

Press release

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PCIM Asia 2020 concluded successfully as Asia's leading power electronics fair

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PCIM Asia 2020, Asia's leading power electronics trade fair, finished on 18 November after a bustling three days which welcomed the biggest names in the power electronics industry to Shanghai. The show received an overwhelmingly positive response from exhibitors and visitors alike for its professionalism, wide variety of product offerings and high-quality conference and forums.

PCIM Asia was successfully held from 16 – 18 November at the Shanghai World Expo Exhibition and Convention Center. The show welcomed a total of 69 exhibitors who presented the latest trends, developments and product innovations for all applications of power electronics on an exhibition area of 7,000 square metres.

This year's fair saw the participation of well-known domestic and international companies such as Mitsubishi Electric, Semikron, Fuji Electric, Infineon, Beijing Sunking, Bronze, CRRC, Hangzhou Firststack, Heraeus, Keysight, Power Integrations, Shanghai Eagtop, Toshiba and Wuxi CRE New Energy. What's more, the Korean Pavilion debuted at the fair and featured a number of South Korea's premier semiconductor companies, including Busan Techno Park Foundation, JMJ, PowerCubeSemi, SemiPowerEx and SIGETRONICS. Each of these companies' presence at PCIM Asia underlined the fair's position as one of the most significant trade platforms for power electronics in China.

Fair's exceptional quality draws acclaim from participants

Exhibitors were highly satisfied with the excellent quality of attendees and the plentiful networking opportunities that were offered, noting that the fair was an ideal platform to grow their businesses. Many of them also used their visit to PCIM Asia to learn more about the current market conditions and forward-looking trends and technologies in power electronics through the exhibition and conference.

On the other hand, the fair attracted 4,348 trade visitors, with many praising the fair for offering them opportunities to source from a wide range of quality suppliers and gather the latest market intelligence. For instance, the fair once again featured an array of thematic zones such as the E-mobility Zone, Poster Session Area (as part of the Conference),

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

Newcomer Pavilion and University Zone, covering the complete spectrum of power electronics, from power semiconductor components and modules, electrical devices, passive components and thermal management to testing and measurement.

Fringe programme events guide the industry into the future

Alongside the exhibition ran the highly reputable PCIM Asia Conference, where world-class academics and industry specialists presented the latest breakthroughs and market trends that are shaping the future of power electronics. The theme behind this year's conference was E-Mobility and Infrastructure, which delved into the unlimited possibilities of power electronics in the application of electric mobility. Both speakers and attendees greatly admired the vibrant atmosphere and top-notch programme of the conference, which encouraged industry dialogue and knowledge exchange.

Other highlights of the fair included the E-mobility Forum, the Power Electronics Energy Storage Industry Forum and the Power Electronics Application Forum. Participants were impressed by the depth of the events and diversity of the topics up for discussion.

Exhibitors: 69

Visitors: 4,348

Conference speakers: 67

Conference attendees: 298

Participants share their feedback of PCIM Asia

Exhibitors

"Mitsubishi Electric have been joining PCIM Asia for 19 years straight as the fair has a high level of professionalism. This year, the pandemic slowed the development of power electronics to some extent, but also brought some good outcomes. For example, the demands for industrial automation and clean energy have increased. As power electronics is a key technology for these sectors, these current trends have created a positive impact on power semiconductor business."

Mr Song Gao Sheng, Senior Director, Field Application Engineering Center, Mitsubishi Electric & Electronics (Shanghai) Co Ltd, Japan

"PCIM Asia is one of the most influential trading platforms for power electronics and applications as it is constantly able to draw the participation of numerous industry brands, and attract many high quality buyers. The fair's ability to gather many industry experts through its trading platform and conference programme is also beneficial. Due to the Chinese government's environmental policies, particularly for the renewable energy and EV industries, there has been an at least 50% sales increase for power electronics related products in these sectors alone, hence we will be putting more effort into developing new and more efficient products in the years to come."

Mr Frank Cheng, Product Marketing Manager, Semikron Electronics

PCIM Asia
Shanghai, China
16 – 18 November 2020

(Zhuhai) Co Ltd, Germany

“PCIM Asia is a very professional and influential trade fair for the industry as many major companies attend every year. Thus, we will continue to support PCIM Asia. Our target clients include companies from the super-high-power industry, such as network toll electricity and offshore electricity, and we are able to meet many such visitors at this fair.”

Mr Xingguo Qu, Senior Manager, Discrete Strategic Business Planning Division, Toshiba Devices & Storage (Shanghai) Co Ltd, Japan

“The reason for our repeat participation at PCIM Asia is the fact that the exhibition and conference is one of the most influential trading platforms within the Asian region. The pandemic has not really affected our business too much, nor has it had any impact on the demand for power electronic related products or solutions. With many industries including renewable energy and the EV sector focusing on efficiency and environmental protection, these are trends that have huge growth potential.”

