

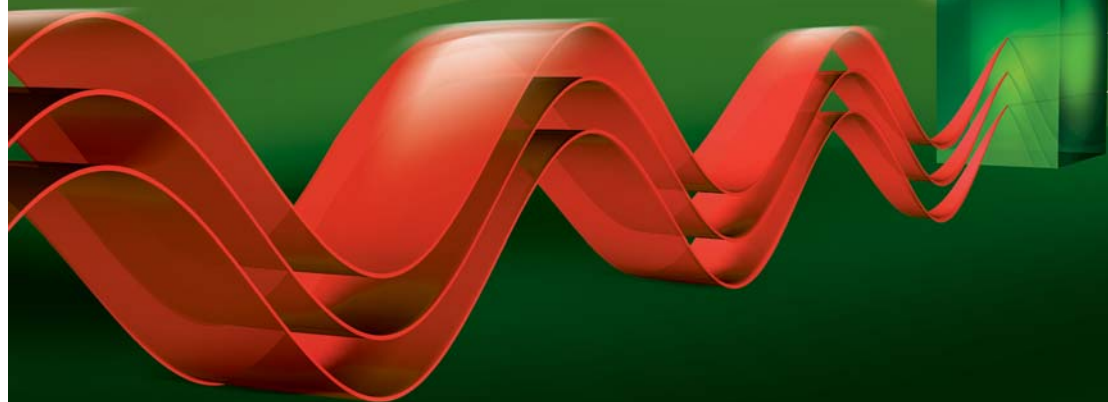
PCIM

ASIA


电力电子、智能运动、可再生能源
上海国际电力元件、可再生能源管理展览会
**International Exhibition and Conference
for Power Electronics, Intelligent Motion,
Renewable Energy and Energy Management**

Shanghai, 24 – 26 June 2015

Analysis 2015



mesago
Messe Frankfurt Group

 **messe frankfurt**

Event Concept

Title	PCIM Asia – International Exhibition and Conference for Power Electronics, Intelligent Motion, Renewable Energy and Energy Management
Date	24 – 26 June 2015
Venue	Shanghai World Expo Exhibition and Convention Center
Frequency	Annually
Organizer	Guangzhou Guangya Messe Frankfurt Co Ltd
Supporter	Shanghai Pudong International Exhibition Corp. Messe Frankfurt Shanghai Co Ltd
Partner	Mesago PCIM GmbH

Concept

The PCIM (short for Power Conversion, Intelligent Motion) event in China is an international meeting ground for specialists in power electronics and its applications in drive technologies and power quality. The event offers a chance to see the latest developments in power electronics components and systems.

The strong link between conference and exhibition guarantees the high quality of the show. This unique combination fosters the fast and easy exchange between industry and science, for which PCIM Asia is famous.

Topics

- Power semiconductors components and modules
- Integrated circuits
- Passive components
- Magnetics & core materials
- Thermal management
- Sensors
- Assemblies and subsystems
- Electrical drives
- Power converters
- Power quality & energy storage
- Test & measurement
- Development software
- Information and services

Visitors Profile

Trade visitors of PCIM Asia are experts and decision makers mainly from management, product and system design, purchasing as well as R&D management departments. They use the exhibition as an international industry meeting place and inform themselves about latest products and services achievements within power electronics, as well as individual and specific solution for practice oriented problems.

At a Glance

Results

Exhibitor Space	5,300 sqm
Exhibitors	77
Visitors	4,911 (From 27 countries and regions)
Conference Participants	362
Conference	60 papers

Summary

PCIM Asia 2015 concluded with positive acclaim

Favorable participant reviews highlight the success of the events

On-site concurrent events provided informative sessions regarding the newest industry and product trends

PCIM Asia, an international exhibition and conference for power electronics, intelligent motion, renewable energy and energy management wrapped up on 26 June at the Shanghai World Expo Center with great success. The three-day events, which ran from 24 – 26 June, welcomed 77 exhibitors while covering 5,300 sqm of exhibition space.

