

# pcim

ASIA

28 – 30 August 2024

Shenzhen World Exhibition and  
Convention Center, China



mesago

International Exhibition and Conference for  
Power Electronics, Intelligent Motion, Renewable  
Energy and Energy Management

## Power electronics towards a sustainable new era

[www.pcimasia-expo.com](http://www.pcimasia-expo.com)

messe frankfurt

# Discover cutting-edge power electronics technologies at PCIM Asia 2024

PCIM Asia is a leading exhibition and conference focused on power electronics and their applications in power management, intelligent motion, renewable energy and energy management. Taking place between 28 – 30 August 2024, the show's upcoming edition will be held in Shenzhen, a city often distinguished as China's 'Silicon Valley', and will gather key industry experts and academics to immerse attendees in the most noteworthy innovations and emerging trends in the field.

## PCIM Asia 2024 figures



**20,000** sqm  
exhibition space



**200**  
exhibitors (estimated)



**20,000**  
visits (estimated)

## Product categories

- Power semiconductor components and modules
- Integrated circuits
- Passive components
- Magnetics & core materials
- Thermal management
- Sensors
- Assemblies and subsystems
- Electrical drives
- Power converters
- Power quality and energy storage
- Testing and measurement
- Software development
- Information and services

## Thematic zones

- Newcomer Pavilion
- University Zone
- E-Mobility Pavilion
- 3rd Generation Semiconductor Pavilion

## Fringe forums

- Industry Forum
- Exhibitor Forum

## Outlook: Continued growth in the power semiconductor market

It is forecast that the global market for power semiconductor discrete devices and modules will reach USD 7.6 billion and 11.3 billion respectively by 2025. These technologies have broad application prospects across a range of sectors. The strong demand for power devices, including MOSFETs, IGBTs and SiC MOSFETs extends to fields including automotive, charging piles, photovoltaic power generation, wind power generation, consumer electronics, rail transit, industrial motors, energy storage, aerospace and defense. Driven by the robust development of new energy vehicles and the rapidly growing demand for green solutions worldwide, these markets are expected to achieve steady growth and lay a solid foundation for future technological development<sup>1</sup>.

<sup>1</sup> "Huafu Securities: In-depth report on the power semiconductor industry: In the era of energy change, the big market for power devices", eastmoney.com, 24 April 2023 (Retrieved 7 November 2023), <https://qr.messefrankfurt.com/r2b86>

## Key application industries



Industrial electronics



E-mobility



Smart home



Renewable energy management



Ultra-high power applications



Consumer electronics



# Connect with industry professionals and stay informed at PCIM Asia!



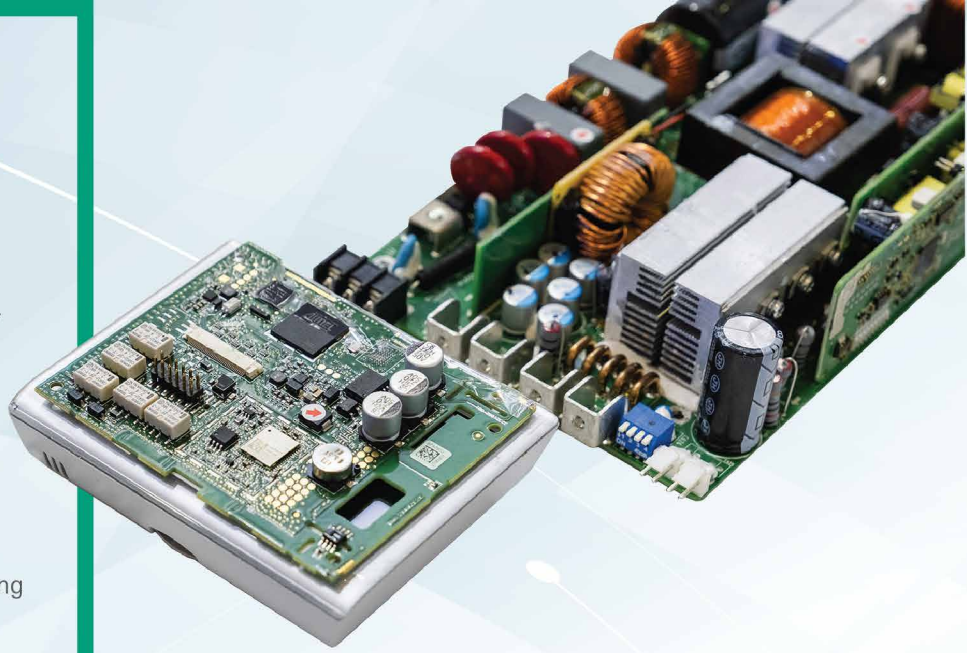
Strengthen your professional network by engaging with major industry players



Gain first-hand industry information through the event's combined exhibition and conference format



