

NEPCON China 2019 POST SHOW REPORT

April 24-26, 2019

Shanghai World Expo Exhibition &
Convention Center



Key data

NEPCON China 2019

35,000m²

Exhibition area

26,433

Total visitors

500

Participating brands

- ◆ THE NEPCON CHINA 2019 WAS HELD CONCURRENTLY WITH **13** EVENTS, ATTRACTING TOTAL **3,772** VISITORS. BOTH THE QUALITY AND QUANTITY OF THE CONFERENCES WERE FURTHER IMPROVED.
- ◆ THE SHOW ORGANISED **3,000** MATCHMAKING SESSIONS, GREATLY INCREASING THE PAIRING EFFICIENCY FOR EXHIBITORS AND BUYERS.
- ◆ **1,677** TAP* BUYERS ATTENDED THE SHOW, ALL OF WHOM WERE MANAGERS AND PURCHASING DECISION MAKERS FROM WELL-KNOWN COMPANIES IN THE ELECTRONICS MANUFACTURING INDUSTRY.

* TAP REFERS TO THE TARGETED ATTENDEE PROGRAM. TAP BUYERS ARE CHAIRMEN, PRESIDENTS, GENERAL MANAGERS, DEPUTY GENERAL MANAGERS, DIRECTORS, FACTORY DIRECTORS AND CHIEF ENGINEERS FROM THE ELECTRONICS INDUSTRY WHO PARTICIPATE IN PROCUREMENT DECISION-MAKING.

Organiser:

VALUE PROPOSITION OF NEPCON CHINA 2019



The 29th NEPCON China, as an international event of the electronics manufacturing industry, focused on showcasing equipment and technology such as surface mount technology, soldering and dispensing, smart factory and automation, test and measurement, and new electronic materials. The show drew in 500 enterprises and brands that presented innovative solutions to 26,433 trade buyers from EMS\OEM\ODM, consumer electronics, 5G, communications, smart home, Internet of Things, automotive electronics, semiconductor packaging industries and other hot industries and sectors. In addition, the show featured the Electronic Micro-Assembly and SiP Process Pavilion, Conference on Development and Testing Technologies for NEV Electromobility System, among many others, leading the trend of smart manufacturing in the future electronics industry.

