><strong>803,022</strong> Reading Amount</td>
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<td><strong>365,223</strong> Pre-show Promotion SMS</td>
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<td><strong>80</strong> Trade Media Partners</td>
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Concept
The PCIM (short for Power Conversion, Intelligent Motion) event in China is an international meeting ground for specialists in power electronics and its applications in drive technologies and power quality. The event offers a chance to see the latest developments in power electronics components and systems.

The strong link between conference and exhibition guarantees the high quality of the show. This unique combination fosters the fast and easy exchange between industry and science, for which PCIM Asia is famous.

Event Concept
Title
PCIM Asia – International Exhibition and Conference for Power Electronics, Intelligent Motion, Renewable Energy and Energy Management

Date
26 – 28 June 2018

Venue
Shanghai World Expo Exhibition and Convention Center

Frequence
Annually

Organizer
Shanghai Pudong International Exhibition Corp.
Guangzhou Guangya Messe Frankfurt Co Ltd

Partner
Mesago Messe Frankfurt GmbH
Topics

- Power semiconductors 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
- Information and services

Visitor Profile

Trade visitors of PCIM Asia are experts and decision makers mainly from management, product and system design, purchasing as well as R&D management departments. They use the exhibition as an international industry meeting place and inform themselves about latest products and services achievements within power electronics, as well as individual and specific solution for practice oriented problems.
High class exhibitors from all over the world showcased in PCIM Asia, and 90% of trade visitors’ demand for regional supply were full filled.

Origin of the exhibitors from abroad:

- China: 56%
- Germany: 12%
- America: 6%
- Japan: 16%
- Taiwan: 7%
- Others: 3%

Top regions trade visitors were interested in (multiple choice):

- China: 59%
- Germany: 45%
- Japan: 36%
- America: 35%
- Taiwan: 22%
- Others: 12%
Exhibitors presented the following product groups at PCIM Asia 2018

- **Power Semiconductors Components and Modules**: 23%
- **Integrated Circuits**: 12%
- **Power Converters**: 11%
- **Passive Components**: 8%
- **Assemblies and Subsystems**: 3%
- **Thermal Management**: 8%
- **Sensors**: 10%
- **Information and Services**: 2%
- **Electrical Drives**: 5%
- **Magnetics & Core Materials**: 6%
- **Software Development**: 3%
- **Test and Measurement**: 4%
- **Power Quality and Energy Storage**: 5%
Exhibitor comments

This is the fourth time we came to PCIM Asia. PCIM Asia is the most suitable show for our company, and it is the most professional power electronics fair in China. Many visitors have shown great interest in our products this year, especially those who manufacturer power electronic control systems. Even on the first day, we have established serious business relationships with quite a number of clients already. I believe PCIM Asia is an important window and platform for the industry, which enables all the industry experts gathering together to share the latest market information and communicate with each other. We consider it a must to join the show every year.

Mr Alan Zeng, China Sales Director, Danfoss Automatic Controls Management (Shanghai) Co Ltd

We have been a keen participant since the show first started, because we can always leverage it to connect with top-notch buyers in the country. Another goal is to get ourselves familiar with latest market developments through visiting major brands. I am glad that these two objectives have been achieved at this edition. We met with four potential buyers who showed great interest in our products, and I am confident that we can seal a deal with them later on. In short, PCIM Asia is an ideal business platform for us not only in terms of generating sales, but also enabling us to discover the trends in the industry and predict market interests in coming years. We will now allocate our resource to focus only on PCIM Asia, because we truly believe we can make the most out of it.

Mr Zhao Zhanglong, Marketing Exective, Shanghai Eagtop Electronics Technology Co Ltd
Gather professional trade visitors, strengthen the business match

Top 5 industries

- Electrical Engineering: 16%
- Electrical Drives: 11%
- Electrical Drives and Controls: 7%
- Electronic Products: 8%
- Industry, Communication and IOTIPS: 9%

Other industries:

- Micro-Electronics
- Medical Equipment Manufacturing
- Chemical Industry
- Air and spacecraft industry
- Power cloud and power communication
- Lighting
- Vehicle construction research and development
- Solar PV
- Automation
- Rail Transport
- Smart Grid
- Wind Power and Other Renewable Energy
91% visitors with influence in company purchasing, exhibitors were satisfied with onsite contact collection
Visiting purposes

