



观工艺细节，见产业真章

SEE THE BIG PICTURE
IN THE SMALLEST DETAIL.

2019 展后报告 Post Show Report



China (Beijing) International Electronic
Components Expo

2019年6月28-30日
北京亦创国际会展中心

June 28-30, 2019
Beijing International Exhibition Center



CEE China

中国(北京)国际电子元器件展览会

展品范围 PRODUCT RANGES

- 电子元器件类：电子元件、电子器件；半导体；传感器；继电器、开关和网络连接产品；
- 仪器仪表及配件；被动元件；发动机/电机；线缆；
- 系统集成和子系统；E D / E D A 和检测技术；显示产品；电源产品；



- 洁净室技术 防静电
- 生产材料/设备（金属和非金属初加工产品和半成品、工艺材料等）

- 有机和印刷电子产品
- 电池和电能存储生产技术



- 表面贴装技术
- PCB焊接和连接技术（焊接技术、点胶注胶、涂层设备等）
- 测试测量和质量保证
- 生产物流和物流技术
- 生产子系统（工业机器人、运动控制、驱动技术等）



- 电子制造服务
- 媒体



2019重要数据 KEY FIGURES*

* 数据来自 CEE China 2019

* Figures include numbers of CEE China 2019

2015至2019年展商数量逐年递增 EXHIBITOR NUMBER



2019展商：321家（同比增长16%）

2019展出面积：17,000平方米

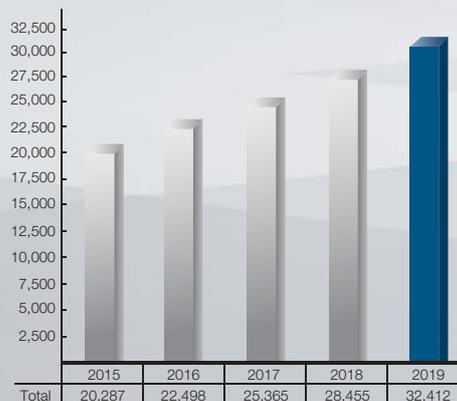
展团：德国展团、日本展团、台湾展团

Exhibitors: 321 (YOY 16% increase)

Exhibition space: 17,000 sqm

Pavilions: Germany, Japan, Taiwan

2015至2019年观众数量逐年递增 VISITOR NUMBER



2019观众：32,412名（同比增长14%）

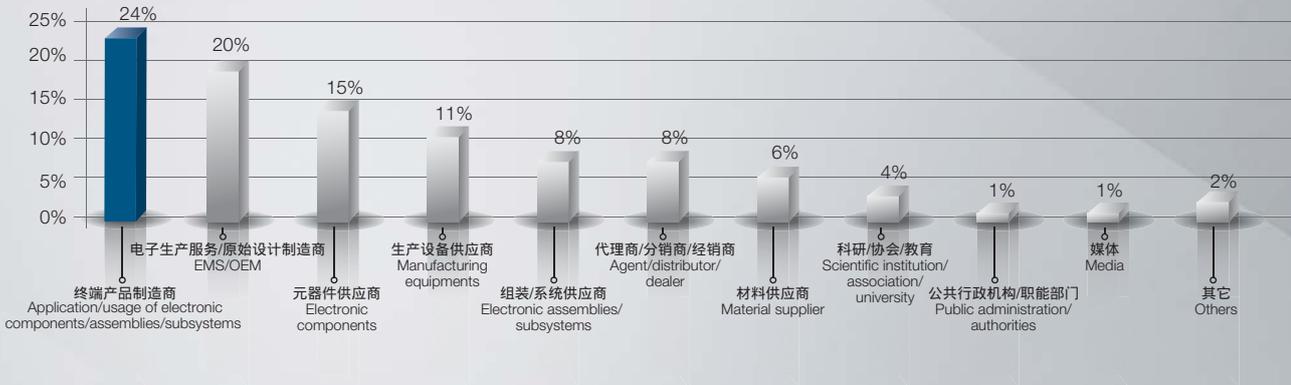
Visitors: 32,412 (YOY 14% increase)

