

## Good reasons to attend



There are plenty of good reasons to attend productronica China. It will give you a broad overview of the entire spectrum of the electronics production industry and give you new drive for your business success. See for yourself.

## Convincing arguments for you to attend productronica China

### ✓ World's leading trade-fair network

No other trade fair benefits from being embedded in a worldwide cluster as much as productronica China. productronica China attracts international and local market leaders from the industry, showcases products and addresses all important target groups. In doing so, it creates the best communication and business environment for both sides.

### ✓ High-quality services and international standards

We have been organizing leading events in Munich since 1964, but also have a great deal of experience with productronica in Shanghai. This allows us to provide you optimum trade-show efficiency and expertise.

### ✓ Industry and marketing know-how that is difficult to emulate

We get support from both the government (SIIEF) and associations such as the Committee of SMT, the Guangdong Institute of Electronics, etc.

### ✓ Outstanding supporting program

With the help of associations and other industry partners, productronica China also features special lectures that are tailored to meet the market's needs. Speakers include experts, executives and researchers from leading companies and scientific research institutions. This much experience, knowledge and expertise is not available in this form anywhere else.

## Save the date

**productronica China | International Trade  
Fair for Electronics Development and  
Production.**

Date: Mar 14 - 16, 2018

