New Electronics Manufacturing Equipment Tech Revolution Driven By High-Performance and High-Precision Electronics Products

According to the Report on the Operation of the Electronic & Information Industry: January to November 2014, written by the Ministry of Industry & Information Technology (MIIT), in the first 11 months of last year, there was steady and continued growth in manufacturing. The added value of large-scale electronics and information manufacturing grew by 12% y-o-y, and in the eastern parts of China sales peaked at RMB 7,260.4 billion, an increase of 6.7%, which accounted for an overall 77.8% of total exports. Mobile phones, laptop computers, integrated circuits, LCD panels and handheld wireless phone components were the five highest-earning export products. Driven by demand for productive capacity, a new electronics manufacturing equipment technological revolution is sweeping the sector.

High-Performance Automation Equipment Boosts Electronics Manufacturing Equipment Technological Revolution

With tech revolution 4.0 on the horizon and rapid economic and social development underway, electronics manufacturers need to improve on the quality and volume they produce. Workers born in the 1990s (Gen Y) are changing jobs more frequently – the result of an emboldened spirit of individuality. As such, manufacturers are combatting the challenge of recruiting an enduring, technically skilled workforce, as well as rising labor costs.

At the same time, as smartphones, tablets and other small-screen electronics continue to gain in popularity, more requirements, better standards, sophistication of manufacturing, process control and detection are becoming necessary. Driven by transformation, upgrading and technology integration, electronics manufacturers are gaining unstoppable momentum.

Cutting labor costs while enhancing automation are fundamental requirements for technology transformation and manufacturing upgrades. These also bring a strong impetus to improve of surface mount equipment. The need to meet the demand to cut costs and boost efficiency, production and processing equipment with automated, smart and highly flexible features has emerged and become widely used in various areas of electronics manufacturing.

According to statistics by MarketResearch, Asia has surpassed Europe and the US as the world's top market for automated production. China Industrial Control (gongkong.com) also published a set of new findings that, as China's manufacturing economy enters a new
development phase, the country’s robotics industry will boom. The first sector set to see this bump will be industrial robots. It is estimated that in the next six years, the total number of industrial robots to install will sit between 638,000 to 1.76 million units / sets. Alone this will account for a market share worth RMB 127.5 billion.

**Top Quality to Mark Shanghai’s NEPCON China 2015**

You absolutely cannot miss the 25th edition of NEPCON China; a professional exhibition in Asian electronics manufacturing with a four-decade-long history. The prominent exhibition will be held at Shanghai World Expo Exhibition & Convention Center on April 21-23, 2015. At the exhibition, the latest device applications and technology solutions, will be launched based on electronic materials products, as well as advanced SMT and electronics manufacturing automation equipment.

**Exhibition Highlight 1: SMT Showcases New Local and International Equipment**

Leading local and international electronics manufacturers are joining the ranks of NEPCON China 2015 participants. SMT production line exhibits will include printers from ASM, Panasonic, Speedline, GKG and Desen; dispensers from Nordson, Anda and Axxon; welding equipment from ERSA, BTU, HELLER, Suneast, JT and Folungwin; chip mounters from FUJI, JUKI, Panasonic, Samsung And MYCRONIC; AOI detection equipment from Omron, SAKI, TRI, ALeader, JUTZE and Holly; X-Ray detection equipment from Shimadzu, Scienoscope and Dage; repair workstations from ERSA, OK International and Quick.

**Exhibition Highlight 2: Using Advanced Automation Technology to Transform Traditional Electronics Manufacturing**

As system integration activities progress, NEPCON China connects makers of automation equipment, as well as system integrated / non-standard equipment manufacturers, with end-users and buyers. The aim is to establish a one-stop trade platform to automate local electronics manufacturing. Repeat exhibitors in the Electronics Manufacturing Automation (EMA) Pavilion will include ABB, Fanuc, KUKA, SICK, Cognex, Baumer, Festo, AirTAC, LeadShine, Hiwin Technologies, Robostar, SMD and TOYO, all of whom have expressed high levels of satisfaction with their participation in earlier editions of NEPCON China. At the show, these exhibitors meet their target systems integrator companies, like Techson, Fukucima and APT. They also establish connections and hold productive talks with makers of end-users electronics, such as Foxconn, Hisense, Sharp and Flextronics.

**Exhibition Highlight 3: New Electronic Materials Forum**
As consumer expectations of appearance, performance and environment-sensitivity for electronic products rise, so products are developing rapidly towards becoming non-pollutant, compact, reliable and high in density. This trend tests the electronics manufacturing process, posing more stringent challenges on various electronic materials in each production chain. While ensuring the smooth implementation of manufacturing processes and reliable product quality, to make efficient, safe, low-cost, environment-friendly electronics materials is one of the hottest topics in electronics manufacturing today. Electronics manufacturing materials must adapt to new technology and meet the needs of product design, to cater to the diverse needs of today's consumers, and help a greater number of manufacturers achieve their energy consumption, efficiency improvement and cost reduction goals.