观众分析 VISITOR ANALYSIS*

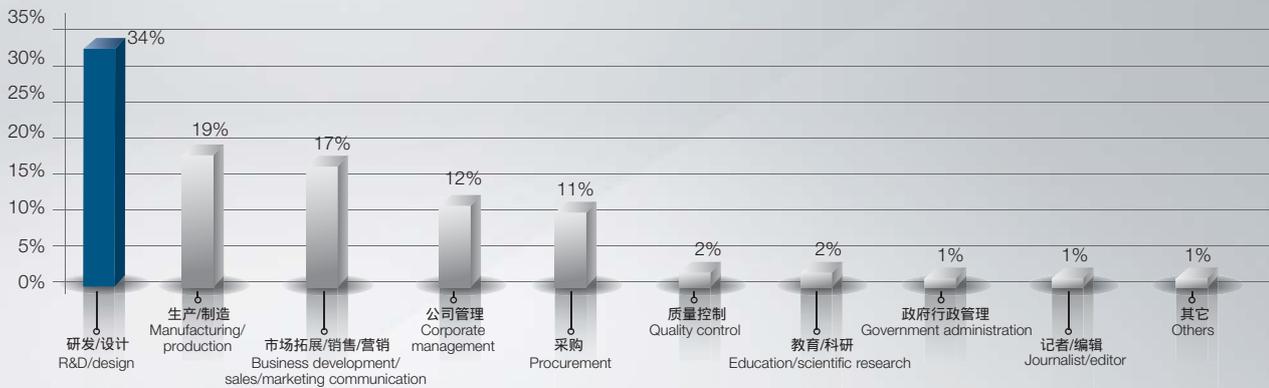
* 数据来自CEE China 2019

* Figures include numbers of CEE China 2019

观众分析 (按公司性质) VISITOR ANALYSIS (BY TYPE OF BUSINESS)



观众分析 (按工作性质) VISITOR ANALYSIS (BY JOB RESPONSIBILITY)



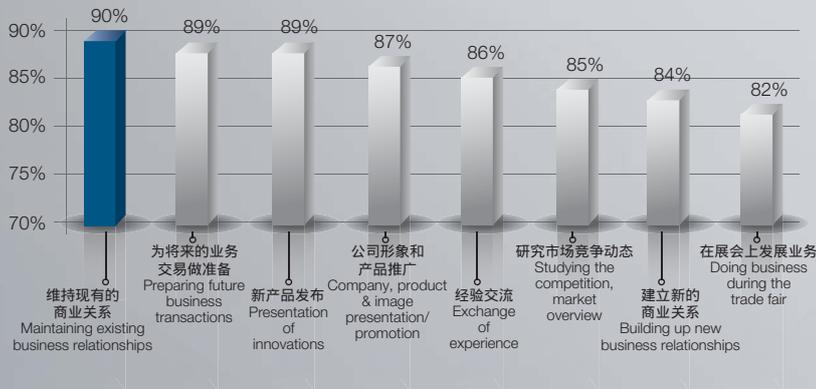
观众分析 (按行业) VISITOR ANALYSIS (BY INDUSTRY—MULTIPLE CHOICES)



调研反馈 SURVEY RESULTS*

* 反馈来自CEE China 2019 之展商和观众调研数据（反馈为好至非常好）
* Source: exhibitor and visitor survey at CEE China 2019. Rating of good to excellent.

展商-参展目的达成 EXHIBITORS—BUSINESS GOALS REACHED



90%

展商
of exhibitors

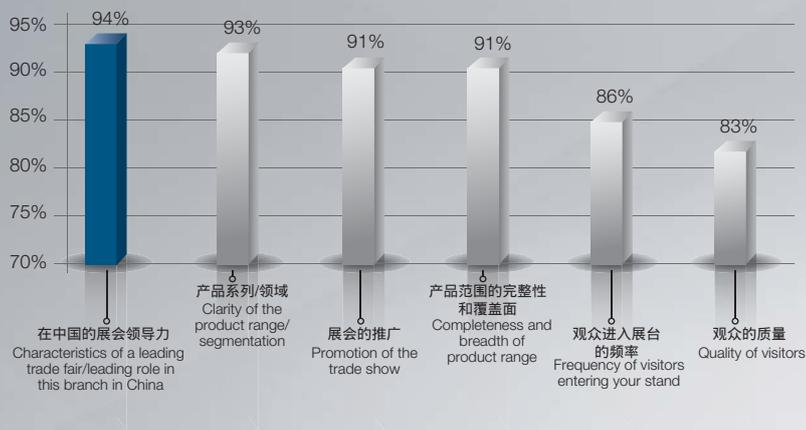
表示通过此次展出获益
feel that exhibiting at productronica China benefits them moderately to greatly