Unlock business opportunities by speaking at one of PCIM Asia's forums



## Sponsors\*



## Exhibitors in 2023\*



## Buyer delegations in 2023\*

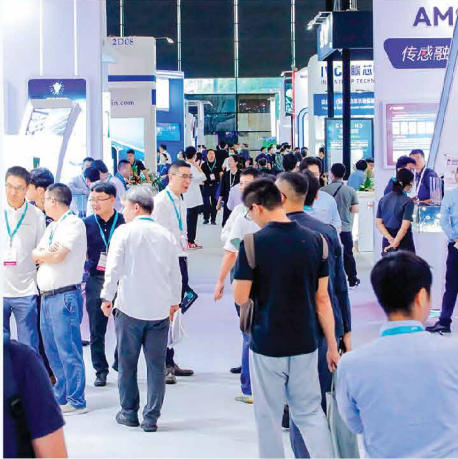


\*In no particular order

## Outlook: Zero-carbon, energy and digital transformation promote the development of new business models

PCIM Asia 2024 will explore the transformation and digitalisation of energy systems, two critical considerations in the push towards zero-carbon development. Further refinement of clean energy and energy security solutions is instrumental to this shift, as these factors fundamentally alter production and consumption patterns. Similarly, digitalisation is a crucial step towards meeting global climate targets and stimulating economic growth. These wide-scale changes lay the groundwork for new business models which uphold the principles of sustainable societal development<sup>2</sup>.

<sup>2</sup>"Global Energy Transformation and Zero-Carbon Development White Paper", Huawei, 1 September 2021, <https://qr.messefrankfurt.com/7b898> (Retrieved 8 November 2023)



### Exhibitor testimonials

"PCIM is one of the most important power electronics shows in the world. We participate every year at PCIM Europe but this is our first time attending PCIM Asia. So far on day one we've had a very positive response with a lot of visitors at our booth and we've had meaningful discussions with potential clients. Our target customers are engineers in the industrial and automotive sectors, and we found many people from these two sectors showing interest in our booth."

**Ms Ginni Lai, Marketing Communications Manager, onsemi**

"This is my second time attending PCIM Asia. I feel like the fair has grown since, and is growing towards the size of PCIM Europe. The response has been really good, and the whole morning our booth was full. Just like in Europe, people are enjoying being back and interacting with their suppliers and customers. For me, PCIM is the number one show for power electronics."

**Mr Stefan Häuser, Head of Product Marketing Industry, Semikron Danfoss**

### Visitor testimonials

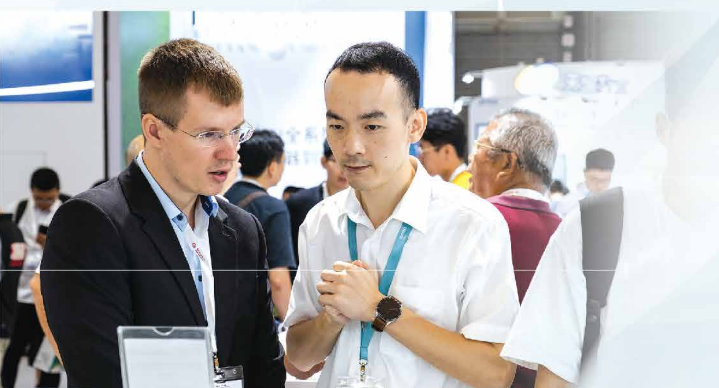
"Our company specialises in power semiconductors and this is our first time visiting the fair. We are particularly interested in learning about the latest market trends and technologies within this industry. The exhibitors we spoke to provided us with invaluable market insights as well as up-to-date technical information. We also attended a few seminars and I really appreciate the fact that the speakers are industry leaders and experts in their fields, and so we have greatly benefited from our visit today."

**Mr Jerry Chan, Senior Power Semiconductors Validation Engineer, Shenzhen Hai Xing Optical Technology Group**



"We came to PCIM Asia to look for suppliers for some large-scale energy storage projects. What appeals to us most is the show's professional atmosphere, and the fact that many well-known brands in the industry gather here, which greatly facilitates our search for our target suppliers. We found products that fit our needs within a single day, and will place orders later based on the company's evaluation."

**Mr Yusong Chen, Procurement Director, BYINKA Microelectronics Co Ltd**



# PCIM Asia Conference

Held alongside the exhibition, the PCIM Asia Conference is one of the most influential and user-driven platforms for power electronics in Asia. The conference gathers the world's leading industry experts from the R&D departments of companies and academic institutions to present the latest power electronics applications and take part in technical discussions to help drive the industry forward. The 2024 conference will focus on technological breakthroughs and upcoming trends.



