

**2024上海国际嵌入式展**

**2024.6.12-14 · 上海世博展览馆3号馆**

**embedded world China 2024**

**June 12-14, 2024 · Hall 3, SWEECC, Shanghai**



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Creativity Exhibition  
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International Partner



# 智慧赋能 科技全球

## connecting the embedded community

embedded world中国首秀受到业界一致好评，首届上海国际嵌入式展以其高度专业性，力邀国内优秀嵌入式企业携专业的技术与产品参展，展品涵盖各种嵌入式组件、模块、应用程序和系统，所涉及应用领域包含：汽车电子、人工智能、工控管理、物联网应用等；

同时，超过40%的国际品牌汇聚全球前沿创新趋势，助力展会成为一个前沿与创新技术对话与产品交流的高质量服务平台；

同期举办的高质量技术峰会由来自专业媒体WEKA FACHMEDIEN GmbH、嵌入式系统联谊会、上海计算机软件开发中心、上海仪器仪表学会、德国Hochschule Darmstadt工业大学、瑞士苏黎世工业大学、上海大学、郑州大学等权威机构的专家组成了项目委员会，从百余篇征文中甄选出高质量论文，通过在上海国际嵌入式大会上的演讲，与听会嘉宾分享行业发展趋势和应用技术和解决方案。

Based on the success of the brand embedded world in Nürnberg in the past 20 years, this unique platform has expanded its first edition into the Chinese market, jointly held by NürnbergMesse China Co., Ltd. and IM Creativity (Shenzhen) Co., Ltd. The 2023 edition of embedded world China has proven to be the most promising and dynamic platform for future technologies. In the three days of the exhibition, over 120 exhibitors with more than 40% international brands showcased hardware, software, systems, tools and services in the embedded industry. More than 8,000 visitors from the fields of **automotive / industrial control / consumer electronics / computer peripherals / display technologies / M2M / telecommunication / medical engineering** have made more than 13,500 visits to the show.

The concurrent forums, workshops and the embedded world China Conference shared the latest trends and application solutions, and the high quality academic participation showed how to further empower the development of the embedded industry.

124

展商  
Exhibitors



70

国内品牌  
Domestic  
Brands

54

国际品牌  
International  
Brands



8,103

观众  
Visitors

13,627

参观人次  
Visits

embeddedworldchina

# embedded world China 2024参展体验再升级!

## 展品区域划分升级、快速找到产品

### Upgraded display areas by products: Easily search and find what you are looking for

硬件专区、工具专区、机器视觉专区、检测与服务专区等特色区域。更清晰呈现嵌入式系统全产业链。

Hardware, tools, embedded vision, test & service areas: more featured display areas show the full supply chain of the embedded industry.

## 线上展厅：展商与展品信息实时公布

### Online showroom: Real-time publishing of exhibitors and products

全方位实时公布展商信息，便于专业观众了解参展商动态，以促成展会三天高效互动与交流。

Comprehensive showcasing of exhibiting info: achieve a highly efficient visit during the three days of the show.

## 同期活动再升级，提供更多参与方式

### Upgraded concurrent events: More options for participation

除嵌入式大会外，2024年展会将提供更多产品推广与趋势分享的机会，期待展商的参与和分享。

Besides embedded world China Conference, ewCN 2024 will provide even more concurrent events and program to participate in.

## 特设初创企业专区，小品牌有大能量

### Start-up area: Empowering a fresh driving force

初创企业一直都是嵌入式产业关注的焦点，他们所带来的创新想法，是行业发展的重要驱动力。

As a constant focus of the embedded industry, start-ups are the critical driving force of its innovations.



## 展品范围

### Product Range

#### 硬件

- 各类嵌入式模块/组件
- 内存模块
- 电源模块
- 机电模块
- 光电模块
- 接口及外设模块
- 通信及M2M模块
- 用于安全嵌入式系统硬件模块
- 嵌入式雷达
- 传感器和测量模

#### Hardware

- Components
- Embedded Computing Modules
- Memory Modules
- Energy Supply Modules
- Optoelectronic Modules
- Interface and Peripheral Modules
- Communications and M2M Modules
- Secure Modules for Embedded Systems
- Embedded Radar
- Sensor and Test Modules

#### 工具

- 软件开发/硬件开发
- 验证及调试工具
- 运行测试工具
- 各类监测与测量设备

#### Tools

- Software/Hardware
- Test and Verification Software
- Static and Run-Time Analysis Tools
- Test and Measurement Equipment

#### 系统及应用软件

- 输入/输出系统
- 操作系统、HMI、可视化系统
- 数据安全
- 嵌入式系统相关软件、算法
- 人工智能系统及应用软件
- 物联网应用软件

#### System and application software

- Input/Output Systems
- Operating System/Visualization and HMI
- Data Security
- Embedded software and Algorithm
- Artificial Intelligence (AI)
- Internet of Things (IoT)

