

Press release

5 September 2023

## PCIM Asia 2023 showcased the future of power electronics in Shanghai

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PCIM23\_FR\_Eng

**With 181 exhibitors and 15,348 visits, this year's edition of PCIM Asia saw three days of high-level business exchange, networking and showcases of the most innovative products on the market. In addition to the exhibition, there were 49 presentations at the PCIM Asia concurrent forums, and a further 72 presentations at the highly renowned PCIM Asia 2023 conference, which attracted 646 visits. Participants were excited to gather once again in Shanghai, remarking on the positive direction of the industry.**

Taking place at the Shanghai New International Expo Centre (SNIEC) in Pudong, the leading fair in Asia for power electronics, intelligent motion, renewable energy and energy management kicked off on 29 August and closed successfully on 31 August. All attendees spoke very highly of both the exhibition and conference, with many commenting on how great it was to reconnect with the industry once again.

The fair welcomed some of the leading companies in the power electronics space including: AOS, CRRC, Heraeus, Inventchip, Keysight, LEM, Littelfuse, MACMIC, NOVOSENSE, onsemi, PN Junction, Power Integrations, Silan, Sun.King, Toshiba and Yangjie. The fair was also sponsored by Mitsubishi Electric, Semikron Danfoss, Fuji Electric, Infineon and ROHM.

Themed zones also made a return to the exhibition with the E-mobility Zone, 3rd Generation Semiconductor Pavilion, Poster Session Area (part of the Conference), and University Zone all making an appearance this year. Products featured included power semiconductor components and modules, electrical devices, passive components, thermal management, test and measurement and more.

Concurrent forums included the Power Electronics Application Forum, The 3<sup>rd</sup> Generation Semiconductor Forum, New energy development under the carbon peak and carbon neutrality goals, Electrical transportation technology in the Industry 4.0 era, as well as the Shanghai International Smart Home Energy Efficiency Control and Home Energy Management Forum.

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35/F China Resources Building  
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Wanchai, Hong Kong

## **High-profile speakers shared their insights at PCIM Asia Conference**

This year's PCIM Asia Conference held 72 presentations delivered by leading experts and academics from across different areas of power electronics. A total of 65 papers were submitted before the conference, demonstrating there is not a lack of ideas within the power electronics community.

## **2023 edition receives high praise from all fairgoers**

Throughout the three days, fairgoers and conference participants were asked about their impression towards the show. The response was overwhelmingly positive, with respondents remarking on the big crowds, variety of products on offer and in-depth expertise shared at the forums and conference.

## **Exhibitor feedback**

"This is my second time attending PCIM Asia, and 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 and we will very likely come back for the next edition of PCIM Asia."

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

"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. Next year we will consider bringing even more solutions to PCIM Asia 2024."

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

"This is our second time exhibiting at PCIM Asia and our booth is significantly larger in comparison with the previous edition. We have noticed that this year's show has seen an increase in foreign visitors, as well as teams of professional clients. Our company specialises in wide bandgap semiconductors and so PCIM Asia has given us the platform for showcasing our technology, while also engaging with clients and suppliers in the power electronics industry."

**Mr Ma Haichuan, Sales Director, PN Junction Semiconductor**

## **Fair visitor feedback**

"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**

### **Conference participant feedback**

“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**

“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**

“My presentation was on wide bandgap semiconductor packaging and integration. This is my first time at PCIM Asia, and I’ve been able to walk around the fair and it’s amazing to see all the new companies as well the traditional brands, so it’s really exciting to see the growth of power electronics. I think PCIM provides a space where all of us from both industry and academia can come together which is essential, especially in this revolutionary time for power electronics.”

**Ms Christina DiMarino, Assistant Professor, Virginia Polytechnic Institute and State University**

“The conference has started very well, and I just listened to the presentation by Professor Udrea on “The New Generation of Gallium Nitride Power Devices; breaking the Limits of Ease-of-Use and Reliability”, which was a very interesting topic. There’s been some very interesting questions, the one about VCC voltage and miller clamps is one I would have asked if it didn’t come up before me, so it’s nice to see people who have the same kinds of questions and engaged with the topic. I like to get insights on new technologies and it’s one of the reasons I’ve decided to come here.”

**Mr Pierrick Ausseresse, Principal Engineer, Infineon Technologies AG**

PCIM Asia is jointly organised by Guangzhou Guangya Messe Frankfurt Co Ltd and Mesago Messe Frankfurt GmbH. The next edition will take place from 28 – 30 August 2024 at the Shenzhen World Exhibition and Convention Center. To find out more about PCIM Asia, please visit [www.pcimasia-expo.com](http://www.pcimasia-expo.com) or email [pcimasia@china.messefrankfurt.com](mailto:pcimasia@china.messefrankfurt.com).

PCIM Asia  
Shanghai, China, 29 – 31 August 2023

– end –

#### **Background information on Messe Frankfurt**

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,160 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €454 million. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity. For more information, please visit our website at: [www.messefrankfurt.com/sustainability](http://www.messefrankfurt.com/sustainability). With its headquarters 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)