

Press release

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## PCIM Asia 2020 opens next Monday with dedicated product zones and fringe programme for power electronics

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**The much-anticipated PCIM Asia 2020 will open its door on 16 November in Shanghai. The fair continues to serve as the industry's vital tool for knowledge exchange, business collaboration and marketing. The upcoming three-day show will see leading domestic and international companies present the latest trends and innovations of power electronics through an array of thematic zones as well as during a conference and forums.**

PCIM Asia, one of the most significant business events for power electronics in Asia, will take place from 16 – 18 November 2020 at the Shanghai World Expo Exhibition and Convention Center. As the leading show in the power electronics industry, PCIM Asia attracts top brands and exciting start-ups all looking to grow their businesses. This year, around 70 exhibitors will present cutting-edge trends, developments and product innovations for all applications of power electronics on an exhibition area of 7,000 square metres. Some of the biggest brands in the industry will exhibit at the fair, including Mitsubishi, Semikron, Fuji Electric, Infineon, Beijing Sunking, Bronze, CRRC, Hangzhou Firststack, Heraeus, Keysight, Shanghai Eagtop, Toshiba and Wuxi CRE New Energy. In addition, this year's fair will debut the Korean Pavilion, organised by the Korea Semiconductor Industry Association (KSIA). Five Korean companies including Busan Techno Park Foundation, JMJ, PowerCubeSemi, SemiPowerEx and SIGETRONICS will display advanced semiconductor technologies and products.

To further enhance the experience for the fair's visitors and exhibitors, PCIM Asia will once again feature a range of thematic zones which shine a light on key areas of the development of power electronics. These thematic zones include the E-mobility Zone, Poster Session Area (part of the Conference), 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 test and measurement, the fair will cater to everyone's sourcing needs.

### **High-quality fringe programme to focus on the growth market of electric mobility**

The strong link between the exhibition and conference is what makes

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PCIM Asia a unique and prominent industry event. Held concurrently with the fair, the PCIM Asia Conference will feature eight oral sessions, four posters, one special session and one tutorial. The poster sessions focus on Advanced Power Devices, whilst the oral sessions cover an incredibly wide array of topics, ranging from High Power Density Converters, AC/DC Converters, High Power Devices and Intelligent Gate Drives to Fast Switching Devices, Advanced Packaging Technologies, Advanced Power Converter Designs and DC/DC Converters. Participants can look forward to gaining an overview of the current market landscape and exchanging ideas with renowned industry experts and academics.

As electric vehicles are gaining in popularity, this year's conference will embrace the theme of E-Mobility and Infrastructure, exploring what power electronics, as a key technology for this application, will be able to achieve in the future. Highlighted events include:

- Keynote (16 Nov): Communication-less Coordinative Control of Distributed Energy Source Converters  
Speaker: Jinjun Liu, Zeng Liu, Xi'an Jiaotong University, China
- Keynote (17 Nov): The Latest Technical Trends of Power Devices for E-mobility  
Speaker: Jun Li, Fuji Electric, China
- Keynote (18 Nov): Compact and Reliable Isolated DC/DC and SiC Gate Drivers for Automotive Applications  
Speaker: Baoxing Chen, Analog Devices, USA
- Special session (17 Nov): High-Speed Railway Power Traction  
Chairperson: Yongdong Li, Tsinghua University, China

Alongside the acclaimed industry conference, PCIM Asia will host a programme of forums to further enrich the experience and business opportunities for all exhibitors and visitors alike. In line with the E-mobility Zone, the E-mobility Forum will return this year, featuring presentations that cover the entire value chain of electric vehicles and transport. Topics include automotive semiconductors, power devices for electric vehicles and insulation powder coating.

Also scheduled is the Power Electronics Energy Storage Industry Forum, which will focus on the applications of power electronics for energy storage and management. Another not-be-missed event is the Power Electronics Application Forum, which will see the participation of various top companies including Beijing Sunking, Heraeus, Infineon, Mitsubishi, Semikron and Toshiba. The forum will discuss semiconductors and components, SiC MOSFET and other related topics.

### **Online and offline platforms to offer ample business opportunities**

In consideration of the current international travel situation, this year's edition will provide a series of online services to connect worldwide businesses. For the first time, the PCIM Asia Conference 2020 will take place both online and offline, enabling attendees from all over the world

PCIM Asia  
Shanghai, China  
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to join this significant annual event. Furthermore, PCIM Asia is launching a digital trade platform that complements the physical show itself, offering more opportunities for companies to expand their customer base and capture orders.

To find out more about the fair's online services, please visit the official website at <http://pcimasia.kelei.cc/h5/pcguide.html> for details.

PCIM Asia is jointly organised by Shanghai Pudong International Exhibition Corp, Guangzhou Guangya Messe Frankfurt Co Ltd and Mesago Messe Frankfurt GmbH.

To find out more, please visit [www.pcimasia-expo.com](http://www.pcimasia-expo.com) or email [pcimasia@china.messefrankfurt.com](mailto: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 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](http://www.messefrankfurt.com)