

Press release

September 2021

## PCIM Asia 2021 celebrates 20<sup>th</sup> year upon successful conclusion in Shenzhen

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**PCIM Asia 2021 took place this year in Shenzhen for the first time, with a strong three days combining two decades of experience in power electronics and welcoming leading brands within the industry. PCIM Asia saw 102 exhibitors and 11,314 visits, showcasing the latest technologies in power electronics, intelligent motion, renewable energy and energy management.**

PCIM Asia was held successfully from 9 – 11 September at the Shenzhen World Exhibition & Convention Center, the change in venue and location marking a new chapter in the fair's history. Born from the highly successful PCIM Europe trade fair first held in 1979, over the course of 20 years the fair has grown to become the leading event for power electronics in Asia. Now in its new home in Shenzhen, the oft-dubbed 'Silicon Valley' of China, benefiting from its location in the Greater Bay Area, proximity to international markets serviced by Hong Kong and the wealth of technical expertise and talent present within the city, PCIM Asia looks well placed to drive the industry forward in the decades to come.

This year's fair welcomed big names including: Mitsubishi Electric & Electronics (Shanghai) Co Ltd, SEMIKRON Electronics (Zhuhai) Co Ltd, Fuji Electric (China) Co Ltd, Infineon Technologies China Co Ltd, AVX, Beijing Sunking Power Electronic Technology Co Ltd, Bronze Technologies Ltd, CRRC Corporation Ltd, Danfoss Silicon Power GmbH, Hangzhou Firststack Technology Co Ltd, Heraeus Materials Technology Shanghai Ltd, Power Integrations Inc, LEM Electronics (China) Co Ltd, ROHM Semiconductor (Shanghai) Co Ltd, Shanghai Eagtop Electronic Technology Co Ltd, Toshiba Devices & Storage (Shanghai) Co Ltd, Wuxi CRE New Energy Technology Co Ltd and others.

Once again PCIM Asia featured a range of thematic zones that explored key areas of the development of power electronics, covering power semiconductor components and modules, electrical devices, passive components and thermal management to test and measurement among other areas. These zones were, namely, the E-mobility Pavilion, Energy Storage Pavilion, Poster Session Area and the University Zone.

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

**Concurrent events: over 100 presentations across five forums**

As part of PCIM Asia 2021's fringe programme, over 100 presentations were delivered across five forums, sharing the latest industry knowledge and emerging market trends. The forums included: The Power Electronics Forum sponsored by Nexperia and WeEn Semiconductors Co Ltd, the E-mobility Forum, the Power Electronics Energy Storage Industry Forum, the GaN & SiC Tech Conference and the Infineon Silicon Carbide Development Forum co-organised by Guangzhou Guangya Messe Frankfurt Co Ltd, Hangjia Info Technology (Guangzhou) Co Ltd and Infineon.

Alongside these events, this year's edition of the renowned PCIM Asia conference took place, featuring 64 presentations delivering the latest industry insights to an audience of 558. Key speakers at the conference included: Dr Xiaofei Zhang of Huawei Digital Energy, Dr Anup Bhalla and Mr Mike Zhu of United Silicon Carbide Inc, Dr Alpha J. Zhang of Delta Electronics Inc, Mr Peng Li of Infineon Technologies (China) Co Ltd, Professor Yongdong Li of Tsinghua University, Professor Wei Chen of Fuzhou University, Professor Miao Zhu of Shanghai Jiao Tong University, Professor Bo Zhang of South China University of Technology, Professor Zhengshi Wang of Zhejiang University, Professor Zhihong Wu of Tongji University, Professor Dianguo Xu and Dr Binbin Li of the Harbin Institute of Technology.

## **Participant feedback for PCIM Asia 2021**

### **Exhibitors**

"PCIM Asia celebrates its 20th anniversary this year and we support the fair every edition, so this is our 20th time participating. This fair is the most professional exhibition for power semiconductor products in China. Our core clients including Gree, Midea, Hisense, Inovance and INVT visited our booth to network and exchange industry & technical knowledge. And since this fair is held in South China which is an important area for home appliances, and Mitsubishi Electric is relatively strong in power semiconductors for home appliances, our customers are more focused on these products. They are also interested in our new wide bandgap power semiconductors."

***Mr Gao Sheng Song, Senior Director, Great China Mitsubishi Electric Semiconductor***

"We came to PCIM Asia because the show is very well known and has a leading role in the industry, especially in the power semiconductor sector. The big names in the industry are present here, including from many power device related industries such as solar, wind power, EVs and batteries, including Huawei, so I believe the fair is very influential."

***Mr Frank Cheng, Product Marketing Manager, SEMIKRON Electronics (Zhuhai) Co Ltd Shanghai Branch***

"We participate in PCIM Asia every year because it is considered the most professional fair in the industry, and the visitors are also quite qualified as most of them focus on R&D. Especially for smaller businesses, PCIM Asia provides a good communication channel which I think is the greatest value of this fair. The quality of customers at this fair

is quite high. In fact, many of the visitors to our booth are both our partners and customers.”