## PCIM Asia Conference 2023 figures

- ▶ 8 oral sessions
- ▶ 5 poster sessions
- ▶ 3 keynotes
- ▶ 1 special session
- ▶ 1 tutorial
- ▶ 646 conference visits
- ▶ 67 conference papers



## Voices of conference participants

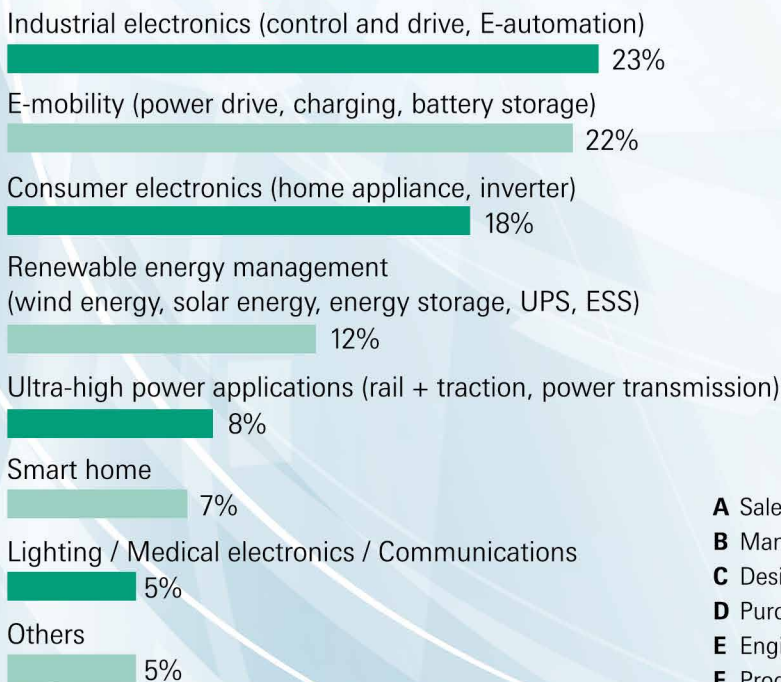
"So far the conference looks great. People are very engaged, and I could see all the seats were taken, with lots of people waiting and standing during the presentation. In my presentation, I talked about wide bandgap materials and in particular GaN, and what can make GaN successful in the field by addressing the remaining issues of fragility and ease of use. I see potential for GaN everywhere. China has some very good companies, and I can see it growing, so there is a lot of potential for this material here."

**Professor Florin Udrea, Professor of Semiconductor Engineering, Cambridge University**

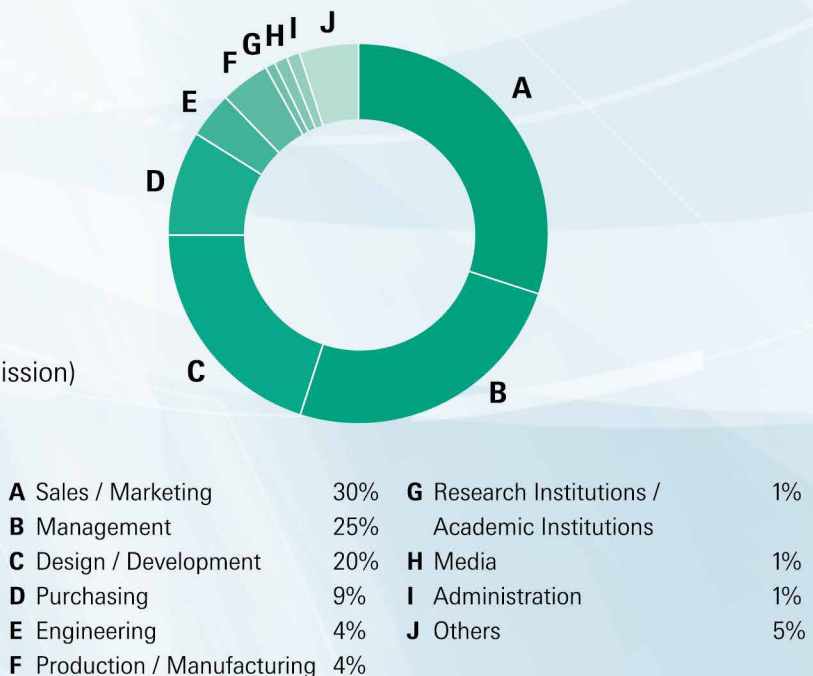
"All the topics we are addressing at the conference are key trends in power electronics, especially here in China, where energy-related and mobility topics are the future. We are just at the beginning of the conference, and you can already see the discussions firing up, with many experts attending and asking the right questions, so I'm really happy with this edition so far."

**Professor Leo Lorenz, President, ECPE**

## 2023 visitors by business sector



## 2023 visitor profile



## Fair facts

### Dates

28 – 30 August 2024

### Venue

Shenzhen World Exhibition and Convention Center, China

### Frequency

Annual

### Organiser

Guangzhou Guangya Messe Frankfurt Co Ltd

### Partner

Mesago Messe Frankfurt GmbH

### Participation fee

Space only (12 sqm min)

- Row stand: RMB 2,045 / sqm
- Corner stand: RMB 2,225 / sqm
- Head stand: RMB 2,335 / sqm
- Island stand: RMB 2,435 / sqm

Shell scheme (12 sqm min)

- Row stand: RMB 2,505 / sqm
- Corner stand: RMB 2,730 / sqm
- Head stand: RMB 2,850 / sqm
- Island stand: RMB 2,960 / sqm

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Event website



## PCIM worldwide network

**pcim**

EUROPE

**11 – 13 June 2024**

Nuremberg, Germany

[www.pcim-europe.com](http://www.pcim-europe.com)

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