

21-Mar-2016

productronica China 2016 shows the future prospects for innovative electronics manufacturing

Final report

After three trade fair days productronica China ended successfully on March 17, 2016. productronica China 2016 marked together with electronica China new records in the show scale in terms of exhibition area and number of exhibitors over the past editions. This year, 1,088 exhibitors from 31 countries and regions participated in the show with a total floor space of 62,000 square meters.

61,455 visitors (2015 visitors: 55,365) attended the show, a more than 11 percent growth compared to the previous edition. 1,289 participants visited the five at-tractive forums, which were held during the show.

Thomas Löffler, Deputy Managing Director of Messe Muenchen Shanghai Co., Ltd. is very satisfied with the result of productronica 2016 and concluded: "The high number of visitors confirms that productronica China is the most important platform for the electronics manufacturing industry in the Asia-Pacific region."

A glimpse into production process through dynamic demonstration

Surface Mount Technology (SMT) has been developed quickly and got wide ap-plications in the electronics industry. The present market demands of electronic products feature multiplicity and variability, which intensify the competition among the manufacturing enterprises. The flexibility of surface mount production in electronic circuits, diversified system components, intelligent information inte-gration system and rigorous quality assurance system become more important than before.

At the SMT Innovation Point Demo Area of productronica China 2016, four pro-duction lines were built to unveil the complete production process of surface mount. Yamaha, together with Heller, installed the first line with their high-performance compact printer, high-efficiency modular and high-end hybrid opti-cal inspection system and presented their solutions for the first time at a show. DEK and SIPLACE, two units of ASM, built a simulation line with REHM fitting for smartphones and automotive electronics production. Speedprint, together with Europlacer and BTU, constructed another line that demonstrated the mounting

Save the date

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

Date: Mar 18 - 20, 2020

processes in military and aerospace electronics. Local leading players, including Desen, Faroad, KAIT Zhenhuaxing, also assembled the fourth line to show Chi-nese innovative capability in SMT industry.

Herbert Hofmann, Vice President of CRM and Managing Director of Greater China at ASM Assembly Systems Ltd. said, "productronica China provided us with a very good opportunity to exhibit our new products. Many of our customers visited this show and got a lot of information about automation and Industry 4.0 here. "

Morimoto Ryohei, Manager of Sales Group, Mounter Sales Division, Yamaha Motor IM (Suzhou) Co., Ltd. also commented: "Many VIP customers came to this show and we built many new contacts. We are sure to participate in productronica China next year. "

An interpretation of Industry 4.0 centres around innovations

Responding to the technological innovation trend and drawing inspiration from Germany's "Industry 4.0" plan, China has proposed the "Made in China 2025" strategy to comprehensively upgrade China's manufacturing industry. China's production has historically been cost-efficient and labour-intensive. However, with salaries on the rise and advancements in local R&D efforts, China has a powerful growth of investment in building up industrial automation capabilities. Many leading companies from various segments exhibited their industrial auto-mation products and solutions at productronica China 2016.

The industry leading robot supplier NACHI made his first debut at productronica China with lightweight and compact robot arm MZ04, which provides wide range of options to satisfy all needs at a production worksite. More industry leaders, such as EPSON, FANUC, Universal Robots, etc. also presented their latest technologies and product solutions for smart production.

Xiaobing Liu, Deputy General Manager of Robot Business Center at NACHI (Shanghai) Co., Ltd. commented that, "This is the first time we took part in productronica China. Many clients visited our booth. We knew this event is im-portant for the industry. That is why we came here and offered automation solu-tions to our customers at this show."

A bilateral platform fosters collaborations and interactions

In the era of Internet of Things (IoT), the demand for various sensors to collect big data is strongly increasing: The Trillion Sensors Society is coming. Flexible, printable and wearable electronics, so far rather uncommon terms in the elec-tronics community, are becoming highly interesting topics. The electronics manu-facturing sectors and marketplaces bring the focus on new technologies.

Supported by OE-A (Organic and Printed Electronics Association), SINANO and IAPE, the Sino-Europe Flexible and Printed Electronics Forum was successfully organized in 2016 with a fruitful result for

introducing European advanced technologies and experiences to the Chinese market and explore opportunities of further cooperation in the future.

In addition, a series of side events were held at productronica China 2016, including the Electronics Manufacturing Automation Forum, International Wire Harness Advanced Manufacturing Innovation Forum, and face-to-face discussions with experts in the electronics manufacturing processes, as well as Electronics Manufacturing Technology Application Contest. Senior experts and end users from different sectors were invited to give views and share experiences on the new technology applications and process improvements.

The next productronica China will be held in Shanghai from March 14 to 16, 2017.