***Mr Tornado Zhang, Marketing Manager, Automotive Division, Greater China, Infineon Technologies China Co Ltd***

“We attend PCIM in Europe every year. PCIM Asia is the most professional platform to launch products and interact with industry players in the regional power electronics industry, and all the well-known or new local companies are using this platform to showcase their products. There are a lot of Pearl River Delta companies that have a high demand for power electronics applications, so it is advantageous to hold the fair in Shenzhen.”

***Mr Peng Hong, Market Development Manager, Marketing & Sales, Semiconductors, Hitachi ABB Power Grids Investment (China) Ltd***

“PCIM Asia is one of the biggest shows in the industry, so many of our domestic and international peers will come as well. We also attended some of the conferences and seminars here, and we have technical experts from our company who also give speeches. There are some very good electronic power manufacturers based in Shenzhen, so that is an advantage of moving the fair here.”

***Mr Hansen Gong, Manager, Fuji Electric (China) Co Ltd***

“We provide supporting equipment for many industrial device manufacturers. There are a lot of potential customers here, and we have reached our goals after day one. A lot of them are interested in our high-cost test equipment. The fair is very influential in the power device and motor drive industries, so every year there are new manufacturers joining, and new technologies and solutions are announced here. We also see a lot of foreigners joining this fair, including Europeans, Americans, Japanese and others from Asian countries.”

***Mr Hengxing Chen, Vice General Manager and Sales & Marketing Director, Bronze Technologies Ltd***

### **Conference participants**

“Looking at the arrangement of the fair, including the exhibitors and academic reports, I believe we are keeping up with the forefront of the industry and the hottest topics. This reflects the characteristics of PCIM Asia – the fair attaches great importance to promoting the industry’s development, including the upstream and downstream of the sector. The overall influence of this fair in the industry is very high. There is strong significance in holding a seminar as we are showing information that is of interest to everyone, while the fair is also a good platform for everyone to get together again and efficiently communicate with partners and industry peers.”

***Dr Haffee Luo, Professor Senior Engineer, Executive Deputy General Manager, Zhuzhou CRRC Times Semiconductor Co Ltd***

“Despite the impact of the pandemic, the number of visitors to the conference and fair seems to be higher than before, which shows that the theme and products of the seminars are very attractive for the audience. They can learn about the latest power electronics devices,

technologies, applications and products, as well as the future trends through this international conference and fair. PCIM Asia attracts many of the world's top companies, so it will play a role in facilitating the development of devices and applications in China.”

***Professor Tianhao Tang, Shanghai Maritime University***

“I came here to learn about the development trends of power semiconductor technologies and new application scenarios. Experts and scholars from major mainstream companies and well-known universities are gathered here, so I had the opportunity to hear many manufacturers share and demonstrate new technological achievements and trends, which gave me a deeper and more systematic understanding of the industry and more comprehensive knowledge of the current state of technology development and future direction. PCIM Asia is a leading fair in the industry as it includes key industry players and allows us to find new technologies and information. Although it was my first visit to the show, I was so impressed that I will come back next year!”

***Mr Chang Zeng, Chief Engineer, Huawei***

“PCIM Asia is a very important exhibition for the power electronics industry in the region because some of the most important industry partners will attend, as well as the more important professors in the academic community. I can learn more about the needs of our customers and system requirements here, which will give us insight into chip development. The conference allows the industry to communicate and learn about the latest developments and application requirements to help us improve our products further.”

***Ms Yi Tang, Starpower Semiconductor Ltd***

#### **Fair visitor**

“This is my first time to visit PCIM Asia. We have been in touch with some suppliers and are planning to place orders with them later. As a leading fair for the industry, PCIM Asia is highly targeted and not only matches my sourcing needs, but also facilitates me to reach my sourcing goals efficiently. With the strong support and promotion of our country's 14<sup>th</sup> Five-Year Plan, the development of new-energy is the future trend. We will also pay close attention to the direction of national policies, and follow the general direction of energy saving, improving production levels and enhancing production efficiency.”

***Mr Sixun Li, Project Manager, Shenzhen Jieruijia Technology Co Ltd***

PCIM Asia is jointly organised by Guangzhou Guangya Messe Frankfurt Co Ltd and Mesago Messe Frankfurt GmbH. The next edition of the fair will return to Shanghai and take place from 31 August – 2 September 2022 at the Shanghai New International Exhibition Centre. To find out more about PCIM Asia, please visit [www.pcimasia-expo.com](http://www.pcimasia-expo.com) or email [pcimasia@china.messefrankfurt.com](mailto:pcimasia@china.messefrankfurt.com).

PCIM Asia  
Shenzhen, China, 9 – 11 September  
2021

– end –

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,450 people at its headquarters in Frankfurt am Main and in 29 subsidiaries around the world. The company generated annual sales of approximately €257 million in 2020 after having recorded sales of €736 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. 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. We are expanding our digital expertise with new business models. 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](http://www.messefrankfurt.com)