#### 系统

- 嵌入式视觉系统
- 各类成套应用系统
- 其它系统

#### Systems

- Embedded systems
- Complete systems for various applications
- Other systems

#### 服务

- 硬件/软件系统开发
- 制造/测试/云端服务
- 网络运营商
- 风险评估与漏洞分析
- 安全嵌入式系统结构与认证
- 咨询与培训
- 行业媒体/其他服务

#### Services

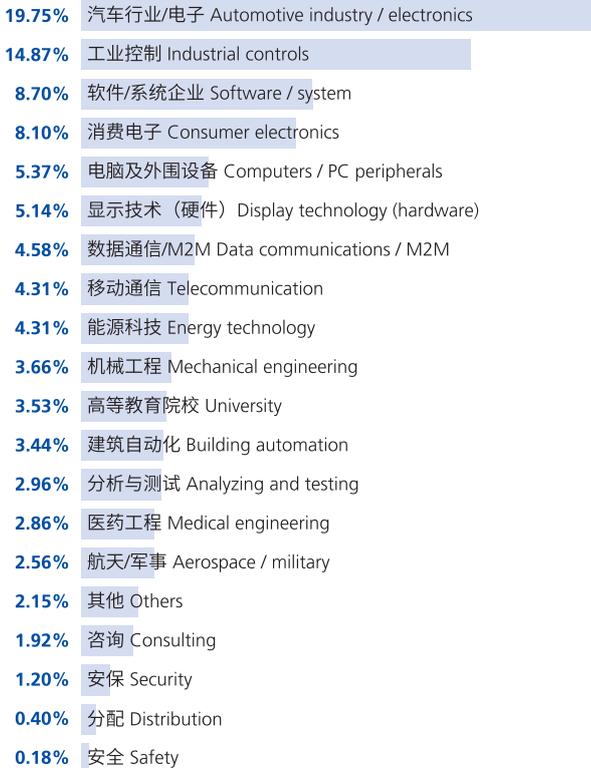
- Hardware/Software/System Development
- Manufacturing and Test Services
- Network Operators
- Threat Assessment and Vulnerability Analysis
- Certification and approval
- Consulting and training
- Trade Media/Other Services

## 专业买家分析

## Visitor Categories

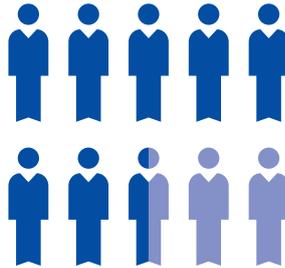
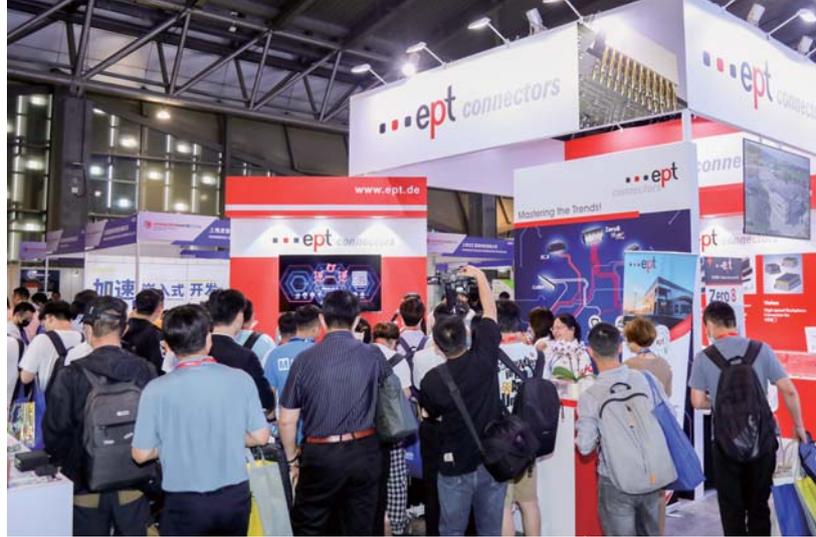
### 买家所处行业