94%

展商
of exhibitors

计划参加下届展会
plan to participate in the next productronica China

展商评价 EXHIBITORS—OVERALL ASSESSMENT



92%

观众
of visitors

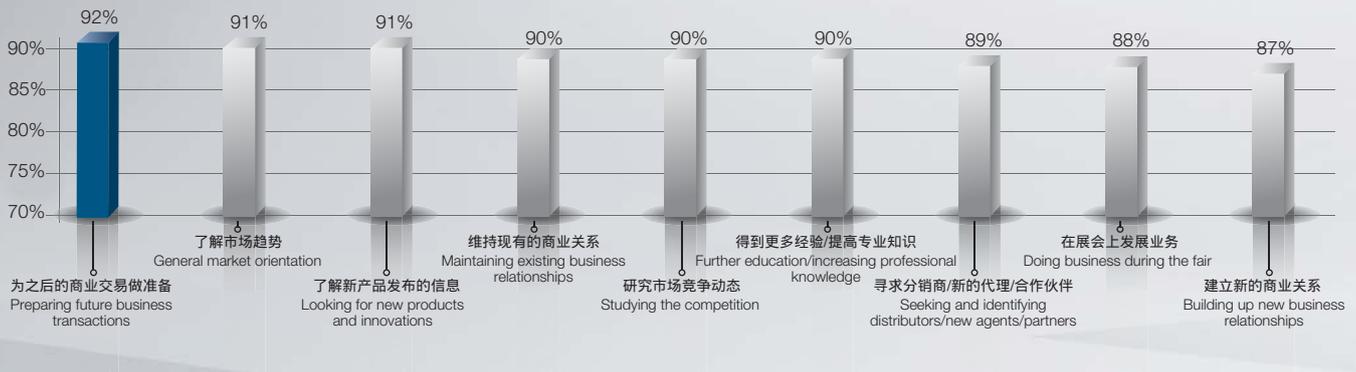
表示参观展会受益匪浅
feel that attending productronica China benefits them moderately to greatly with regard to their professional activities or education/training

96%

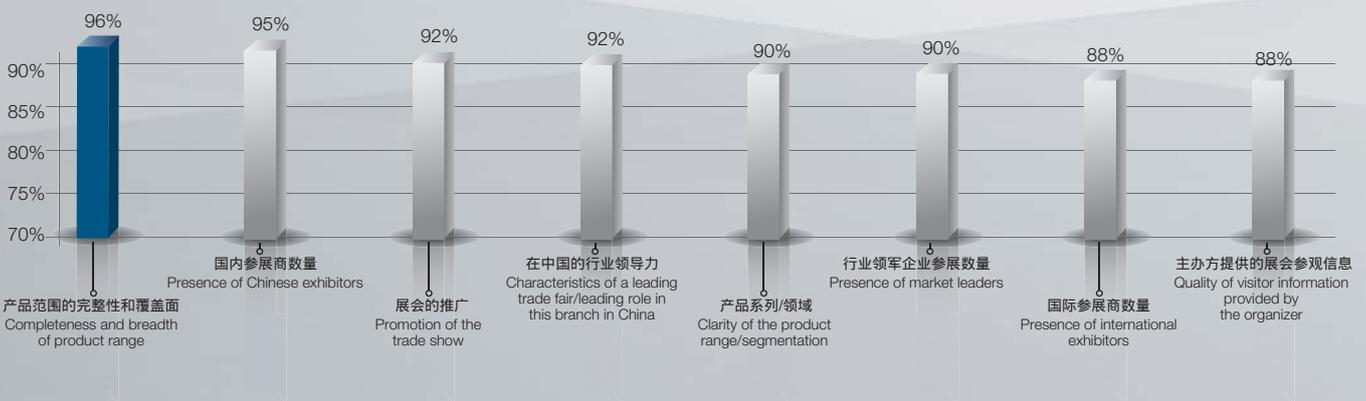
观众
of visitors

计划参观下届展会
plan to attend productronica China again

观众-参观目的达成 VISITORS—BUSINESS GOALS REACHED



观众评价 VISITORS—OVERALL ASSESSMENT



展商评价 EXHIBITOR STATEMENTS

通过这个展会我们可以和更多的电子制造业同行共同交流，我们碰到了很多潜在的新客户，包括很多半导体的厂商对我们的产品也表示了浓厚的兴趣。

Through the exhibition, we can have more exchange with our peers from the electronics manufacturing industry. We met a lot of potential customers, including semiconductor manufacturers.