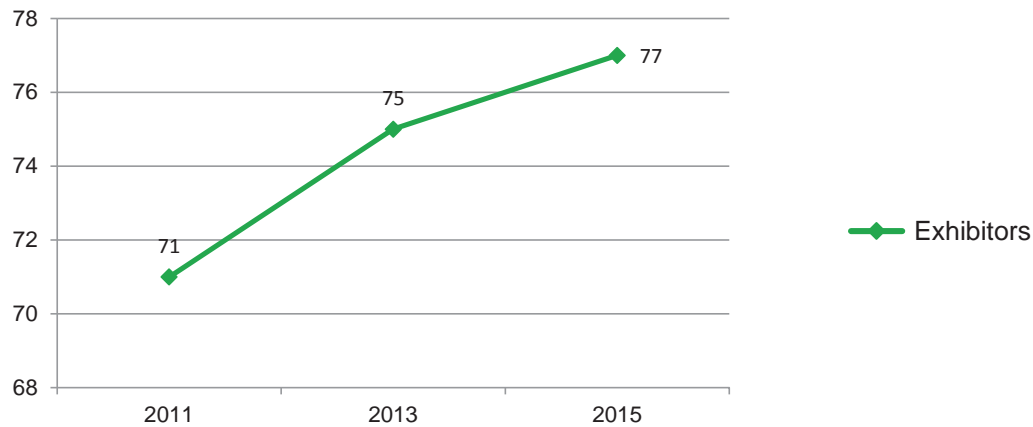
The fair, held concurrently with the inaugural SPS Automation Shanghai, attracted a total of 4,911 visitors, representing 12% increase over 2014, from 27 countries and regions who were able to source items including the latest semiconductors, passive components as well as power and thermal management systems. Whether they were involved in distribution or were sourcing for upcoming projects, buyers were offered an impressive array of technologies and solutions to meet their needs.

On-site concurrent events provided informative sessions regarding the newest industry and product trends

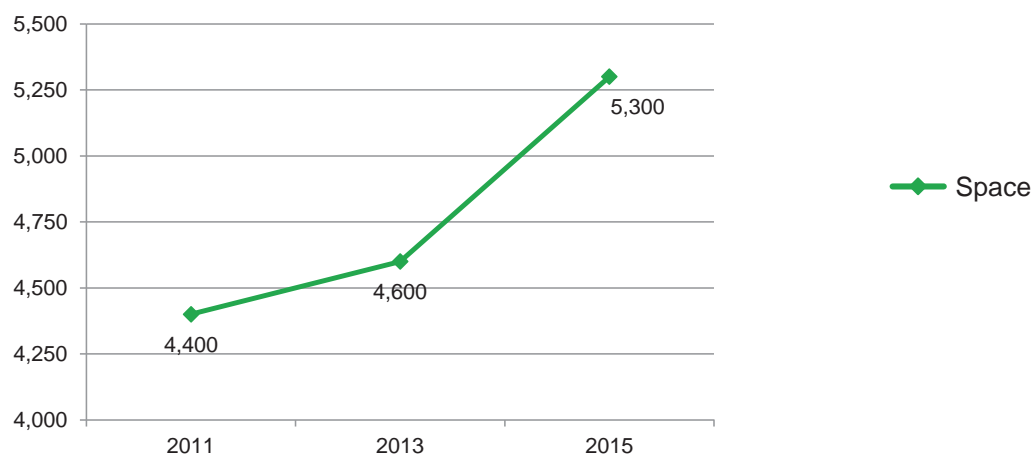
Concurrent events have also added to PCIM Asia's success. The sector's leading players from business and academia were invited to share their views on current industry developments and future trends. At the PCIM Asia Conference 2015, which has drawn 362 attendees, over 60 conference papers were presented during the conference and poster sessions.

