NEPCON ASIA

ONE PASS. SIX SHOWS. CREATING ASIA'S VERY OWN ELECTRONICS MANUFACTURING INDUSTRY ONE-STOP SOLUTIONS PLATFORM

2019.08.28-30
Shenzhen Convention & Exhibition Center

NEPCON ASIA 2019

A TRIUMPHANT MOMENT OF DIGITAL GLORY

60,000m²
54,503
5,100

Exhibition area
Total visitors
Conference audience

- The 2,938 TAP guests represented procurement decision-makers from companies with clear procurement plans.
- The 12,335 VIP guests represented senior managers with direct procurement influence.
- An additional 6,897 visitors arrived in delegations, representing industry elites from leading electronics manufacturing companies.

* 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.
1. A new upgrade to NEPCON ASIA, positioned to be a leading industry exhibition in Asia;
2. One pass. Six shows. Creating asia’s very own electronics manufacturing industry one-stop solutions platform;
3. PCB, PCBA, Assembly, and Test: covering the entire smart manufacturing industry chain;
4. Covering 5G, automotive, new energy, smart home, safety and security, and other hot electronics manufacturing solutions;
5. Gathering all the leading brands from home and abroad to offer a one-stop procurement platform in Asia.

**Visitor Data Analysis**

**Total visitors: 54,503**

### Visitor Breakdown by Purchasing Power

- 33.21% Less than RMB 500,000
- 42.39% RMB 500,000 - RMB 1,000,000
- 11.69% RMB 1,000,000 - RMB 3,000,000
- 5.23% RMB 3,000,000 - RMB 5,000,000
- 7.47% More than RMB 5,000,000

### Procurement Analysis

- 17.74% I’m a decision-maker / authorizer
- 23.02% I’m a presenter
- 37.96% I’m a procurement claimer
- 17.87% I’m not involved
- 3.41% Other

### Top 6 Visitor Positions

- Production & Manufacturing: 19.11%
- Design & Development: 13.66%
- Purchasing: 13.57%
- Engineering Technology: 12.96%
- Management: 11.74%
- Test And Measurement: 3.22%

### Top 6 Visitor Industries

- Automation And Industrial Control Electronics: 20.17%
- Automotive Electronics: 13.39%
- Mobile Phones: 9.59%
- Computer And Computer Peripherals: 9.36%
- Wireless Communication Devices And Systems: 8.20%
- Household Electrical Appliances: 6.61%
**Matchmaking Review**

- Match Me Booth served **667** visitors, resulting in **16,283** exhibitor recommendations.
- **5,812** business matchmaking sessions successfully took place.
- **160** exhibitors used the Reed App to match up with **3,936** visitors onsite.
- **9,454** visitors viewed contents provided by the NEPCON directory.

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**Exhibitor Testimonials**

**Kurtz Ersa Asia Limited, President, Bernd Schenker**

There was particularly heavy visitor traffic on the second day of the event. The discussions around Industry 4.0 were lively. Many people had come to obtain new knowledge and understand new technologies. The quality of the visitors was high. We are moving forward with many new projects, and the industry continues to adapt to policy change.

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**Hanwha Techwin (Shanghai) Co., LTD, Sales General Manager, Andy Jin**

This year, the revamped NEPCON Shenzhen event was renamed NEPCON ASIA. It was a big event in terms of scale and number of exhibitors present in Asia. We, as an exhibitor, were happy to come to the show so that customers could know more about our new products and technologies, which also got market exposure here too. We want to showcase our best. My best wishes to NEPCON ASIA for an even better future.

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**Dongguan Anda Automatic Equipment Co., LTD, Sales Director, Andy**

We’ve come to NEPCON for around seven to eight years. Every time we come, there are new changes. More visitors come every year. The event has been growing more popular over the years. I hope our company will be even more popular among customers too.
Review of Leading Exhibitors

The above are part of exhibitors, rank in random order.
Visitor Testimonials

TAP Buyer Testimonials

First of all, I’d like to thank the organizer for my invitation. I’m honored to have taken part in the event. By coming here, I have enlarged my scope and enriched my experience. I’ve witnessed the progress made by China in terms of designing, manufacturing, and automatic test equipment. Though there is still much room to grow, the Chinese manufacturing industry will work hard and continue to deliver great wonders in the world. Let’s meet in the next event.