黄建伟，富社（上海）商贸有限公司，副总经理
Jianwei Huang, Vice President, FUJI Machine China Co., Ltd.

在这里我们可以了解行业趋势，拓展业务，还可以见到所有重要的客户，以及希望进入汽车行业的新客户。航空航天和电信领域的观众数量也在不断增加。

Through productronica China, we can connect with our customers, see what the industry trend is, and extend our business area year by year. All important clients are here and we also find new clients who want to get into automotive industry and happily see the increase of the visitors from aerospace and telecom industry.



Tim Juta，库迈思精密机械（上海）有限公司，总经理
Tim Juta, Managing Director China, Komax (Shanghai) Co., Ltd.

CEE China在电子行业的影响力非常大，我们希望通过这个平台让更多的客户了解我们。来参观的客户非常多，也非常专业。This exhibition is very important in the CEE China. We want to use this platform to make contact with more clients. We have seen a lot of customers and they are very professional.

刘晓兵，那智不二越（上海）贸易有限公司，副总经理兼机器人事业中心营业总监
Xiaobing Liu, Deputy General Manager, Sales Director of Robot Business Center, NACHI (SHANGHAI) CO., LTD.



这是今年我们参加过的回报最高的展会。在这里我遇到了许多新客户，我们感到很满意。We believe this is the most effective exhibition of the year for us because we can get many new contacts. We are much enjoyed.

森本良平，雅马哈发动机智能机器（苏州）有限公司，贴片机电营业课课长
Morimoto Ryohei, Head of Mounter Business Unit, Yamaha Motor Smart Machinery (Suzhou) Co., Ltd.



今年的展会观众数量和质量都非常好，我们展位上的工作人员非常忙碌接待各方客户。我们不但遇到了来自中国本地的重要客户，还有来自欧洲的客户。

The quantity and quality of visitors are very good. Our booth is very busy. We have already met key clients from automotive industry in China. Especially some clients are from Europe.



Martin Stier，索锐格集团，商务发展总监
Martin Stier, Head of Business Development & Member of Group Management, Schleuniger

近年来观众的参观目的性更强了。我们非常喜欢将整个产业链整合起来的这个概念，可以更好地让观众了解一个从头开始的完整生产流程。

The visitors have more specific aims. We are very fond of the concept of a synergy of the entire industry chain, because it enables the visitors to have a better understanding of the complete SMT process.



唐立云，依科视朗（北京）射线设备贸易有限公司上海分公司，销售经理
Liyun Tang, Sales Manager, Shanghai Subsidiary, YXLON (Beijing) Radiation Equipment Trade Co., Ltd.



CEE China 在业内有着非常高的知名度，展会对中国电子制造业、电子元器件行业的技术发展都有着非常前沿的关注，对于电子制造和组装技术领域的创新发展有着非常大的帮助。

The exhibition is widely recognized in the global electronic manufacturing industry. We can find the latest developments in electronics manufacturing and electronic components industries, which is very helpful to the innovation in electronic manufacturing and assembly technology.



王禹，锐德热力设备有限公司，区域销售总监
Andy Wang, Regional Sales Director, Rehms Thermal Systems GmbH

展会非常专业，客户的质量也比较好，每次参展我们都会收获很多。我们对展会未来的发展也抱有很大的信心，明年我们一定还会再来的。

It is a very professional show, and the quality of customers is quite good. We have had very good results each time and we have great confidence in the future development of productronica China.

谢健浩，库尔特机电设备（上海）有限公司埃莎亚太区办事处，副总经理
Jianhao Xie, Vice General Manager, Asian-Pacific Region, Kurtz ersa Mechanical and Electrical Equipment (Shanghai) Co., Ltd.



我们非常欣喜地看到这些年展会的观众数量和质量都有很多提升，如今CEE China 已经成为电子行业最重要的盛会之一了。展会提供一个很好的平台，业界很多大的供应商都集聚一堂。

We are very happy to see that both the visitor quantity and quality are improved greatly. Today, productronica China has become one of the most important events in the electronics industry in China. This show provides us a great platform and assembly almost all leading suppliers in this industry.

徐仕徽，汉高乐泰（中国）有限公司，电子材料事业部工业电子全国销售总监
Alvin Xu, Sales Head of Industry Electronics, Adhesive Electronics, HENKEL LOCTITE (China) Co., Ltd.



