

Press release

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PCIM Asia 2021 opens on Thursday in Shenzhen for 20th anniversary show

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PCIM21_OPR_Eng

PCIM Asia 2021 will open this Thursday, showcasing the latest innovations in power electronics and being held for the first time at the Shenzhen World Exhibition & Convention Center from 9 – 11 September. The new venue will host the fair across 10,000 sqm of exhibition space with 102 exhibitors in attendance. The fair will highlight the latest market trends through a series of concurrent events including the renowned PCIM Asia Conference 2021.

The leading fair for power electronics in Asia will run for three days from 9 – 11 September, taking place in Shenzhen for the first time at the Shenzhen World Exhibition & Convention Center. Having run successfully for the last 20 years, PCIM Asia 2021 attracted leading brands in the power electronics, intelligent motion, renewable energy and energy management sectors. Key sponsors for this year's event include Mitsubishi Electric & Electronics (Shanghai) Co Ltd, SEMIKRON Electronics (Zhuhai) Co Ltd, Fuji Electric (China) Co Ltd and Infineon Technologies China Co Ltd.

As part of the experience, fairgoers can expect to find a range of thematic zones highlighting key areas of power electronics, including power semiconductor components and modules, electrical devices, passive components, thermal management and test and measurement. These zones are, namely, the E-mobility Pavilion, Energy Storage Pavilion, Poster Session Area (part of the Conference), and University Zone. The University Zone will feature top academic institutions including DC Research Center, Energy Internet Research Institute, Tsinghua University, School of Automotive Studies, Tongji University and Institute of power electronics, Zhejiang University, Advanced semiconductor research institute, HIC-ZJU.

Marking the 20th anniversary of the show, PCIM Asia is moving to Shenzhen for the first time in the fair's history at the country's largest exhibition venue. Holding the exhibition in Shenzhen, the high tech manufacturing hub of southern China presents a number of benefits from its geographical location in the Greater Bay Area and proximity to Hong Kong as well as the already well-established supply chains, business networks and diverse talent pools in the city. In addition, the new venue will be able to accommodate more exhibitors than ever before, with 10,000 sqm of floor space, representing an increase of 50% from the

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

previous year.

PCIM Asia Conference 2021 and concurrent events to lead the industry forward with key trends and insights

Visitors to this year's fair will be able to experience a variety of fringe programme events, with over 100 presentations to be delivered over five forums: 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 and Hangjia Info Technology (Guangzhou) Co Ltd and Infineon respectively.

Furthermore, this year's edition of the much lauded PCIM Asia Conference will be held both online and offline, featuring 43 papers from industry experts and academia forming the content of presentations, tutorial, keynote speeches, special session and more. A new addition to the conference, PCIM Europe conference session will for the first time be broadcast during the PCIM Asia Conference, allowing attendees to gain knowledge and insight from Europe and increase cooperation between the two continents. In another new addition, the conference will also run two Chinese sessions covering the topics of power grid and E-mobility. The speakers include:

Power grid

Chairperson: Professor Jinjun Lin, Xi'an Jiaotong University

Speaker: Professor Dianguo Xu, Dr. Binbin Li, Harbin Institute of Technology, China

Title: Research on Key Technologies and Equipment of Lightweight & Compact Full-DC Offshore Wind Power Collection and Transmission Converters

Speaker: Professor Miao Zhu, Shanghai Jiao Tong University, China

Title: Advances of Novel DC Power Conversion Equipment for DC Grid Reconstruction

Speaker: Professor Bo Zhang, South China University of Technology, China

E-mobility

Chairperson: Professor Zhihong Wu, Tongji University, China

Speaker: Professor Zhengshi Wang, Zhejiang University, China

Title: New techniques of EV on-board power supply and charger pile

Speaker: Professor Zhihong Wu, Tongji University, China

Title: Research and development of SiC-based high-speed motor drive inverter

Speaker: Mr Peng Li, Infineon Technologies (China) Co Ltd

Title: Infineon automotive CoolSiC™ supports your journey of

electrification

Other key speakers at this year's conference will be coming from top industry leaders and academic institutions including: Delta, Fuji Electric Co Ltd, Fuzhou University, Hitachi ABB Power Grids Ltd Semiconductors, Huawei, Infineon, Mitsubishi Electric, Moscow Aviation Institute (National Research University), National Institute of Technology (Akashi College), Northwestern Polytechnical University, onsemi, Power Integrations Inc, SEMIKRON, Technical University of Kaiserslautern, and Zhuzhou CRRR Times Semiconductor Co Ltd.

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

PCIM Asia will take place this year for the first time at the Shenzhen World Exhibition & Convention Center, and will be held concurrently with the debut edition of Formnext + PM South China. It is jointly organised by Guangzhou Guangya Messe Frankfurt Co Ltd and Mesago Messe Frankfurt GmbH.

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Background information on Messe Frankfurt

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