Comparison 2011 – 2015

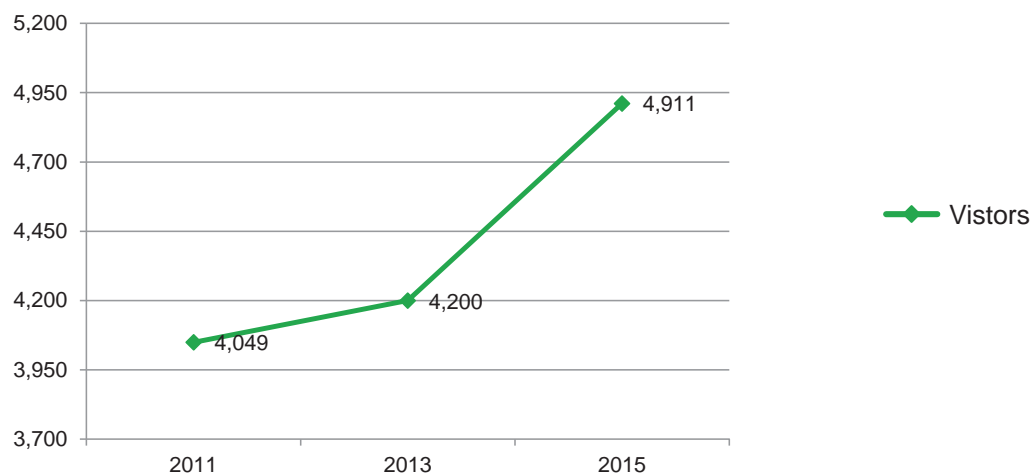
Exhibitors



Space in sqm



Visitors

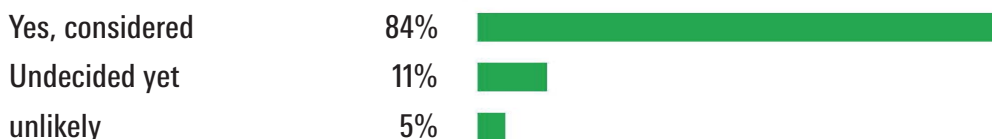


Analysis of the Exhibitor Characteristics

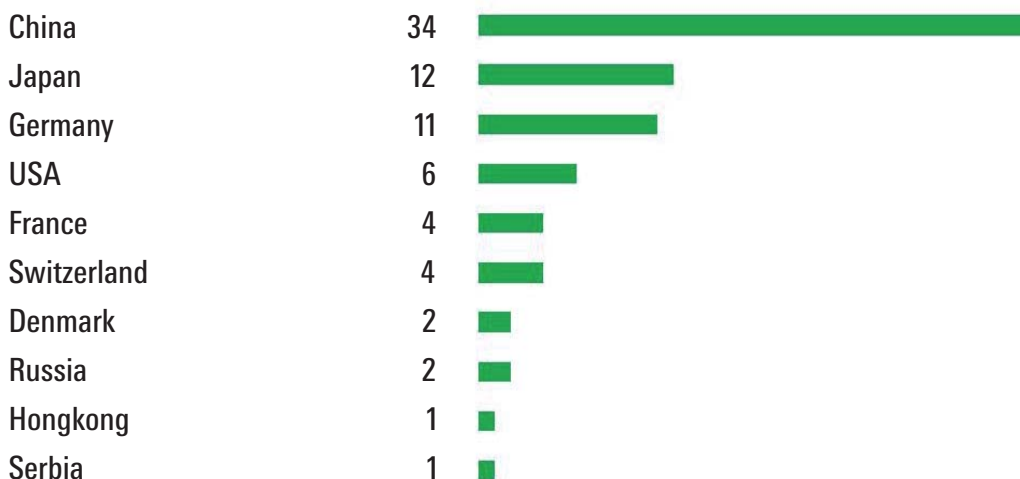
Over 94% exhibitors considered PCIM Asia 2015 professional



