

elexcon 2026

# Shenzhen International Electronics & Embedded Expo

All for **AI**, All for **GREEN**

September 9-11, 2026

Shenzhen World Exhibition & Convention Center (Bao'an), China

Co-located with:  **CIOE**  
中国光博会

 **IICIE**  
国际集成电路创新博览会  
International Integrated Circuit Innovation Expo

**340,000m<sup>2</sup>**

Mega-Scale

**240,000<sup>+</sup>**

Visitors

**5,000<sup>+</sup>**

Exhibitors

**Three Expo United** | Electronics & Embedded X Photonics & Optical Chips

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**elexcon**

 Ufi  
Approved  
Event

# 340,000m<sup>2</sup> Mega Expo | Electronics & Embedded X Photonics & Optical Chips

Be part of Shenzhen's 300,000+m<sup>2</sup> flagship professional expo - the preferred platform for unveiling and promoting new technologies and products.

elexcon 2026 will take place on September 9-11, 2026 at the Shenzhen World Exhibition & Convention Center (Bao'an), co-located with CIOE-China International Optoelectronic Exposition and IICIE - International Integrated Circuit Innovation Expo.

As the annual flagship event for electronics and embedded technologies in South China, elexcon 2026 will showcase cutting-edge solutions across Embedded AI and Edge AI, memory, SoC/MCU/MPU, wireless technologies, MEMS sensors, power management ICs, power devices, industrial power supplies, passive components, as well as advanced packaging solutions including SiP and Chiplet.

A series of high-level conferences and industry forums will be held concurrently, including the Opening Keynote, the 8th Embedded Technology Conference China, the 10<sup>th</sup> SiP Conference China, the South China Automotive Electronics Sourcing & Procurement Matchmaking Event, and the Kaifa Gala Developer Carnival—enabling hardware developers, sourcing managers, and decision-makers to stay ahead of emerging technologies and connect with new partners.

## 240,000<sup>+</sup>

Professional Visitors

## 5,000<sup>+</sup>

Exhibitors

## 100<sup>+</sup>

Concurrent Forums

## 1,000<sup>+</sup>

Leading Industry Speakers

## 7,000<sup>+</sup>

 overseas visitors  
covering **97** countries and regions

Visitors span a wide range of industries, including consumer electronics, automotive, communications, data centers, healthcare, industrial applications, and IoT.

## 17

Hall

## Electronic Components & Embedded Systems Expo

Key focus areas

Chips | Memory | Embedded & Edge AI | Power & Power Semiconductors | Automotive Electronics | Electronic Components | Modules & Solutions

# 2026 Exhibition Scope



## Embedded Systems

MCU / MPU / SoC / FPGA / DSP

Embedded AI & Edge Computing

Memory

Embedded Modules

Development Boards

Embedded Operating Systems

Debugging & Simulation Tools

Wired / Wireless Communication Modules

Sensors & Actuators

Power Management ICs

AIoT Solutions



## Electronic Components

Semiconductor ICs

Power Supplies

Power Semiconductors

Test & Measurement

High-Speed Connectivity & Connectors

Cables, Wires & Assemblies

Relays & Switches

Passive Components

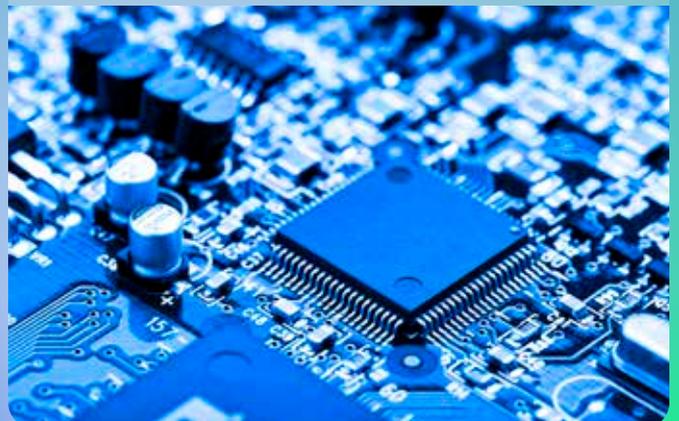
(Capacitors, Resistors, Crystals)

MEMS Sensors

Automotive Electronics

Thermal Management

SiP & Advanced Packaging



# 2026 Event Highlights

## 01

### One-stop integration across the full industry chain – AI + Embedded × Electronic Components

Over 500 global technology brands and more than 30,000 engineers and technical decision-makers will gather, covering chips, power devices, modules, and toolchains, providing a system-level sourcing and solution-matching platform for the entire ecosystem of AI hardware, automotive electronics, robotics, intelligent manufacturing, and the IoT.

## 02 KAIFA GALA

### Jointly engaging the Kaifa Gala – developers & engineers community

Combining demo experiences, development board giveaways, hands-on toolchain sessions, technical forums, and community interactions, it creates the most vibrant, hard-core tech experience hub in the Greater Bay Area.