我们非常荣幸可以通过CEE China 把我们最新的产品推广给我们广大客户和各个群体。今年观众的质量和数量都达到了我们的预期，在展会上我们可以与全世界各行各业的客户进行接洽。

We are also much honored to use this platform to promote our latest products to our customers. The quality and quantity of the visitors this year have reached our expectations. We can make contact with a wide range of customers around the world.



杉本善幸，武藏（上海）电子科技有限公司，总经理
Sugimoto Yoshiyuki, General Manager, Musashi Engineering Shanghai Ltd.

我们对今年观众人流很满意，在这里我们不仅接触到了相关客户，还和很多供应链上不同领域的客户群有了接洽。

The visitor quality is good. We have met customers in not only SMT, but also customers in other areas in the supply chain.



朱锦源，上海朗仕电子设备有限公司，华东区业务经理
Chu Chin Yuan, Sales Manager-Central China, Heller (Shanghai) Co., Ltd.

我们遇到了很多从其他行业转行的客户。这次收获很多，发现了很多新客户，达到了我们的参展预期。

We met many customers who have transferred from other areas to the SMT industry, so we have made very valuable contacts. The results are just what we wanted.



周贤涛，欧姆龙自动化（中国）有限公司，AOI统筹部市场推进部部长
Xiantao Zhou, Manager, Product Marketing Manger, AOI Division, Omron Automation (China) Co., Ltd.



观众评价 VISITOR STATEMENTS

通过参加CEE China 2019，我们对工作中需要了解的设备信息有了一个全面的收集。主办方安排的组团服务很周到，班车安排很到位。

Through CEE China 2019, we collected all the information we need about the machines fit for us. The tour services offered by the organizer is very efficient and the shuttle bus is really helpful.

陈新建，中达电子（江苏）有限公司，地区自动化副经理
Xinjian Chen, Automation Deputy Manager, Delta Jiangsu Co., Ltd.

展会的规模让我们印象深刻；展会汇集国内外知名的设备商，囊括了行业高精尖技术应用成果，通过与参展商的沟通让我们了解了行业自动化设备的发展方向，也了解自身的不足，发掘了一大批优质的潜在供应商。

The size of productronica China is very impressive. It is an assembly of all the leading machinery manufacturers around the world as well as all the cutting-edge applications in the industry. Through conversations with the exhibitors, we get to know the automation trend in the industry. Also we can find out about what we are short of. We found a lot of quality potential suppliers at the exhibition.

李建军，群光电子（苏州）有限公司，测试工程课长
Jianjun Li, Test Engineering Manager, Chicony Electronics Suzhou Co., Ltd.

对于我们来说，参观展会不仅让我们能够找到满意的设备，同时通过现场的同期论坛会议也能够让我们提升自身的技能和知识。本次展会收获颇丰！

For us, productronica China not only enables us to find the machine fit for us, but also helps us upgrade our knowledge through the accompanying programs. We gained a lot during the trade show.

肖晖，上海理光办公设备有限公司，电装技术经理
Hui Xiao, Electronic Assembly Manager, Shanghai Ricoh Office Equipment Co., Ltd.

今年CEE China 为我们公司带来很大帮助，非常感谢主办方提供如此专业交流平台，让我们了解更多最新技术设备信息，加强了对行业趋势的了解。组团接待现场很热情，班车安排非常合理化，对于参观效果非常满意。

CEE China benefits us a lot this year. We are thankful to the organizer for such a professional platform to help us find out about the latest equipment and trends in the industry. The on-site reception was very helpful and the shuttle bus schedule was efficient. We are satisfied with the results.

刘明，苏州佳世达电通有限公司，MSMT2副理
Ming Liu, MSMT2 Deputy Manager, Suzhou Qisda Co., Ltd.

这次展会给我们提供了一个了解行业内最新技术的平台，在展前就获得很多关于展会的介绍。现场接待也很给力，比以往节省了很多的时间，也让我们能够看到更多的设备和技术。

productronica China offered us a platform of the latest technologies in the industry. We had a lot of information before the exhibition actually opened. The on-site reception was particularly helpful and we saved a lot of time. We have seen more machines and solutions this year than before.

张先波，浙江奥托尼克斯有限公司，研究院科长
Xianbo Zhang, Research Institute Manager, Zhejiang Autonics Co., Ltd.