Over 84% exhibitors plan to return in PCIM Asia 2016



Amount of Exhibitors from Different Countries and Regions

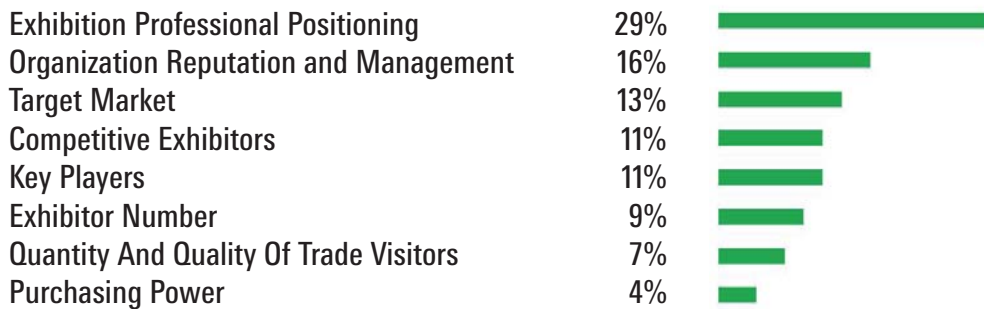


Target Accomplishment



Analysis of the Exhibitor Characteristics

Reasons to Participate



Exhibitor Comments

"The organization of the fair continues to improve every year and even more so after Messe Frankfurt's involvement. The professionalism of this well-organized platform provided us reasons to invite our clients to visit us at our booth and compare our products with our competitors in future editions of the fair."

Mr Song Gao Sheng, Senior Director, Field Application Engineering Center, Mitsubishi Electric & Electronics (Shanghai) Co Ltd

"The visitor flow during the show was high and exceeded our expectations as many of our existing clients came to visit our booth. We also like the fact that PCIM Asia was held concurrently with SPS Automation Shanghai. The fairs complement each other and in the long run the two shows will turn into a one-stop event for power electronic components and industrial automation solutions. For us, PCIM Asia is a must-attend event!"

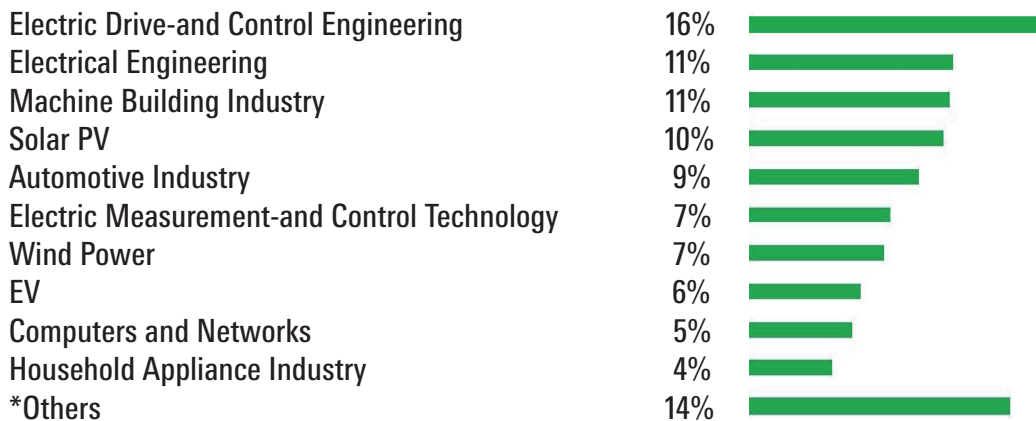
Mr Dong Tie Chen, Sales Executive, Sales & Marketing Department, Guangzhou Solderwell Advanced Materials Co Ltd

"This is the first time we co-exhibit with our fluid circuit department, and we both satisfied with the visitors stream at the first two days. We have expanded our booth scale this year in order to increase Staubli's influence through PCIM Asia. Moreover, we met lots of valuable potential customers at PCIM Asia. We mainly present high end customized module and the overall application solution which accounts 50% of our business this time. ...What PCIM Asia impressed me is the professional concentration and the high quality of visitors who has been well known about our products and come with specific needs and look for further information on our products. Visitors on our booth are mainly from electronics and mechanic industries, and manufactures accounts over 85%."