Long Zhao, Equipment Procurement, Flextronics Electronics Technology (Shenzhen) CO. LTD.

As a leading global event for electronics manufacturing and SMT, the annual NEPCON ASIA event significantly benefits us by showcasing new equipment and technologies. Every time we come here, we further enhance our capacity. The professional service provided by the TAP team helps us obtain information more quickly and in a more targeted way. I’d like to thank the hard work and hospitality of the organizer. And I thank Reed for offering this platform, together with such good service. Best wishes to NEPCON to be even better in the future!

Ji Yong Li, SMT Senior Engineer, Dongguan Longjoin Electronics CO. LTD.

During the course of NEPCON ASIA, six events took place side-by-side, offering a great scale of events. We enjoy a more professional event. The quality of exhibitors was good. The products on display were comprehensive. And the onsite activities were rich and informative. I appreciate the hard work of the organizers that allowed us to enjoy such a great communications platform. I’d also like to thank the TAP team for its nice services and hospitality, which were key in enhancing our productivity. We came with clear targets. I look forward to the next show. Thank you.

Dong Zuo, General Manager, Shenzhen Jeidar Electronics CO. LTD.

List of Visitor Delegations – Non-Exhaustive

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<tr>
<th>TCL Tony Huizhou</th>
<th>Midea</th>
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<tbody>
<tr>
<td>Foxconn</td>
<td>Jabil Guangzhou</td>
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<td>Foxconn Fine Industry Shenzhen</td>
<td>Dongguan Great Wall Development Technology</td>
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<td>Kuka Robotics Guangdong</td>
<td>Vivo Mobile Telecommunications</td>
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<td>USI Electronics</td>
<td>ASM Sehnzhen</td>
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<td>Gree</td>
<td>Opple Zhongshan</td>
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<td>FZB Auto</td>
<td>TCL King Huizhou</td>
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<td>Sanmina Shenzhen</td>
<td>Delta Electronics (Dongguan) Co., Ltd.</td>
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<td>Shenzhen BYD Lithium Battery</td>
<td>Hytera Baolong Branch</td>
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<td>Flextronics Zhuhai</td>
<td>Midea Kitchen Electronics Manufacturing</td>
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<tr>
<td>Blueway Huizhou</td>
<td>AT&amp;T Dongguan Communications Equipment</td>
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* Displayed in random order
Visitor Testimonials

Visitor Delegation Testimonials

I’d like to thank the organizer for providing us with a great learning opportunity. At NEPCON ASIA, we got to see a lot of advanced equipment and technologies. The show also included upgraded versions of existing equipment, offering finer and easier operation. Pre-show organizing efforts, as well as in-show service such as the shuttle bus, were terrific. That is why I say, this is a professional event.

Shenzhen FZB Auto
Quality Department, Engineer

By witnessing the scale of the event and its exhibits on display, I know that NEPCON ASIA is a leading industry fanfare. A range of advanced production equipment has gathered here. We have achieved good results and have gotten an in-depth understanding of products and technologies. I’d like to thank the event for providing this learning opportunity. We will come again by joining the visitor delegations. Also, I thank the organizer for their pre-show organizing efforts, which ensured a smooth experience for us during the event.

Gree Electric Zhuhai
Processing Department, Senior Engineer

Thank you very much for inviting us to visit NEPCON ASIA. The exhibitors and products exhibited on site this year were all at the leading level in the industry, from which we knew the leading technologies and products in the industry. For the statistics of visitors, the allocation of buses and the preparation of badges were all in place, reflecting the advantages of professional exhibitions.

Dongguan Kaifa Technology Co., Ltd
Purchasing Department

A big thank-you to the organizer for inviting us to come. From pre-show efforts, such as recruitment and shuttle bus arrangement, together with other on-site services, everything was just perfect. We witnessed a comprehensive array of electronics equipment suppliers. We also got to see new equipment and innovative exhibits while onsite. We’ll come to the show next year for sure.

Combq Guangzhou
Quality Department, Engineer

We experienced a great show this year, which gathered advanced technologies of the industry. We got to understand better industry trends. The show was well organized with beautiful booths and personalized services on offer. The AI presentation was perfect. Many companies offered mini-simulated demonstrations so that visitors could understand the technology in an immersive way. We’ve achieved good results by coming to the show and we look forward to the show next year. Thank you.