Mr Odagiri Taro, Director & Vice President, General Manager, Semiconductor Sales HQ, Fuji Electric (China) Co Ltd, Japan

“Infineon has been exhibiting in PCIM Asia for 19 years. We’ve always highly valued this important event in the electronic industry. It is an effective exchange platform between the academic and industry sectors, and the latest products presented by the sector have always been the biggest highlight of this fair.”

Mr Simon Chen, Senior Manager, Industrial Power Control, Infineon Technologies (China) Co Ltd, Germany

“This is our first time exhibiting at PCIM Asia. Our target clients are the same as the visitors here, including companies from the power supply and power electronics, wireless communications and new energy automobile industries. We have been able to meet with a number of target clients during the fair. They came to our booth to check out our new products and to learn more about our company, and they are all very professional.”

Mr Simmon Xu, Regional Sales Manager – North China, Littelfuse, Inc, USA

“This is our first time exhibiting in PCIM Asia as it is a well-known fair in the industry. We’ve found that there are quite a lot of visitors who are interested in our solutions. We also participated in a seminar which received very good feedback. Through this, we were able to introduce our solutions and products comprehensively. Therefore, I think participating in the seminar alongside our booth has further enhanced the exhibit result. We’re very satisfied with our results here. We didn’t have high expectations due to the pandemic, but we actually received very good feedback which exceeded our expectations.”

Ms Rui Li, Marketing Industry Manager, Keysight Technologies, USA

Conference participants

“The PCIM Asia Conference is an effective platform to help convey my research findings to the industry experts here. What’s special about the conference is its ability to gather pretty much the entire power electronics sector to share and discuss the latest hot-button topics and technical issues in detail. Being able to share and present research findings as well as market insights is really beneficial in driving the industry forward. The conference has evolved from industry presentations to incorporating universities and research institutions to share their insights and latest findings, so it is a high-level event and is attended by experienced industry specialists. Overall I am really pleased that the conference and fair was able to successfully take place even with the global situation.”

Mr Jun Li, General Manager, Semiconductor Application Engineering Division, Fuji Electric (China) Co Ltd, Japan

“Our special session revolves around electric transportation with a focus on high-speed railway as it is one of the most important applications of power electronics. I think this conference plays a great role in sharing industry information as it has the ability to attract many manufacturers. It takes a lot of hard work to apply technical trends in actual work, so today’s special session talks about how to understand and use the latest trends in power electronics well.”

Prof Li Yongdong, Department of Electrical Engineering, Tsinghua University, China

“PCIM Asia has been one of the top power electronics events within the Asia region for quite some time. I am grateful that the fair could open given the pandemic, and from what I can see at the conference and exhibition areas, I consider it a great success. I notice there are more call for paper submissions, proving the importance of the conference platform. And I’m pleased to see many renowned brands, schools and research institutions here today to present their latest findings. What this platform does best is gather industry giants and talents under one roof. Apart from the conference, there are many leading brands at the exhibition, boosting industry confidence.”

Prof Tang Tianhao, Shanghai Maritime University, China

“PCIM Asia is a big event to see the latest developments of power electronics, and to gather with all industry peers in Asia. The feedback from the audience in my seminar was very qualified. The questions they asked are of high quality, so I’m very satisfied.”

Mr Norbert Pluschke, Director Competence Centre Asia, Technical Director Greater China, SEMIKRON (Hong Kong) Co Ltd, Germany

“During this conference session, I was able to see some innovations about testing which are relevant to my work. The exhibition has also provided me an opportunity to gather the latest market intelligence, which is very helpful for my work. This is my second year joining PCIM Asia, and for the industry, it is a valuable trade platform. As most of our competitors also join this fair, we can learn more about their latest technologies.”

Mr Jason Liu, Module Process Manager, Development & Planning Department, Huada Semiconductor Co Ltd, China

Fair visitor

“Our company has sent 10 people to visit PCIM this year. The biggest benefits of visiting PCIM are to expand our company’s horizons, and learn more of what other peers are doing. From my experience the past two years, I believe that the professionalism of the fair is very strong, and it’s suitable for manufacturers to visit and learn the development of the industry, and can help to boost companies’ growth.”

Mr Liu Songbin, Chief Technical Engineer, WeiFan Hi-Tech, China

PCIM Asia is jointly organised by Shanghai Pudong International Exhibition Corp, Guangzhou Guangya Messe Frankfurt Co Ltd and Mesago Messe Frankfurt GmbH. The next edition will take place from 9 – 11 September 2021 at the Shenzhen World Exhibition & Convention Center. For more information, please visit www.pcimasia-expo.com or email pcimasia@china.messefrankfurt.com.

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Notes to editors

A selection of pictures from the fair is available here:

<https://pcimasia-expo.cn.messefrankfurt.com/shanghai/en/press/photos.html>

Background information on Messe Frankfurt

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