Ms ShuKun Fan, GI Marketing Specialist, Multi-Contact China c/o Staubli (Hangzhou)

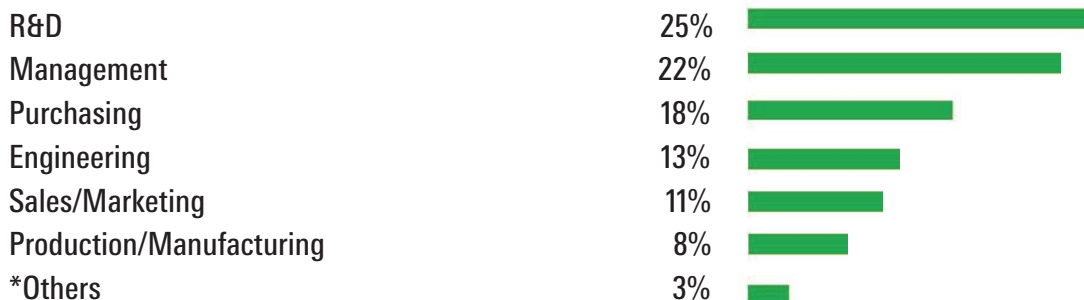
Analysis of the Visitor Characteristics

Visitor by Industry Section



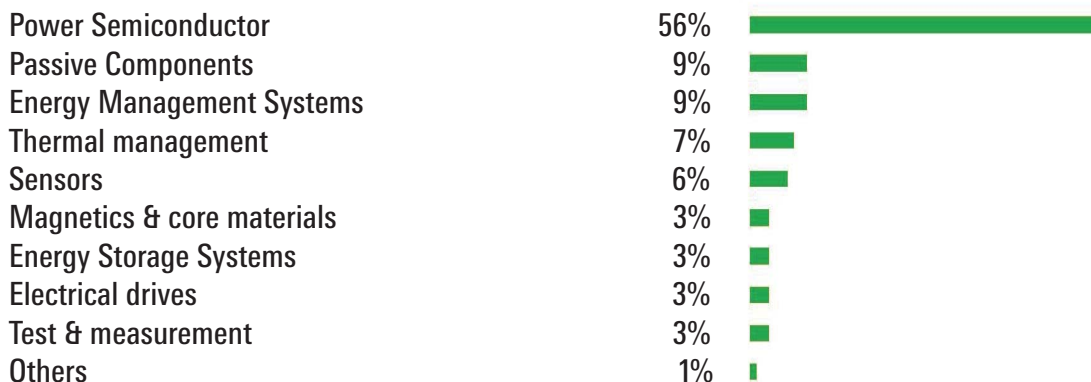
*Air and Spacecraft Industry, Consultants and Engineering Offices, Medical Technology, Communication/Telecom Industry, Sciences and Scientific Training Centers

Visitors According to Their Division



*General Administration, Training and etc.

Fields of Interest



Analysis of the Visitor Characteristics

Visitor Comments

"This is my second year at PCIM Asia. I was at the show six years ago and this year I came back once again because our company this thinking about exhibiting at this event. The fair has really improved since the last time I was here six years ago and even more so with Messe Frankfurt's involvement. I noticed there was a sharp increase in visitor numbers in the past two years of the show and now having saw the show once again in person made me confident about our participation last year. The fair has a good mix of exhibitors and visitors. There is a good chance that we will be here as an exhibitor next year."

Mr Christoph Holtmann, Communications Manager, ABB Switzerland Ltd

"Our company specializes in developing electrical equipment related to electrical energy quality. This is my first time visiting PCIM Asia. Being a R&D specialist, I need to come and learn about new technologies which cannot be found just from the internet. Here I can find innovative technologies and products which can be applied to my design in the future so as to increase cost effectiveness and performance. PCIM Asia is very professional and it is the strongest power electronics exhibition in China. Leading companies such as Mitsubishi, Vincotech and Infineon are all present. Our company is already using modules and drivers from these companies. The show is very good for technical staff working in the power electronics industry. I have found good IGBT products and interesting products at the show. I will visit again next year."

Mr Hou Kun, Head of Research Project, Livesine (Shanghai) Co Ltd

"Walasey Component is a professional distributor of electronic components to a wide range of electronics components and this is my second year at the fair. I came primarily to source for new products for my clients. I am very pleased to see large brand names such as Mitsubishi, Toshiba and Infineon at the fair, presenting a good mix of products. Through my repeated visits, I've gained a better understanding about the technology development as well as the market trend. I also like that fact that the fair was held in concurrent with SPS Automation Shanghai. Through my interactions with the automation exhibitors, I was provided with an updated insight on the automation industry as well. Over all, I really enjoyed the two fairs and would like to come back again next year."