USI
EQ Department, Desk chief

Overall, I felt satisfied with the show this year. From the pre-show engagement to onsite reception, everything was smooth and in order. Throughout the process, we received guidance and maintained good engagement. The show offered a comprehensive array of exhibits, including advanced SMT equipment and robotics. The onsite activities offered enriched content. All of these helped with our work. NEPCON communicated industry information in an accurate and quick fashion. It’s a professional event in the industry.

ZTE
Processing Department, Engineer
Overseas Visitor Testimonials

NEPCON ASIA 2019 showcased the significant role played by China especially Shenzhen in driving the electrical and electronics industry. The Selangor delegations had great interactions and discussions with the local and international exhibitors in understanding the prominent role played by Shenzhen in the electrical and electronics ecosystem. The cutting edge technologies showcased the significance of Industry 4.0 in driving Smart Manufacturing. The Asia Outlook E-Industry Investment Summit was the right platform for Selangor to position itself as the Gateway to ASEAN. We are eagerly looking forward to participate again in NEPCON ASIA 2020.

INVEST SELANGOR
KELVINDER SINGH

I came from Malaysia and I came to the show to find out about suppliers and understand new technologies in the industry. Overall, I felt the trip was very successful. I’ll come again next year.

CONTACTTHINGS Solution Sdn. Bhd.
David Chew | Technical Marketing Director

NEPCON ASIA 2019 is a go-to trade show as far as electronics manufacturing is concerned. The diversity of exhibitors from the very large International companies to the small local companies provided our delegates with tailor-made solutions to their own specific requirements. The factory visits were very well organized, interactive and informative and we got to witness some of the good practices being followed in the production department. We look forward to visiting the next trade show as well.

Consortium of Electronic Industries of Karnataka
On-Site Activities

With enhanced quality and quantity, 20 onsite activities held during the course of NEPCON ASIA gathered 5,100 participants.

- **SMTA China South Vendor Conference**
- **The 3rd China Digital Manufacturing Forum**
- **China International Forum on Innovative Technologies and Processes of Wiring Harnesses & Connectors 2019**
- **The 14th Themed Symposium of NEPCON and Smart Factory 1.0 - Future of Electronics Manufacturing**
- **NEPCON & SbSTC 5G Guide Tour**
- **NEPCON ASIA Live broadcast**
- **SAE-AWC AUTOMATED Vehicle Security & Safety Technology Conference**
- **AUTOMOTIVE WORLD CHINA 2019 2nd NEV Critical Device Technical Conference**
- **AUTOMOTIVE WORLD CHINA 2019 SMART Cockpit Key Technologies Summit**
- **PCB Development Trend Forum 2019**
NEPCON ASIA 2019 concluded with complete success at Shenzhen Conference and Exhibition Center on 30 August. With an exhibition area of 60,000 sqm, we witnessed the presence of nearly 800 exhibitors. Over the course of three days, 54,503 trade visitors from the electronics manufacturing sector came to the show. This year, NEPCON has set new records in both exhibition area and exhibitor-and-visitor numbers.

I’m proud to have seen each edition of NEPCON successfully gather thousands of electronics manufacturing leaders over the years. We have witnessed the growth of upstream and downstream players by winning deals, generating leads, and opening up future business opportunities. Creating win-win value for our customers and partners, driving the sustainable development of the industry, NEPCON is always on its way.

NEPCON owes its success to its partners, industry associations, and the media. Our thanks go out to associations from Beijing, Shanghai, Jiangsu, Wuhan, Tianjin, Guangdong, and Xiamen for their support, professional guidance, and strong backing, all of which have been key to the success of the event. Please allow me to also extend our sincerest thanks to the professional committees, media partners, and industry associations for their ongoing support.

The electronics manufacturing industry is embracing the revolution started by the development of 5G. The future points to innovation and stronger R&D, which are key to smart business. In the future, NEPCON will build on its success. We look forward to working together with international industry associations, institutions, and organizations as we continue to analyze industry trends and empower industry transformation and upgrades. Meanwhile, I hope each and every one of you will be inspired by coming to NEPCON as we join hands in driving the growth of the electronics manufacturing industry in China.
We look forward to meeting you at NEPCON ASIA 2020!

NEPCON CHINA 2020
2020.04.22-24
Shanghai World Expo Exhibition and Convention Center

NEPCON ASIA 2020
2020.08.26-28
Shenzhen Convention & Exhibition Center

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