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Manufacturing innovations at productronica China 2014

Final report

After three days, the outcome of the 13th productronica China and electronica China was more than positive: 51,498 visitors and 868 exhibitors from 18 countries participated in the international trade fairs for innovative electronics manufacturing at the New International Expo Center in Shanghai. Compared to 2013, the number of visitors has increased by nine percent. The exhibition space has grown from four halls in 2013 to five halls in 2014. With 57,500 square meter, the trade fairs broke the records, matching the big growth by 25 percent.

Mr. Ryan Loh, Managing Director of MMI Shanghai Co., Ltd, was very positive about the results of productronica China: "The repeatedly significant increase in the share of exhibitors and visitors underscores productronica China's position as the leading show in the Asia Pacific. It is indeed a good stage where nextgeneration innovations are introduced to the marketplace."

Smart manufacturing gathered at productronica China

As the most important event for the electronics manufacturing industry, productronica China showcases new technologies and innovative, smart manufacturing solutions in the industry. The exhibition range specifically includes SMT, test and measurement, dispensing, materials, EMS, cable processing, component manufacturing, ESD and cleanroom.

The newly established "SMT innovation point" offered an additional opportunity for an intense and direct exchange of information on the SMT manufacturing sponsored by leading manufactures such as KURTZ ERSA and speedprint, etc. NXT III of FUJI attracted many visitors at this segment as well. Meanwhile, Universal Instruments and Europlacer exhibited their flagship mounted solution for the first time. Also, productronica China continued its partnership with the Guangdong Institute of Electronics, SMT Professional Committee, to offer the most favorable opportunities to Chinese visitors. This year, there were 17 Chinese local SMT manufacturers exhibiting at the trade fair from the Institute, which injected more power in the SMT segment.

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productronica China | International Trade
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Jacky Wu, Sales Director, Universal Instruments shared his views: "This is the first time for us to attend productronica China. Looking at the number of visitors, my impression is that the number is almost twice or three times larger than in other similar shows. We acquired harvest and positive feedback. Some old customers came to our booth, and we also met some new potential customers, which hopefully will turn into professional leads."

In addition, many leading companies in the "EMS segment" started to pay attention in the field of small-volume, multi-species and made a lot of changes such as the production process innovation, integration and supply chain management. Small and Medium Enterprises determined to reposition in the fierce marketing competition and provide more effective value-added services.

Liede Kaapo, General Manager of Enics, said: "Amazing new products emerged in the manufacturing industry, especially in the field of automotive, digital health and fitness and startup tech. I am also satisfied with the results which has far exceeded my expectations."

Fu Qiang, Manager of Shanghai-Faunc Robotics, commented: "Compared to other exhibitions in this industry, productronica China owns a bigger flow of visitors and exhibitors, many of them from robotics devices and automation companies."

Cable processing has been a highlight at productronica China for years. Leading international companies gathered at the trade show with their latest technologies, products and solutions. Among them were Komax, Schleuniger, Schaefer, PS Electronic, ShinMaywa Industries, JAM and Lode, to mention just a few. Chinese forerunners like Junquan, HIPRECISE, Yinhua and Hebi Seiko also exhibited at the trade show to present their products and solutions.

Another highlight was the soldering and dispenser segment, where visitors exchanged technical knowledge and new ideas with the first-class exhibitors such as bdtronic, Nordson, Scheugenpflug and RAMPF showcasing their automated mixing, metering, and dispensing systems for resin and other industrial materials.

Manufacturing innovations stepped into the forum

Without wires and cables, there would be no turnaround in the energy policy, no electro mobility, no high-speed Internet and no contact-free measuring technology. To meet the demand, the "International Wire Harness Advanced Manufacturing Innovation Forum" was organized sharing the views on production, design and innovation of green wire harness.

The "International Electronic Manufacturing Innovation Conference" was a new topic focusing on SMT and Electronic Manufacturing Automation. The forum featured a number of lectures and panel discussions on the industry's latest hot topics.

The next productronica China is taking place on March 17–19, 2015.