Mr Derek Xu, Product Manager, Walasey Components (China)

The Conference

Advisory Board and Technical Committee PCIM Asia 2015

Chairman	Leo Lorenz, ECPE, D
Board of Directors	Jean-Paul Beaudet, Schneider Electric, F Yongdong Li, Tsinghua University, CN Jinjun Liu, Xi'an Jiaotong University, CN Gourab Majumdar, Mitsubishi Electric Corporation, J Norbert Pluschke, Semikron, HK XinboRuan, Huazhong University of Science and Technology, CN Zhihong Wu, Tongji University, CN Dehong Xu, Zhejiang University, CN Dianguo Xu, Harbin Institute of Technology, CN Jianping Ying, Delta Electronics, CN Dapeng Zheng, Shenzhen Hopewind Electric, CN
Technical Committee	Min Chen, Zhejiang University, CN Roger Chen, Vincotech, CN Youngchul Choi, Fairchild Semiconductor, KP Enrique J. Dede, ETSE University of Valencia, E Chuang Fu, China Southern Power Grid Technology Research Center, CN Naoto Fujishima, Fuji Electric, D Yong Kang, Huazhong University of Science and Technology, CN Romeo Letor, STMicroelectronics, IT Meiqin Mao, Hefei University of Technology, CN Abhijit D. Pathak, International Rectifier, USA Tianhao Tang, Shanghai Maritime University, CN Gaolin Wang, Harbin Institute of Technology, CN Patrick Wang, ON Semiconductor, F Xuhui Wen, Chinese Academy of Science, CN James Yin-Chin Wu, Hosonic Electronic Corporation Group, TW Lie Xu, Tsinghua University, CN Xing Zhang, Hefei University of Technology, CN

Conference Highlights

- 2 Keynotes
- 1 Special Session: Multilevel Power Converter Technologies
- Industry Session: Power Devices for Transportation Systems and Renewable Energy Technologies
- Seminar: Designing Drives for Automation Systems

Keynote Speakers



Topic: Toyota's Challenge of applying SiC Power Semiconductors to Environmentally friendly Vehicles
Speaker: **Kimimori Hamada**,
Toyota Motor Corporation, Japan



Topic: Driving Transport Electrification
Speaker: **Chris Gerada**,
University of Nottingham, Great Britain

Special Session Speakers



Topic: Two Novel Hybrid-Clamped Multilevel Converters for Medium-Voltage Direct-Driven Wind Turbines
Speaker: **Kui Wang**,
Tsinghua University, China



Topic: A Novel Modulation with Voltage Balancing Control for a Modular Matrix Converter
Speaker: **Yao Li**,
Tsinghua University, China



Topic: 1.14kV Tri-level Converters for Direct Drive Wind Turbines
Speaker: **Bing Liu**,
Beijing Etechwin Electric, China



Topic: The Application of Parallel connected Multilevel Converters in Urban Mass Transit
Speaker: **Yan Zhanghui**,
Hunan Hengxin Electric, China



Topic: Research on the Modulation and Control Theory for the Multilevel Matrix Converter
Speaker: **Qiu Lin**,
Tsinghua University, China

Industry Session Speaker

Topic: Market and Technology Trends in WBG Power Module Packaging
Speaker: **Hong Lin,**
Yole Developpement SA, France

Topic: IGBT-Gate Driver Solutions for High Power IGBTs and SiC-Mosfet-Applications
Speaker: **Karsten Fink,**
Power Integrations, Germany

Topic: Latest Trends of High Voltage Power Modules for Traction Applications
Speaker: **Kazuhiro Kurachi,**
Mitsubishi Electric Corporation, Japan

Topic: PrimePACK™ with IGBT5 and .XT
Speaker: **Zhenbo Zhao,**
Infineon Technologies, China