## 03 Academia – industry integration zone: Connecting the next – generation developers with the industry ecosystem

In partnership with leading universities—including South China University of Technology, Peking University, University of Electronic Science and Technology of China, Guilin University of Electronic Technology, Xidian University, and Hangzhou Dianzi University—this zone showcases an open, collaborative exhibition of academic achievements.

## Featured Conferences

### The 8<sup>th</sup> Embedded Technology Conference China

Sub-Forum 1: Edge Intelligence & Embedded AI Technologies

Sub-Forum 2: Key Technologies for Robotics

Sub-Forum 3: Memory Technology Forum

Sub-Forum 4: Wireless Connectivity & Edge Networking Technologies

Sub-Forum 5: Industrial Embedded Systems & Energy Management



### The 10<sup>th</sup> SiP Conference China

### New Energy Vehicle Electronics Innovation Forum



## Special Focus Zones

### Robotics Innovation Zone

### AI Smart Glasses Zone

### RISC-V Ecosystem Zone

### Automotive Electronics Supply Chain Zone

### Kaifa Gala - Engineers & Developers Carnival

大湾区开发者/工程师嘉年华

### Automotive Electronics Supply-Demand Matchmaking Event

# Post-Show Review for 2025

## Visitor Statistics

**36,787**

Total visits

**28,225**

Professional visitors

**375**

Exhibitors

**30,000m<sup>2</sup>**

Exhibition area (Full-capacity)

Overseas visitors

came from **52** countries

## Top 5 countries:



Russia



India



Indonesia



Malaysia



Japan

## Visitor Industry Distribution - Top 3

Electronics sector: Home appliances, new energy, smart hardware

Embedded sector: Industrial control/automation, AIoT solutions, automotive

Semiconductor sector: Equipment/materials/control, OEM/ODM/EMS, foundry wafer fab

**38,902,233**

Total exposure (Media/official WeChat account/short video/website)

## Analysis of professional group buyers/visitors

**89%**

Visitor satisfaction

**90%**

Visitor reattending intention

**85%**

Visitor recommendation intention

## Job Function Distribution ↗

73.23% of visitors has influence on procurement/tech/R&D



## Company Type Distribution ↗



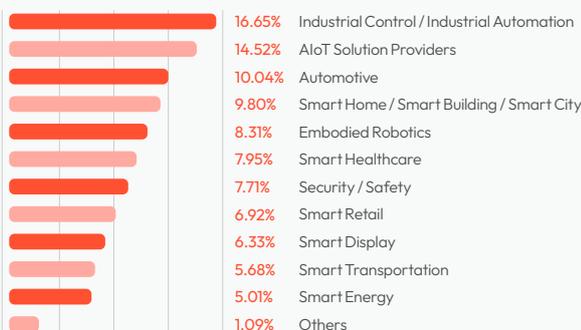
## Industry Distribution ↗

Top 3 Electronics Sectors  
Home appliances | New energy | Smart hardware

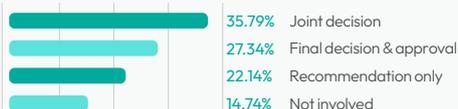


## Industry Distribution ↗

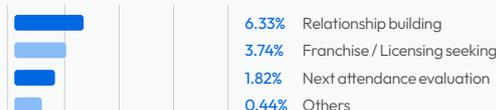
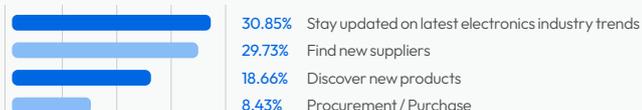
Top 3 Embedded Systems Sectors  
Industrial control / Industrial automation | AIoT solutions | Automotive



## Procurement Decision-Making Analysis ↗



## Purpose of Visit ↗



# Value & Return on Participation

### Brand Exposure

Reach over 30,000+ engineers and tech decision-makers with tens of millions of online impressions

### Targeted Leads

Engage face-to-face with professional buyers on-site

### Tech Launches

A platform for new product debuts, technical presentations, and developer events

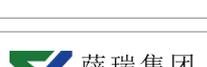
### Ecosystem Collaboration

Connect with the Greater Bay Area electronics ecosystem and access global industry resources

### Awards & Recognition

Participate in authoritative awards within the embedded and electronics industries

# Selected Exhibitors of 2025

 研華科技				
 瑞 萨	 超越一切可能™			
				
				
				
				
				
				
				
				
				
				
				
				
				
				
				
				
				

# Participation Plan

## Standard Booth (3m × 3m)



Basic booth facilities provided  
Includes lighting, table, and chairs

## Raw Space Booth (36m<sup>2</sup> minimum)



Customizable design  
Highlight your corporate image

### ◎ Sponsorship & Speaking Opportunity



Theme forum  
sponsorship



Special technical  
seminar



Conference gift  
sponsorship



Live broadcast  
collaboration

### ◎ Co-Promotion Packages



Official  
website



Official WeChat  
account



Video live  
streaming



Community/Group  
promotion

# Contact information

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