VISITOR DATA ANALYSIS



35,000m²
Exhibition area Analysis

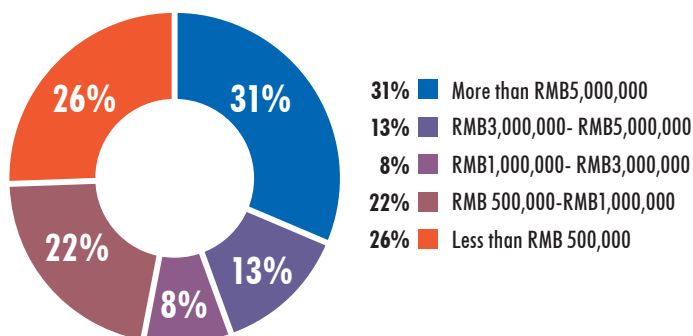


26,433
Total visitors

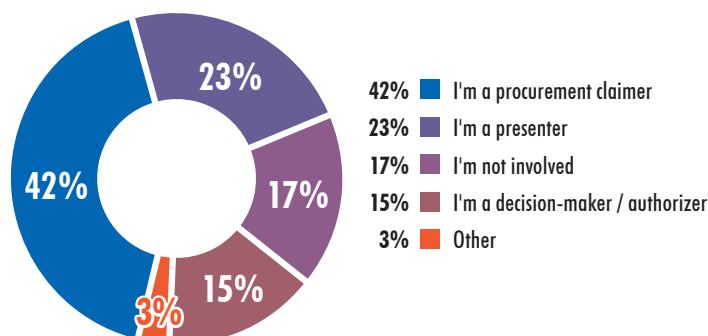


500
Participating brands

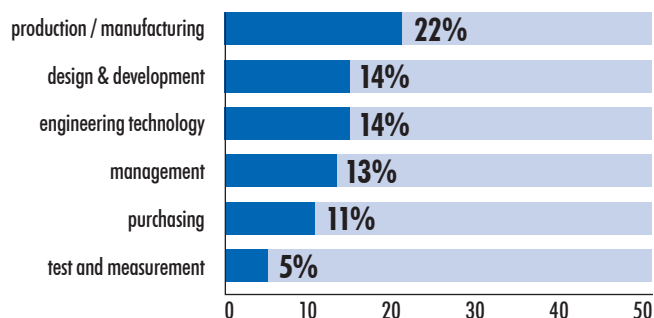
Visitor Breakdown by Purchase Amount



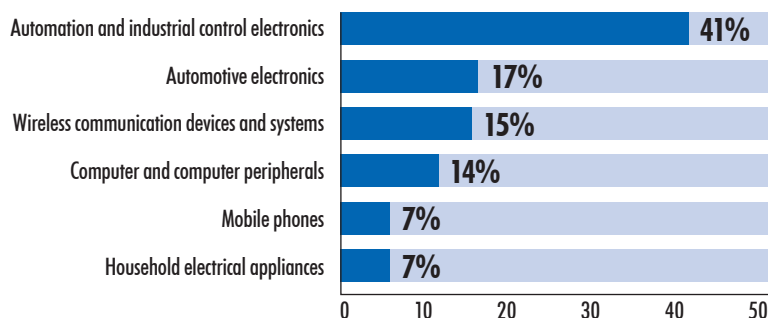
Visitor Breakdown by Purchasing Power



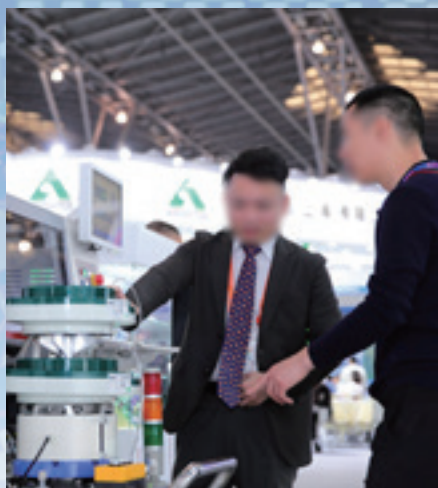
Top 6 Visitor Positions



Top 6 Visitor Industries

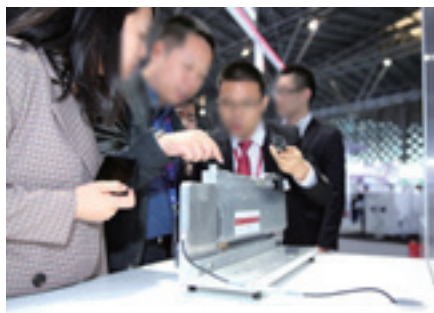


*It is a multi-choice question



Matchmaking Review

- ◆ Exhibitors were recommended **11,762** times through various channels
- ◆ Number of matchmaking sessions: **3000+**
- ◆ Expected turnover from TAP matchmaking: RMB **652.5** million
- ◆ **173** exhibitors used the app Reed Connect on the site and scanned data of **3,918** visitors.



Comments from TAP buyers

BRAUN
德国博朗

This year's NEPCON featured more information about smart manufacturing and automated factories and the publicity was good too. Smart manufacturing and automated factories represent major trends of the manufacturing industry in the future, so we expect to see more and better new technologies in this field next year. In addition, the Conference on Development and Testing Technologies for NEV Electromobility System and other display zones and conferences have led the trend of smart manufacturing in the future electronics industry.

LI LIFENG, QUALITY MANAGER, BRAUN (SHANGHAI) CO., LTD.

OPPLE
欧普照明

NEPCON is an international event where leading enterprises compete with each other. We hope to work with counterparts to create more successes!

JIANG MING, PCBA MANAGER, SUZHOU OPPLER LIGHTING CO., LTD.

HME

During the NEPCON, the Forum on Smart Factories has enabled us to understand the cutting-edge technologies and deeply communicate with our peer. Smart manufacturing is a big trend. We hope to see more intelligent manufacturing suppliers in future NEPCON shows. I will always keep an eye on NEPCON!

WANG BINJUN, PROCESS MANAGER, MAGNA INTERNATIONAL INC.