Topic: Modular and High Efficiency 3-level-Solar Converter up to 1MVA
Speaker: **Billy Ye,**
SEMIKRON Electronics Co. Ltd., China

Seminar Chairman



Topic: Designing Drives for Automation Systems
Chairman: **Jose Mario Pacas,**
University of Siegen, Germany

Conference Awards

Winner of the Best Paper Award



Topic: New Standard 800A/750V IGBT Module Technology for Automotive Applications

Author: **Keiichi Higuchi**,
Fuji Electric, Japan

Co-Author: Takahiro Koyama, Akio Kitamura, Shin Soyano, Yoshikazu Takamiya, Hiromichi Gohara, Souichi Yoshida, Hideto Kobayashi, Yoshitaka Nishimura, Akira Nishiura, Fuji Electric, Japan, Thomas Heinzl, Fuji Electric Europe, Germany

Sponsor:



Winner of the Best Paper Award on Renewable Energy



Topic: Economic Assessments of Electric Energy Storage in Wave Power Integrations

Author: **Mukai Hao**,
China Electric Power Research Institute, China

Co-Author: He Guoqing, Xu Bolun, China Electric Power Research Institute, China

Sponsor:



Winner of the Young Engineer Award



Topic: New Generation of Clustered IGBT with High Ruggedness

Author: **Hong Yao Long**,
University of Sheffield, Great Britain

Co-Author: Mark R Sweet, Maria M. De Souza, Ekkanath M. S. Narayanan, University of Sheffield, Great Britain

Sponsor:



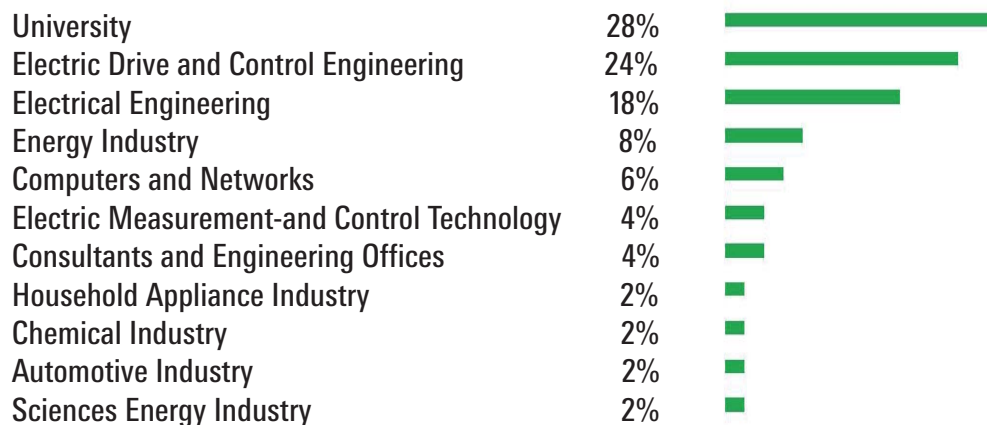
Analysis of the Conference Delegate Characteristics

Conference Speakers

The Distribution of Job Function



The Distribution of Industry



Conference Speaker Comments

"This is my first time making presentation at PCIM Asia. I observed that the presentations here are all of the latest information in the industry. There is a lot of technical information, which is an advantage over other exhibitions where seminars may be more promotion-focus. I enjoy technical communications, which is very important to the industry. In this session of the conference, the theme is about semiconductor devices. My speech focuses on applications which some other speakers addressed device technology. The combination of devices and applications will create new collaboration and new ideas. I believe that PCIM Asia can help to push market development by enhancing collaboration and communications. The power electronics market of China is expanding quickly. The Chinese government has invested a lot in relevant research projects. The level of paper in power electronics has upgraded substantially in the past 3 years. I think that the Chinese power electronics market may be able to catch up with its European and US counterpart in a few years' time."