每年来CEE China 都有新发现，今年在现场看到了一些我们较为关注的设备。主办方提供了免费班车服务，车辆安排非常到位也很及时，现场接待很热情，服务很周到。

Every time we would have new findings at CEE China. This year we saw some machines that we are interested in. The organizer offered free and reliable shuttle services. The on-site reception was very thoughtful and helpful.

赵莹，江阴信邦电子有限公司，模具制造部工程师
Ying Zhao, Mold Manufacturing Engineer, Jiangyin SINBON Electronics Co., Ltd.



组团观众名单（部分）VISITOR GROUPS (PARTIAL LIST)

- 上海科世达-华阳汽车电器有限公司
Shanghai KOSTAL-Huayang Automotive Electric Co., Ltd.
- 大陆泰密克汽车系统（上海）有限公司
Continental Automotive Systems (Shanghai) Co., Ltd.
- 青岛海尔智能电子有限公司
Qingdao Haier Intelligent Electronic Co., Ltd.
- 杭州海兴电力科技股份有限公司
Hangzhou Hexing Electrical Co., Ltd.
- 江苏省苏州上声电子有限公司
Suzhou Sonavox Electronics Co., Ltd.
- 浙江省奥托尼克斯电子(嘉兴)有限公司
Jiaxing Autonics Electronics Co., Ltd.
- 中国航天科工集团第三研究院第八三五七研究所
The 8357 Research Institute of China Aerospace Science and industry group, the Third Research Institute
- 斯比泰电子（嘉兴）有限公司
Jiaxing Speedy-Tech Electronics Co., Ltd.
- 昂扩电子（苏州）有限公司
Suzhou OnCore Electronics Co., Ltd.
- 浙江创维自动化工程有限公司
Zhejiang Skyworth Automation Engineering Co., Ltd.
- 北京四方继保自动化股份有限公司
Beijing Sifang Automation Co., Ltd.
- 霍尼韦尔（苏州）有限公司
Suzhou Honeywell Co., Ltd.
- 苏州佳世达电通有限公司
Suzhou Qisda Co., Ltd.
- 青岛市澳科仪器有限责任公司
Qingdao Accu Co., Ltd.
- 捷普电子(无锡)有限公司
Wuxi Jabil Electronics Co., Ltd.
- 飞利浦超声（上海）有限公司
Philips Ultrasonic Shanghai Co., Ltd.
- 青岛市益康电控电器有限公司
EECON Qingdao CO., Ltd.
- 常州星宇车灯股份有限公司
Changzhou XINGYU CO., Ltd.
- 上海航天汽车机电股份有限公司汽车电子分公司
HT-SAAE Automotive Electronics Co., Ltd.
- 中达电子（江苏）有限公司
Delta Electronics (Jiangsu) Co., Ltd.
- 上海奥托立夫(中国)有限公司
Shanghai Autoliv (China) Co., Ltd.
- 重庆海康威视科技有限公司
Chongqing Hikvision Technology Co., Ltd.
- 上海理光办公设备有限公司
Shanghai Ricoh office equipment Co., Ltd.
- 上海晨兴希姆通电子科技有限公司
Shanghai SIM Electronic Technology Co., Ltd.
- 上海环旭电子股份有限公司
Shanghai Universal Scientific Industrial Co., Ltd.
- 东方通信股份有限公司
Eastern Communications Co., Ltd.
- 伟创力电子技术（苏州）有限公司
Flextronics Technology (Suzhou) Co., Ltd.
- 上海李尔实业交通汽车零部件有限公司
Shanghai Lear industrial traffic automobile parts Co., Ltd.
- 斯凯菲尔电子（苏州）有限公司
Scanfil Electronics (Suzhou) Co., Ltd.
- 安徽动力源科技有限公司
Anhui Dynamic Power Co., Ltd.
- 戴尔采购（厦门）有限公司上海分公司
DELL sourcing (Xiamen) Co., Ltd.

主要合作媒体 Media Partners



杂志广告 Advertisement



呼叫中心 Call Center

- 为展商定制化服务
Customized service for exhibitors
- 有效的点对点邀请
More effective match-making
- 基于每届展会的预登记观众和我们庞大的数据库，展开定向观众邀请和匹配，是参展效果再度提升
Improve the exhibition effect upon the visitor database and pre-registered visitors



电子通讯 E-Newsletter

- 数据量：200,000条数据
(截止2019年3月)
Database: about 200,000 recipients
(as of March, 2019)
- 频率：每周一次
Frequency: once a week