Leading Exhibitors Review



*The above are part of exhibitors, ranked in no particular order

Exhibitors' Comments



Li Feitao, Senior Manager, Software Department, Surface Mounting Solutions Division, ASM Assembly Systems Co., Ltd.

A large number of visitors were attracted to the NEPCON China as it is a great platform for the entire electronics manufacturing industry. Here, the exhibitors can showcase new technologies. As an exhibitor, the platform enables us to demonstrate our new products and technologies, and provide greater value to the market. For visitors, they can learn more about new technologies and products through the platform. These are important reasons for our participation in the show.

Xu Jiaoxiong, Sales Engineering Manager, ITW EAE (Suzhou) Co., Ltd.

Participating in NEPCON plays an important role in our market strategy, because NEPCON is a crucial event in China and the Asia-Pacific region. We have participated in ten NEPCON editions. I think this year's show is still quite good. We can see a lot of exhibitors. Through technical exchanges and customer visits, we've gained technical news and customer demand information, which will help us develop better equipment for customers.



Zhang Ruishen, Director, Wong's Kong King International (Holdings) Ltd.

Our partnership with NEPCON has lasted for more than 20 years. NEPCON is a highly professional show and attracts many participants. Today, as NEPCON becomes increasingly diversified, it draws in different visitors for different fields, including traditional processors and manufacturers as well as those with a background in automotive electronics, EV in particular, which is quite popular now. NEPCON boasts a large network that offers us many business opportunities, which deserves my thumbs-up.

Wang Yonglong, Sales & Technical Support Director, Shenzhen Axxon Automation Co., Ltd.

NEPCON is a highly professional exhibition, whether in terms of surface mounting or dispensing technologies. We are also seeing more and more professional visitors at the show. We hope that NEPCON will bring together more companies and showcase more professional equipment to support the upgrading of the industry.



Cheng Kelin, Chairman and President, Shanghai Heli Intelligent Machinery Co., Ltd.

Since 2007, this has been our twelfth year of participation in NEPCON. We have not participated in any other exhibition except NEPCON. We will participate in the annual NEPCON exhibitions both in Shanghai and Shenzhen. We think NEPCON is more professional than other exhibitions whether by visitors or exhibitors. We will continue to participate in NEPCON every year to further increase our visibility and deepen customers' understanding of us.

Chen Yuru, Director, Global Marketing Department, Test Research, Inc.

NEPCON China is a leading exhibition in the industry and many of our customers came to visit it. Not only that, our counterparts also showcased their products here. We are glad to demonstrate our products through this industry-leading exhibition. We attach great importance to NEPCON.



Messages from Visitor Delegations

◆ **179** COMPANIES ATTENDED THE SHOW IN THE FORM OF DELEGATIONS.

◆ DELEGATION VISITORS: **5,060**

List of Visitor Delegations

Panasonic Factory Solutions Suzhou Co., Ltd.	Flextronics Electronics Technology (Suzhou) Co., Ltd.
Flextronics Electronics Technology (Suzhou) Co., Ltd.	Delta Electronics (Jiangsu) Co., Ltd.
Changshuo Technology (Shanghai) Co., Ltd.	Electronics Research Institute, Suzhou Industrial Park
Eastern Communications Co., Ltd.	Shanghai Tianma Microelectronics Co., Ltd.
Cyntec	Zhejiang Dahua Technology Co., Ltd.
Cambridge Industries Group Ltd.	Bosch Automobile (Changzhou) Co., Ltd.
Huanwei Electronics (Shanghai) Co., Ltd.	Inventec Corporation
TRW Automotive Components (Shanghai) Co. Ltd.	Jabil
Benchmark Electronics (Suzhou) Co., Ltd.	Hangzhou Huali Technology Co., Ltd.
Bright Machines (Suzhou) Co., Ltd.	Mingshuo Computer (Suzhou) Co., Ltd.

Domestic Visitor Delegations



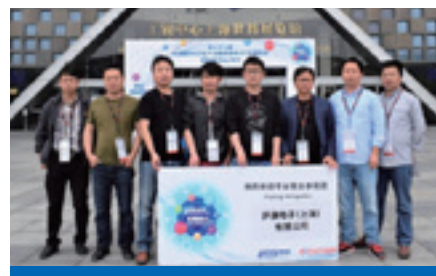
I'd like to thank the NEPCON team for providing us with thoughtful services, including pre-registration, badge delivery, vehicle arrangement and on-site reception. With the strong support of the NEPCON team, our staff have enjoyed a worry-free visit to the show.