Mr. Kimimori Hamada, Project General Manager, Power Electronics Development Division, Toyota Motor Corporation

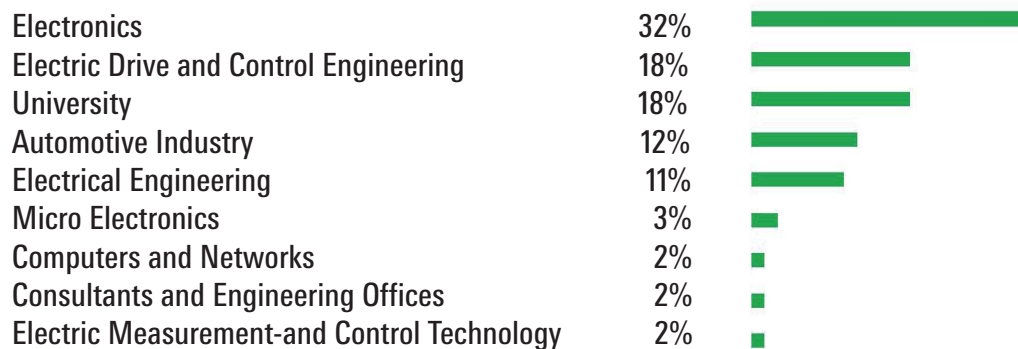
Analysis of the Conference Delegate Characteristics

Conference Attendees

The Distribution of Job Function



The Distribution of Industry



Conference Attendee Comments

This is my first time attended to PCIM exhibition and seminar. I was engaged in the research on power electronics, and this conference was very professional, and international. Conference covered comprehensive topics such as semiconductors, inverter and battery in terms use of the power grid and the electronic automotive industry which are very useful for my work. In addition, I had participated in the three-day sections, and the section of "Toyota's Challenge of applying SiC Power Semiconductors to Environmentally friendly Vehicles" was particularly unique from which I could learn a lot. Moreover, I met some industry experts at the exhibition, and we exchanged experience with each other which benefited a lots on my research. I will definitely consider visiting PCIM Asia 2016 again.

Dr Yanlin Li, Asia regional R & D center, Bosch China Investment Co Ltd

"I participate in the PCIM conference every year. PCIM conference becomes better year after year. The overall level of the conference has been improved to the highest including the speakers, participants and innovative topics. Although companies focused on products introduction, they do not only present the function of products, but also discuss the full situation including the technologies development and market reaction. I am especially impressed by the presentation from Mitsubishi where they describe how to further improve the effective use of high voltage devices by reducing the edge width. I am very interested in their ideas of the process and designs."

Mr JianPing Ying, Director of High Power Research Team, Delta Electronics (Shanghai) Co Ltd

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PCIM Asia 2015 Supporting Program

PCIM Asia 2015 Opening

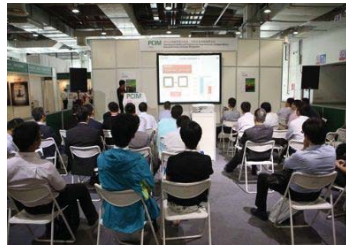


PCIM Asia 2015 Conference Award Ceremony



PCIM Asia Exhibitor Forum Presenting the Trends and Developments

PCIM Asia Exhibitor Forum is an effective marketing tool for companies to tap the Chinese market. This excellent platform enables exhibitors to conduct product presentations, exchange industry knowledge and promote innovative products and solutions.



PCIM Asia 2015 On-site Gallery



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Contact Information

Chinese Contact



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Guangzhou Guangya Messe Frankfurt Co Ltd
A2001 Center Plaza, 161 Linhexi Road,
Guangzhou, 510620, China
Phone: +86 20 3825 1558
www.pcimasia-expo.com
pcimasia@china.messefrankfurt.com

Organizer



Silvia Huang
Assistant Sales Manager
Phone: +86 20 3825 1558 ext 225
silvia.huang@china.messefrankfurt.com

International Contact

mesago

Messe Frankfurt Group

Rotebuehlstr. 83-85
70178 Stuttgart
Germany
www.mesago.com



Linda Heinemann
Deputy Head of Division
Phone/fax: +49 711 61946-62/-93
Linda.heinemann@mesago.com

Exhibition



Kirsten Hubner
Project Manager
Phone/fax: +49 711 61946-43/-93
Kirsten.huebner@mesago.com

Conference

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