#### Visitors' Branches of Industry



### 观众感兴趣产品

#### Visitors' Main Interest of Products

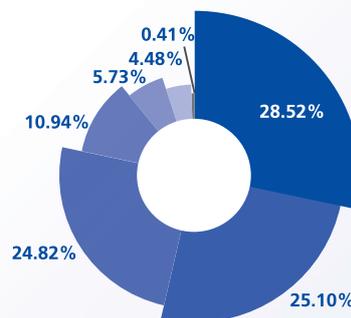


# 73.34%

工程师, 研发, 设计比例  
Engineers, R&D, Designing

### 参观目的

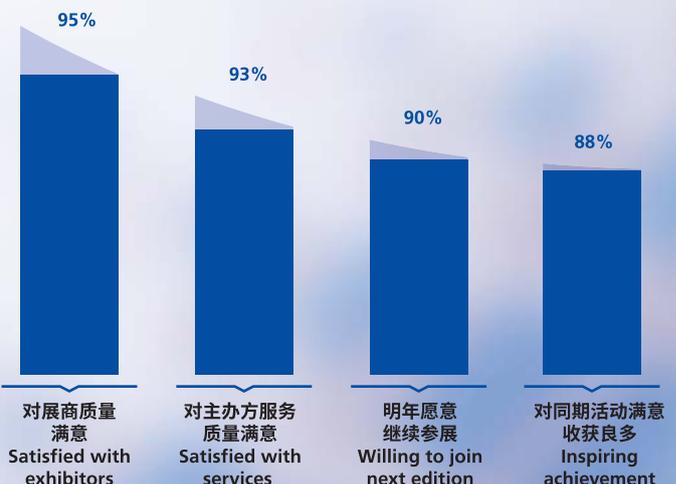
#### Main Reason for Visit



- 了解新产品和技术 Exploring new tech & products
- 收集市场信息 Collecting market info
- 寻求合作机会 Seeking co-operation
- 采购 Procurement
- 考察、评估展览会 Evaluation
- 推销本公司产品 Sales
- 其他 Others

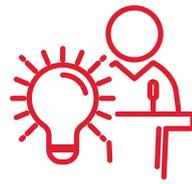
### 观众满意度

#### Satisfaction with Exhibition



受访观众数: 2385人 Survey pool: 2385 visitors

# 2024上海国际嵌入式大会 embedded world China Conference



## 大会议题

### Conference Topics

- 01 物联网平台与应用  
Internet of Things - Platforms & Applications
- 02 连接解决方案  
Connectivity Solutions
- 03 嵌入式操作系统  
Embedded OS
- 04 安全保障  
Safety & Security
- 05 板级硬件工程  
Board Level Hardware Engineering
- 06 系统与软件工程  
Systems & Software Engineering
- 07 嵌入式人工智能及智能系统  
Embedded AI & Intelligent Systems
- 08 嵌入式人机界面  
Embedded Human-Machine-Interface
- 09 系统级芯片 (SoC) 设计  
System-on-Chip Design
- 10 嵌入式技术的跨界应用案例  
Cross-Domain Topics and Application Use Cases for embedded Technologies



embedded world中国首秀十分成功，我们先后收到逾百份论文投稿足以证明国际嵌入式大会在学术价值。我们从中甄选出两场由AMD和Arm带来的重磅主题演讲以及35场技术分享，并有幸邀请到演讲嘉宾参与圆桌讨论与分组交流。总体而言，整场活动极具品质与专业度。

This first staging of the conference was a complete success, as is evidenced by the more than 100 submissions. As a result, there were 35 technology-oriented presentations, two keynote lectures by AMD and ARM, and a very lively panel discussion. All in all, an event of very high quality and professionalism

Prof. Dr.-ing. Axel Sikora  
上海国际嵌入式大会主席



## 创新技术及应用发展论坛

### Embedded Innovative Technology & Application Development Forum

- 边缘AI与机器人  
Edge AI and Robot
- 机器视觉的高效应用  
Hi-efficient application of Machine Vision
- 嵌入式开发工具及实践  
Study of Embedded Dev. Tools
- RISC-V软硬件协同优化方案  
RISC-V Customization and Co-optimization
- IoT与智能制造的高性能生态系统  
IoT, Smart Factory and Eco-system
- 高性能MCU扩展应用及实用解决方案  
High Performance MCU and Solutions



## 创新技术展示区

### Innovative Technology Area





### 参展 Exhibitors

- 2023.10.31** 早鸟优惠截止10月底  
Early booking discount by  
by Oct 31, 2023, up to 20% off
- 2023.08.31** 2024展位图初稿公布  
First Draft Floor plan of  
embedded world China 2024
- 2023.08.01** 2024展会报名启动  
Application for embedded  
world China 2024 opens

### 嵌入式大会 Conference

- 2023.10.01** 2024嵌入式大会征文开始  
embedded world China Conference cfp starts
- 2024.03.10** 2024嵌入式大会摘要提交截至  
Deadline for Abstract Submission
- 2024.04.01** 2024嵌入式大会议程公布  
Release of 2024 Conference Agenda

### 参观 Visitors

- 2024.06.12-14** embedded world China 2024  
展会开幕
- 2024.04.01** 2024展会预登记开始  
Visitor Registration Opens

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