Flextronics Electronics Technology (Suzhou) Co., Ltd.
Engineer, Engineering Department



I am grateful to the organizers for actively arranging pickup services for us at short notice, allowing me and my colleagues to visit the NEPCON. Through the exhibition, we have gained a better understanding of the current SMT-related production, testing and maintenance equipment. Thanks again to the organizers for their efforts.

Kunshan Microalliance Electronics
Manager, Technology Department



Our company participated in the NEPCON China on April 25. The delegation director provided specific bus information before the show and warmly received us at the exhibition. The staff guided us through the show according to the pre-determined route, explaining in detail about what we saw along the way. I'd like to thank the NEPCON team for giving us an amazing, beneficial tour.

Selcom Electronics (Shanghai) Co., Ltd.
TEC Director



Many thanks to the NEPCON organizers for inviting us to this well-organized show. Our visit to the show was successful. We were fully satisfied with the pick-up and ticket handling services. In addition, we've learned a lot from the show.

SCI Systems (Kunshan) Co., Ltd.
ME Manager



It was the first time that our company organized a group visit to the NEPCON. The organizers provided thoughtful services from booking to badge production and reception. Through the show, my colleagues and I have obtained relevant information and industry dynamics. The show also featured many solutions and seminars, which greatly intrigued and benefited us. We expect to send more staff to visit next year's show!

Baoshide Technology (China) Co., Ltd.
Technology Manager, Supplier Technical Support Department



I really appreciate the organizers' most thoughtful services to our company. The badges were delivered to us in advance and the free shuttle service was well-arranged. Each of our delegation visitors received a small gift. At the show, we saw many cutting-edge smart factories and automated manufacturers or devices. I hope NEPCON will grow better and better. Thank you.

Foxconn Technology Group Kangquan Electronic Technology (Kunshan) Co., Ltd.
Section Chief, Engineering Department



Our company organizes SMT and purchasing staff to visit NEPCON every year and we can learn the latest information and new technology highlights in the SMT industry. In particular, the show featured a greater number of exhibitors that could provide integrated solutions for smart manufacturing. The "Smart Dream Factory" was also a highlight of this year's event. NEPCON as a platform for learning and communication is really worth visiting.

Mingshuo Computer (Suzhou) Co., Ltd.
Assistant Manager, SMT Resource Integration Department



Thanks to the NEPCON team's efforts and quality services, visitors like us enjoyed convenient transportation, quick access by scanning and other benefits. We gained information about new automation equipment in the electronics industry in a relaxed and pleasant environment. In addition, we were efficiently paired with appropriate suppliers that met our needs.

Taicang Tongwei Electronics Co., Ltd.
SMT Expert



First of all, I would like to thank the NEPCON organizer and team for providing comprehensive assistance to our company. In terms of organization, the professional NEPCON team has successfully organized all events over the years. The efficient behind-the-scenes manpower organization, site planning and security maintenance provided a good and professional atmosphere for communication between exhibitors and visitors. I really appreciate the team's contributions to the electronics industry.

In terms of exhibitors, they brought industry-related products and equipment to the show, making it an excellent platform for industry newcomers to obtain technical knowledge. Veterans might notice only small changes in equipment levels. That's because the equipment update cycle is relatively long in the manufacturing industry, where every technological breakthrough represents a major change.

In terms of technical exchanges, experts from the industry professionally interpreted cutting-edge technologies and popular products, such as 5G consumer electronics, new energy vehicle electronics and new, low-temperature welding materials. These useful information will play a role in the production of next-generation products in factories, and in the strategic layout of electronic products.

