

Press release

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PCIM Asia 2020 plans extra hygiene measures to assist industry

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PCIM Asia, scheduled to take place from 1 to 3 July in Shanghai, will implement a range of new measures to assist the industry to overcome the challenges presented by the coronavirus outbreak. Additionally, the fair organisers will put in place extensive safety and hygiene measures that follow national guidelines to ensure the health of all participants at the fair.

Commenting on the current situation, Mr Louis Leung, Deputy General Manager of Guangzhou Guangya Messe Frankfurt Co Ltd expressed: "We are highly aware of the disruption the outbreak has caused the industry, so we will be doing all we can to support our stakeholders over the coming months to ensure the fair goes ahead successfully. The safety of all our exhibitors and visitors remains our top priority, so a range of hygiene precautions are being planned to give all participants confidence that they can attend the fair safely."

The organisers have established various online means to assist industry players to reach their business goals. These include pre-show online business matching that helps customers to identify their target business partners beforehand. There will also be online video conferences for exhibitors to promote their respective products while getting more market exposure at the same time. More details will be revealed later.

To ensure high standards of hygiene at the fairground, the organisers will strengthen protective measures which include temperature checks for all fair participants, disinfection of all high-touch areas, placing additional hand sanitisers throughout the entire fairground, increasing ventilation between the aisles by adjusting air conditioning and improving pre-show logistics management.

High participation rate demonstrates strong determination from renowned exhibitors

In light of the growth of the Chinese power electronics market, the show has attracted many international and domestic exhibitors to present their latest innovations and products to industry experts this year. Presently over 70% of exhibition space has been booked for the 2020 show, a 20% increase from the same time a year earlier. This high registration

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rate reflects the confidence the industry has in the fair as a key meeting ground for the power electronics industry in Asia. Visitors can expect to see prominent brands from countries and regions around the world, including China, Denmark, France, Germany, Hong Kong, Japan, Singapore, Spain, Switzerland, the UK, the US and more.

Many newcomers have already confirmed their presence for the 2020 edition. Some of the brands that will make their first appearance include ASM Pacific Technology, Block Electronics (Kunshan) Co Ltd, Changzhou Bingrui Heat Exchanger Technology Co Ltd, Exagan SA, HeFei Sun-Moral Thermal Systems Co Ltd, Hoganas (China) Co Ltd, Inventchip Technology Co Ltd, Littelfuse (Shanghai) Inc, Magnetec (Guangzhou) Magnetic Device Co Ltd and others.

Moreover, a number of loyal exhibitors will also return to continue their support of the show. Some of the well-known participants include Beijing Sunking Power Electronic Technology Co Ltd, Hitachi Power Semiconductor Device Ltd and Keysight Technologies (China) Co Ltd.

PCIM Asia Conference examines the latest power electronics trends

Apart from the exhibition part, the PCIM Asia Conference, one of the most important conferences for power electronics in Asia, will once again be a highlight of the fair. For 2020, a total of 72 papers will be presented during the conference and poster sessions. Industry experts will be assembled from all over the world to gather in Shanghai and share their views on a range of industry-related topics, while examining current and future trends in this fast-growing market. Further details of the presentation topics will be announced later.

PCIM Asia is a specialised event for power electronics, intelligent motion, renewable energy and energy management. Jointly organised by Shanghai Pudong International Exhibition Corp, Guangzhou Guangya Messe Frankfurt Co Ltd and Mesago Messe Frankfurt GmbH, the fair will be held from 1 – 3 July at the Shanghai World Expo Exhibition and Convention Center to showcase the latest offerings in the power electronics industry.

To find out more about the 2020 show, please visit www.pcimasia-expo.com or email pcimasia@china.messefrankfurt.com.

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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 2,600* employees at 30 locations, the company generates annual sales of around €733* 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

PCIM Asia
Shanghai, China, 1 – 3 July 2020

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

* preliminary figures 2019