

Press release

October 2020

High-quality fringe programme of power electronics at PCIM Asia 2020 provides valuable opportunities for knowledge sharing

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PCIM20_PR6_Eng

As the world is advancing towards a new era of smart manufacturing, the power electronics industry is expected to see more exciting advancements and business opportunities. PCIM Asia, a trusted industry platform, sets to facilitate future business collaboration and technical exchange in the field of power electronics. Held from 16 – 18 November, 2020 at the Shanghai World Expo Exhibition and Convention Center, PCIM Asia will provide the latest trends and innovations for a wide range of applications of power electronics including energy converters, power devices, packaging technology and more through its fringe programme and across the show floor.

The annual PCIM Asia is one of the most significant business events for power electronics in Asia. This year's fair will bring together some of the biggest names in the industry, showcasing the most forward-looking products and solutions in the field of power electronics. They include Beijing Sunking, Bronze, CRR, Fuji Electric, Hangzhou Firststack, Heraeus, Infineon, Keysight, Mitsubishi, Semikron, Shanghai Eagtop, Toshiba, Wuxi CRE New Energy and many more.

Korean Digital Pavilion to present advanced semiconductor technologies

As a thriving chip manufacturing country, South Korea is home to some of the world's largest semiconductor makers. According to the Federation of Korean Industries, South Korea is the world's second largest semiconductor maker, accounting for 19% of the global semiconductor industry in 2019. This year, PCIM Asia is delighted to cooperate with the Korea Semiconductor Industry Association (KSIA) for the first time, introducing the **Korean Digital Pavilion**. Under the coordination of KSIA, five Korean companies including Busan Techno Park Foundation, JMJ, PowerCubeSemi, SemiPowerEx and SIGETRONICS will display cutting-edge semiconductor technologies and products via PCIM Asia.

Get inspired by the value-added fringe programme

Held concurrently with the fair, the highly reputable PCIM Asia Conference will once again invite prominent specialists and academics to lead a wide range of captivating sessions that aim to provide

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invaluable insights into the future development of power electronics. This year's conference will revolve around the theme of E-Mobility and Infrastructure, featuring eight oral sessions, four posters, three keynotes, one special session and one tutorial. The poster sessions will focus on Advanced Power Devices, whilst the oral sessions will cover the below topics:

- High Power Density Converters
- AC/DC Converters
- High Power Devices
- Intelligent Gate Drives
- Fast Switching Devices
- Advanced Packaging Technologies
- Advanced Power Converters Design
- DC/DC Converters

In view of the current international travel restrictions, PCIM Asia conference will be hosted online and offline simultaneously, enabling industry players from around the world to participate in this acclaimed conference. Online registration is now open. Interested parties can click [here](#) or visit the fair's [website](#) to register. In addition to the online conference, PCIM Asia will be launching a digital trade platform that complements the traditional face-to-face exhibition, maximising the opportunities for both buyers and exhibitors. What's more, Mitsubishi, Semikron and Power Integrations will be showcasing their products and services via virtual reality (VR) showrooms to offer an immersive experience for visitors.

Additionally, the fair will hold a programme of forums and seminars, covering hot topics in power electronics, intelligent motion, renewable energy, and energy management. Attendees will hear from notable experts, academics and top executives from leading companies in the industry.

Details of highlighted events are as follows:

- **Power Electronics Application Forum**
The Power Electronics Application Forum will see the participation of various renowned companies including Beijing Sunking, Heraeus, Infineon, Mitsubishi, Semikron and Toshiba. Exhibitors will be able to present their latest innovations and solutions for China's power electronics market. The forum will serve as an effective platform for companies to launch products, gain market intelligence and find potential business partners.
- **Industry Forum**
Debuting at the fair this year is the Power Electronics Energy Storage Industry Forum which will see an array of specialists, academics and companies deliver presentations on the applications of power electronics for energy storage and management. Besides, the E-mobility Forum will return this year, featuring presentations that cover the entire value chain of electric vehicles and transport.

PCIM Asia
Shanghai, China
16 – 18 November 2020

PCIM Asia is jointly organised by Shanghai Pudong International Exhibition Corp, Guangzhou Guangya Messe Frankfurt Co Ltd and Mesago Messe Frankfurt GmbH.

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

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Background information on Messe Frankfurt (as of June 2020)

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With about 2,600 employees at 29 locations, the company generates annual sales of around €736 million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our 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. Headquartered 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