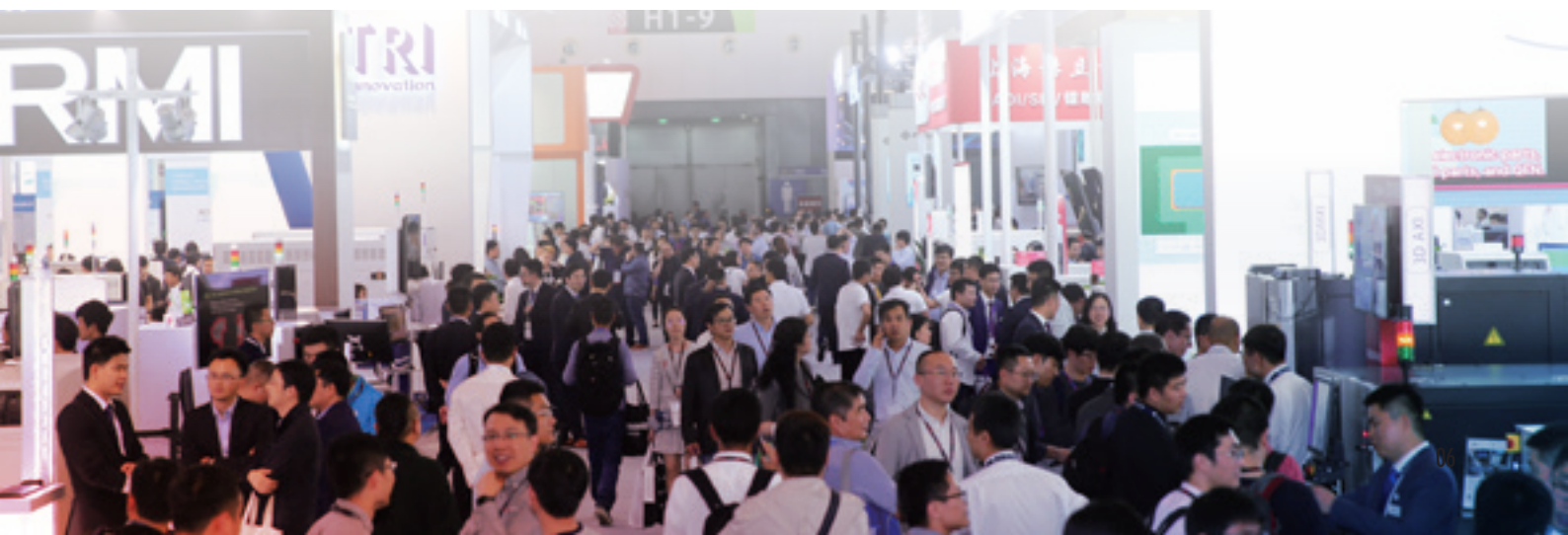
Suzhou Wave Intelligent Technology Co., Ltd.
Senior Engineer, Manufacturing Department

Overseas Delegations



Our cooperation with NEPCON organisers is great!
We are more than satisfied with their thoughtful services.

MIT TECHNOLOGY



On-Site Events

The NEPCON China 2019 was held concurrently with **13** events, attracting a total of **3,772** visitors; both the quality and quantity of the meetings were further improved.



SMTA China East Technology Conference

*SMTA China East Technology Seminar, SMTA China East Vendor Seminar

*SMTA China East Conference - iNEMI Low Temperature Soldering Workshop

New

Growing attention has been paid to the application of low-temperature welding technology in the assembly of consumer electronics such as mobile phones, tablets and mobile computers. This technology, which can reduce energy consumption and improve surface mounting, requires new welding materials with excellent reliability and workability. At this seminar, industry experts discussed new low-temperature solder solutions and shared other valuable ideas.



China Int'l Electronics Manufacturing Summit

New

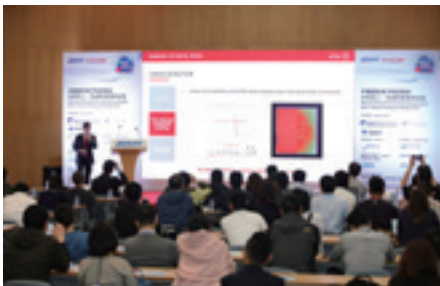
In order to support the high-quality development of the manufacturing industry and drive the high-end equipment manufacturing industry, especially the development of electronic production equipment towards the middle and high-end of the global industrial value chain, the organizers have launched the China Int'l Electronics Manufacturing Summit. The Summit, with the theme of "Developing Smart Manufacturing and Promoting High-quality Development of Electronics Manufacturing Industry", aims to discuss the latest advances in the application and development of global electronics manufacturing technologies and products, and explore the approaches and measures for driving the high-end development of the electronics manufacturing industry.