One of the most influential exhibitions in electronics manufacturing around the globe, NEPCON China 2015 will introduce a New Electronic Materials Forum at which new products and technologies like soldering materials, adhesives and cleaning agents will be on show. The aim is to build the most effective electronic materials procurement platform in China's electronics manufacturing sector.

**Exhibition Highlight 4: Keeping Pace With Market Demand: Customized Trade Activities**

At NEPCON China 2015, the organizers, Reed Exhibitions, in conjunction with a number of trade associations, will run a series of events for the industry. As well as marking the 30th anniversary of the introduction of surface mount technology to China, 2015 sees the 25th edition of NEPCON events in the country. Reed will co-host a celebration and networking party jointly with industry associations. Various exciting activities will also run in relation to this steadily growing sector of automotive electronics. Additionally, Sci-Tech Automation will again hold the NEPCON and Smart Factory 1.0 Forum. In line with development trend of electronic end user products - non-pollutant, compact, highly reliable and high in density - NEPCON China 2015 will debut a New Electronic Materials Forum. The Electrostatic Protection Conference and SMT Home Member Meeting will also run during show days.

**Exhibition Highlight 5: Exclusive Business Matching, With Accurate One-To-One High-Quality Services**

To enhance the ROI (return on investment) for exhibitors and visitors, NEPCON China has a unique Target Attendee Program (TAP) service that is a business platform for participants representing electronics manufacturing firms, who have procurement plans and needs. The TAP is a smooth communication channel via which exhibitors can engage high-end
visitors with purchasing decision-making power, and vice versa.

At the exhibition, visitors can get the latest information on products and electronics manufacturing technologies, and enjoy face-to-face communication with target exhibitors. They can also enjoy exclusive high-end services for invited VIPs, for the optimum visitor experience.

Prior to NEPCON China 2014, the Reed TAP team conducted extensive pre-exhibition research and talked in-depth to exhibitors. Based on those efforts, NEPCON China successfully confirmed 65 exhibitors with more than 360 matched buyers before the show. During the exhibition, they also organized over 130 business meetings, facilitating a total of US$ 79 million worth of transactions. The accurate one-to-one TAP business matching was hugely popular and commended by exhibitors and visitors alike.

From April 21 to April 23, 2015, at the Shanghai World Expo Exhibition & Convention Center, the 25th edition of NEPCON China will bring together over 500 well-known electronics manufacturers from 22 countries and regions. Come to the show to discuss the latest industry trends and see the leading technologies with over 21,000 other visitors. Top quality and abundant opportunity await you at NEPCON China 2015!

Source: NEPCON

How NEPCON China 2015 Visitors Can Pre-Register

- By SMS: Text "CNH + name + company name" to 106 900 297 333 to register for NEPCON China 2015 and to receive exhibition updates
- By Telephone: Call our visitor hotline From within China: 4006505611 or 010-57631818; International: From outside China +86-21-2231-7011
- Follow us online! Official Weibo ID: NEPCONChina; Official WeChat ID: NEPCON_CHINA
- NEPCON China 2015 For more information, please visit: www.nepconchina.com
- NEPCON South China 2015 For more information, please visit: www.nepconsouthchina.com
About Reed Exhibitions Greater China

China's leading exhibition organizer

Reed Exhibitions Greater China is a subsidiary of Reed Exhibitions, the world's leading organizer of exhibitions and conferences. Employing 3,700 people worldwide, Reed has organized over 500 events in 43 countries. Its portfolio of exhibitions and conferences serves 43 industry sectors across the America, Europe, the Middle East, Asia-Pacific region and Africa. In 2014, Reed Exhibitions brought together over 7 million participants from around the world, generating billions of dollars in business for its customers. Reed Exhibitions is a member of Reed Elsevier Group, which is a world leading provider of professional information solutions, a FTSE-100 listed corporation.

After over three decades of rapid growth, Reed Exhibitions Greater China has become the country's leading organizer of exhibitions. It is made up of eight outstanding member companies in China: Reed Exhibitions China, Reed Sinopharm Exhibitions, Reed Huabo Exhibitions (Shenzhen), Reed Huaqun Exhibitions (Beijing), Reed Exhibitions (Shanghai), Reed Guanghe Exhibitions (Beijing), Reed Huabei Exhibitions (Beijing) and Reed Hongda Exhibitions (Henan).

Currently, over 500 staff help Reed Exhibitions Greater China to serve 11 specialized sectors: Electronics Manufacturing & Assembly; Machine Tools, Metalworking & Industrial Materials; Converting; Life Science & Pharmaceuticals, Health Care, Beauty & Cosmetics, Sports & Recreation; Gifts & Homeware; Auto Aftermarket; Lifestyle; Gaming; Publishing; Property & Travel; Marine, Energy, Oil & Gas.
In 2014, Reed Exhibitions Greater China held over 50 events, attracting over 1 million visitors and nearly 40,000 conference delegates. Our events hosted more than 30,000 suppliers whose stands covered more than 1.6 million square meters.

For more information, please contact us: http://www.nepconchina.com/en/Contact_us/