- View / Get to know innovations, new development: 26%
- Initiate new business relations: 18%
- Prepare purchasing decisions / Conduct Purchases: 13%
- Expand specialist knowledge: 11%
- Exchange experience: 10%
- Cultivate existing business relations: 7%
- Attend fringe programs: 5%
- Assessing future exhibiting plan: 5%
- Compare with competitors: 4%
- Others: 1%
Visitor Delegations 2018

PCIM Asia 2018 welcome remarkable buyer delegations in both exhibition and conference, VIP groups include (but not limited in): SAIC-GM, BYD, BOSCH, Shanghai Electric Group, HITACHI, SKYWORTH, GREE, MIDEA, SIEMENS Healthineers, DELTA, HUAWEI, FOXCONN, EMA and SLETA and etc.
Visitor comments

This is my third year visiting PCIM Asia. What makes the fair stand out is that it has a really comprehensive exhibitor profile. Almost every big player in the field is exhibiting here, so as engineers we can conveniently get to know the latest products and solutions the industry has to offer. I visited roughly 10 exhibitors and was amazed by the next-generation SiC modules they showcased – some of which are even scheduled to market in 2019. So by visiting the fair, I was actually able to foresee the market’s future development, which is vital for us to set out competitive strategies. All in all, I think the show has been maintaining a good balance between academic discussions and displaying practical products over the years, and with that being said, PCIM Asia remains a must-see event for me.

Mr Yingqi Zhang, Senior Research Engineer, LG Electronics China R&D Center

This is my first time visiting PCIM Asia with another 7 engineers from the same department. We have acknowledged a variety of power electronic controllers and inverters applied in new energy vehicles as well as controller modules. We were all impressed by all exhibiting products. PCIM Asia is very important and provide an efficient communication platform for us to contact different power electronics manufactures face to face. We have not only learned the latest technologies in the industry, but also see what can be replaced in our current production line in order to upgrade the production efficiency and reduce the cost. Moreover, we got the inspiration for our next generation of products after visiting the show. PCIM Asia is well reflected the development of power electronics in China. Almost all the important industrial brands have been included in PCIM Asia whose highly concentrated professionals are reputed in China. As a whole, we are very satisfied with this visit and appreciate all supplier connection built in PCIM Asia.

Mr Chi Zhang, Product Development Engineer, United Automotive Electronic Systems Co Ltd
Conference

41 Oral Presentations
- Electric Vehicle
- High Frequency Power Conversion
- IGBT Application Performance
- Intelligence of Electrical Motion System
- Intelligent Power Modules and Integrated Devices
- Motor Drives and Motion Control
- Power Converters
- Power Electronics in Electric Vehicle Application
- Renewable Energy Technologies
- SiC Technologies for Efficient and Reliable Application

24 Posters
- Electric Vehicle
- High Frequency Power Conversion
- IGBT Application Performance
- Intelligence of Electrical Motion System
- Intelligent Power Modules and Integrated Devices
- Motor Drives and Motion Control
- Power Converters
- Power Electronics in Electric Vehicle Application
- Renewable Energy Technologies
- SiC Technologies for Efficient and Reliable Application

2 Keynotes
- A Vision on Industrial Induction Heating Converter Technology: Trends and Challenges
  Speaker: Prof. Dr. Enrique J. Dede, from the University of Valencia, E
- Technology Trend of e-Mobility Charging
  Speaker: Herman Zhang, Delta Electronics, TW

2 Special sessions
- Electric Vehicle
- Intelligence of Electrical Motion System
Speakers' companies
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Fringe Program

Power Electronics Applied Technologies Forum

Power Electronics Applied Technologies Forum once again successfully held onsite this year. There were 19 presentations given by senior engineers from well-known companies such as (but not limited in) ROHM, Alpha Assembly, Analog, Semikron, Fuji, Danfoss, Toshiba, Firstack, Mitsubishi, BASiC Semiconductor and etc. Every section was attracted over hundreds audients to get the insights of the latest products and technologies. The forum maintains extraordinary reputation from exhibitors and visitors as always.
Energise the future with power electronics
启动电力电子，激活绿色未来

26 – 28. 6. 2019
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www.pcimasia-expo.com