China Int'l Electronics Manufacturing Summit Track 1 : 5G-Driven Smart Manufacturing Forum

New

The forum highlighted the accelerated intelligent transformation and upgrading of the electronics manufacturing industry, especially the challenges and opportunities facing electronics manufacturing technologies and processes with the advent of the 5G and AI era.



China Int'l Electronics Manufacturing Summit Track 2 : Advanced Packaging Technology Forum

New

As terminal electronics become increasingly lighter, thinner, multi-functional and energy-efficient around the world, they have increasingly higher requirements for space saving, functional upgrading and power consumption reduction. At the forum, experts from packaging enterprises including Yole Development, Jingfang Semiconductor, National Center for Advanced Packaging and Universal Scientific Industrial (Shanghai) presented exciting views on how to achieve highly-integrated advanced packaging and how to address the trend of electronic miniaturization through the application of advanced packaging technologies, especially SIP system-level packaging technologies.



Second China Digital Manufacturing Summit Forum

The transformation and upgrading of digital manufacturing has become a strategic focus of global attention, and serves as an indicator for the deep integration of the next-generation information and communication technologies and the manufacturing industry. To address the requirements for automation and digital transformation of key processes in the traditional electronics manufacturing industry, the forum centered on three topics - digital transformation of manufacturing, application of visual inspection and application of control software. The forum aimed to facilitate future manufacturing and promote the rapid development of digital manufacturing in China.



2019 AWC Conference on Development and Testing Technologies for NEV Electromobility System

New

With the gradual maturity of the new energy vehicle industry, consumers are increasingly demanding higher quality of new energy vehicles, posing greater challenges to engineering development. As a means to verifying development efforts, the coverage and professionalism of test capability are crucial to the R&D capability of enterprises. At the conference, industry leaders discussed how to efficiently complete test items such as power, environment and power supply in the development of electromobility systems, which has won unanimous praise from industry professionals.

On-Site Events



All Quality Matters – Consumer Electronics Quality Standard Forum in 5G Era

The emergence and application of 5G has become a key driver for the hot trends such as Internet of Things, intelligent household appliances, virtual reality, and autonomous driving. The forum centered on such topics as personal information security, smart home and internet, and software risk assessment, which were most concerned by manufacturers exporting 5G and IOT products. Consumer electronics manufacturers such as mobile phones and household appliances actively participated in the forum, where they discussed the development trends of the electronics industry and learned about the new international quality standards.



The 13th Themed Symposium of NEPCON and Smart Factory 1.0 - Future of Electronics Manufacturing

In recent years, electronics manufacturers have gradually shifted from a wait-and-see strategy to the construction of intelligent manufacturing centers, intelligent manufacturing demonstration workshops and smart factories. The symposium consisted of three thematic conferences on "Overall Planning and Implementation Case of Smart Electronics Manufacturing Factory", "Data and Data Analysis Create Value for Electronics Manufacturers", "Innovative Applications of Collaborative Robots in Electronics Manufacturing Industry". The conferences provided useful information for electronics manufacturers from a perspective of implementation, cutting-edge technology and priorities respectively.



Innovation Forum on "Printed Electronics & Micro-Assembly Technology in Smart Wearable Products"

Wearable devices are hardware devices that possess powerful functions supported by software, data interaction and cloud interaction. Representative wearable devices such as Apple iWATCH and Google Glasses will bring great changes to our future life and perception of life. The forum was concentrated on the future trends and applications of wearable devices, special processes of printing electronics, reliability and materials, providing new ideas for manufacturers to meet the challenges in assembly technology.

