

Press release

Hong Kong, June 2018

PCIM Asia 2018 to open on 26 June in Shanghai

Stephen Lam
Tel. +852 2238 9972
stephen.lam@hongkong.messefrankfurt.com
www.messefrankfurt.com.hk
www.pcimasia-expo.com

Supported by various buyer delegations and well-known industry associations, the 2018 edition of PCIM Asia will open its gate on 26 June at the Shanghai World Expo Exhibition and Convention Center. With bountiful concurrent event programmes, the three-day show will continue to push the development of the power electronics industry in China.

PCIM Asia, an international exhibition and conference for power electronics, intelligent motion, renewable energy and energy management, will be open for trade from 26 – 28 June at the Shanghai World Expo Exhibition and Convention Center. Jointly organised by Shanghai Pudong International Exhibition Corp, Guangzhou Guangya Messe Frankfurt Co Ltd and Mesago Messe Frankfurt GmbH, the fair is ready to showcase the latest offerings in the power electronics industry. At PCIM Asia, professional buyers can expect to find a comprehensive selection of power electronics solutions and associated semiconductors, power devices, bus bars, capacitors and more.

This year, the fair will occupy a total area of 7,000 sqm with almost 100 exhibitors taking part. Some leading brands visitors can look forward to seeing at the 2018 edition include CRRC, Danfoss, Firststack, Fuji, Infineon, LEM, Mitsubishi, ROHM, Semikron, Shanghai Eagtop, Starpower, Sunking, Toshiba and others. In addition, Isabellenhütte Heusler, Vacuumschmelze China and Yangzhou Guoyang Electronics Co Ltd are amongst those making their debut at the 2018 fair to display their latest semiconductors, HF inverters, along with power and thermal management systems.

Apart from a comprehensive display of state-of-the-art solutions for China's power electronics market, the show this year has also invited 30 VIP buyer delegation groups to visit the fair. Some of the big names include Bosch, BYD, Delta, DETC, Flextronics, Foxconn, GAC Group, Gree, Hitachi, Huawei, Midea, Philips, SAIC-GM, Schneider, Shanghai Electric Group, Siemens and Skyworth. Furthermore, several well-known power electronics associations have also confirmed their participation in the show by organising visitor groups, including:

- Shanghai Electronic Chamber of Commerce
- Shanghai Electronic Components Association
- Shanghai Semiconductor Lighting Technology Association

Messe Frankfurt (HK) Ltd
35/F China Resources Building
26 Harbour Road
Wanchai, Hong Kong

Scheduled concurrent programme offers the latest market intelligence and business opportunities

PCIM Asia has always been an effective platform for power electronics experts to locate the latest innovations, and to share their ideas through the exhibition and the forum. Held concurrently with the exhibition, the PCIM Asia Conference is one of the most important conferences for power electronics in Asia. This year, 68 industry-oriented presentations will be delivered by trade experts. Power electronics development in power semiconductor devices and high-efficiency power converters for e-mobility and renewable energy technologies will be the special focuses of this year's conference, which are also covered in two keynote speeches.

Keynote speakers and their corresponding presentation topics include:

Speaker: Dr Enrique J. Dede, University of Valencia

Presentation: A Vision on Industrial Induction Heating Converter Technology: Trends and Challenges

Speaker: Mr Herman Zhang, Delta Electronics

Presentation: Technology Trends of e-Mobility Charging

In addition, the show has once again confirmed an impressive line-up of conference attendees. Industry experts from leading enterprises and academic institutions include Autometers Alliance Limited, Bosch, Hitachi, Hyundai Motor Japan R&D Center, II-VI Incorporated, Middle East Technical University, National University of Ireland, NIO, Schneider, Shanghai Huahong Group, Siemens Numerical Control Limited, United Automotive Electronic Systems, and many others who will gather and share their experiences as well as insight on various topics.

Another event highlight is the PCIM Asia Power Electronic Applied Technologies Forum sponsored by Alpha Assembly Solutions and ROHM Semiconductor (Shanghai) Co Ltd. Focusing on energy management software and applications in environmentally friendly vehicles, the latest power semiconductor measurement technologies and multilevel power converter technologies, the forum is an effective tool for companies to tap into the Chinese market. Collectively, more than 28 presentations will offer participants a look into the industry's newest trends and technologies.

Some of the presentation topics include:

- General Die Attach Products Portfolio from Alpha Assembly Solutions
- Sintering Product for Elimination of Wire Bond
- SiC Power Device for EV/HEV Cars

To find out more about the 2018 show, please visit www.pcimasia-expo.com, or email pcimasia@china.messefrankfurt.com.

PCIM Asia
Shanghai, China, 26 – 28 June 2018

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,400 employees at 30 locations, the company generates annual sales of around €669 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at:

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de