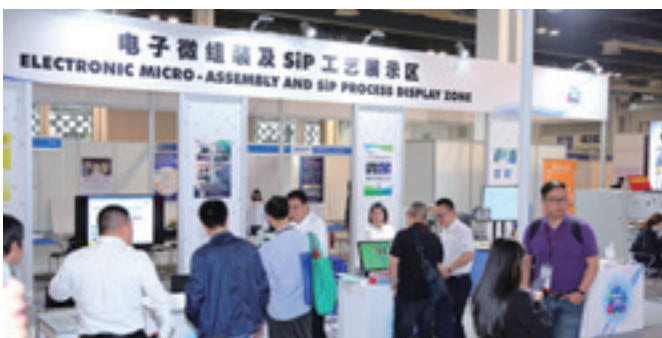
Special Pavilions



China Smart Manufacturing SMT Demo Line Display Zone



Dream Factory of Smart Manufacturing - Production Line



Electronic Micro-Assembly and SiP Process Display Zone



Smart Catalogue

Address by the Director

On April 26, the NEPCON China 2019 was concluded successfully. At this event, which covered 35,000 square meters, we witnessed more than 500 domestic and foreign enterprises and brands bringing their cutting-edge products and technologies. As a strong quality exhibition in the electronics manufacturing industry, NEPCON is always committed to creating an excellent demonstration and trading platform and to promoting sustainable growth of the industry while creating win-win value for customers and partners. I hope that all participants from the electronics manufacturing industry will get new ideas from the show and actively engage themselves in intelligent manufacturing, thus driving faster and better development of China's electronics manufacturing industry.

The success of this show was inseparable from the strong support of all partners, associations and media. We will continue to promote common development by embedding the concept of "win-win" in all cooperation activities. On behalf of the organizers - Reed Exhibitions and the CCPIT Electronics & information Industry Sub-council, I would like to express my heartfelt thanks to the Chinese Institute of Electronics, China Electronics Corporation, China Electronics Technology Group Corporation, the China Semiconductor Industry Association, SMTA, SMT China, professional SMT committees from Beijing, Shanghai, Jiangsu, Shandong, Tianjin, Sichuan, Guangdong and Wuhan, as well as all media and associations.

As China's smart manufacturing industry grows at a rapid momentum, possessing core technology becomes the key to seizing the opportunities of the era. NEPCON China will always work with the electronics manufacturing industry to drive the coordinated development of the industry chain and build a more efficient, innovative and internationalized business platform that spotlights cutting-edge industry technology. We look forward to sharing opportunities and creating a better future together with all electronics professionals.

NEPCON Team

Senior Project Director

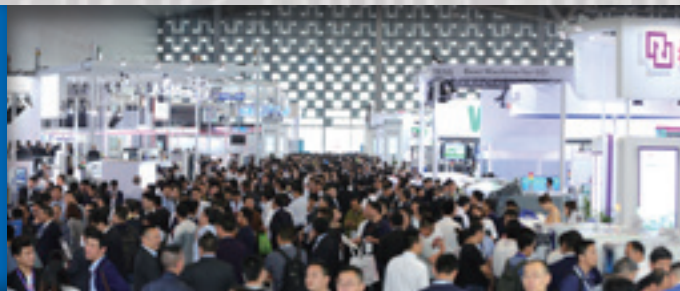
Wang Yongting



LOOKING FORWARD TO MEETING YOU AGAIN AT OUR NEXT NEPCON EVENT!

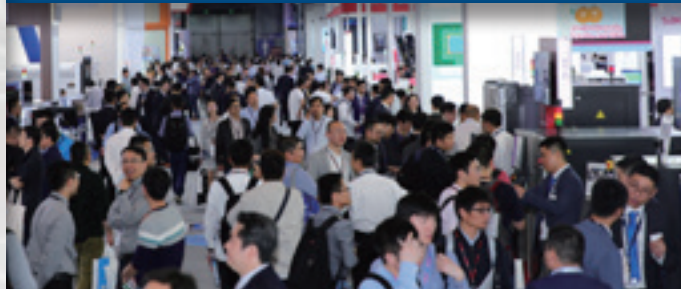
NEPCON ASIA 2019

AUGUST 28-30, 2019
SHENZHEN CONVENTION &
EXHIBITION CENTER



NEPCON WEST CHINA

OCTOBER 15-17, 2019
MEISHAN CONVENTION
& EXHIBITION CENTER



NEPCON CHINA 2020

APRIL 22-24, 2020
SHANGHAI WORLD EXPO EXHIBITION
& CONVENTION CENTER



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NEPCON in Shenzhen: www.nepconasia.com

NEPCON in Meishan: www.nepconwestchina.com



NEPCON across China

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