embeddedworldChina
Exhibition&Conference

2023上海国际嵌入式展

2023.6.14-16·上海世博展览馆3号馆

embedded world China 2023

June 14-16, 2023 · Hall 3, SWEECC, Shanghai

展后报告
POST-SHOW REPORT

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2023上海国际嵌入式展后数据
Show data of embedded world China

	总数Total	中国China	国际International
展商 Exhibitors	124	70	54
观众 Visitors	8,103	98.28%	1.72%
总展览面积 Total exhibition space (in m²)	11,000	6,215	4,785

1 场专业峰会 Conference　　**2** 场主题演讲 Keynotes　　**12** 场分论坛 Sessions　　**35** 场精彩分享 Speeches

2 现场展商论坛 Exhibitor forums　　**14** 次精彩分享 Presentations　　**2** 场workshop活动，开发者交流 Workshops + Developers interaction
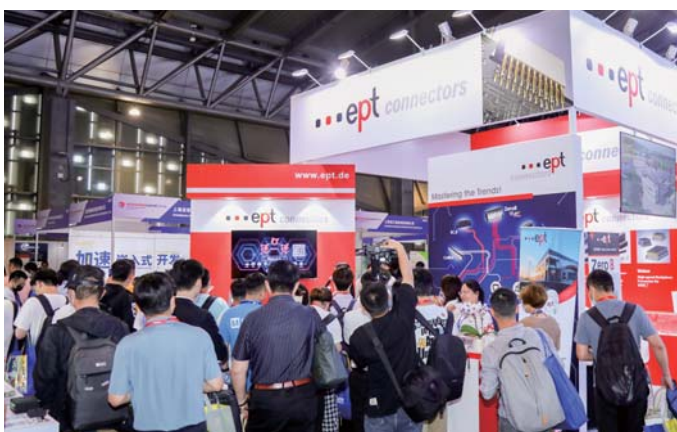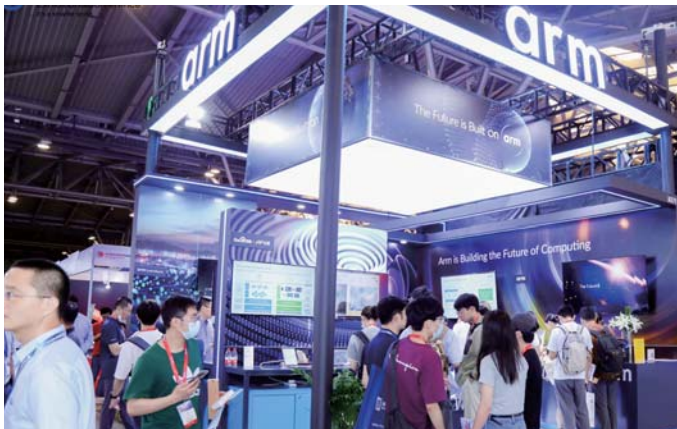
展商分析

Exhibitors Categories

展商所属国家与地区 Top5
Exhibitors Belongs to Countries and Regions

57.40% 中国 China
13.90% 德国 Germany
9.00% 美国 U.S.
6.60% 港澳台地区 HK, TW, Macao
4.10% 印度 India

展商展品分布
Exhibitors Product Distribution

硬件 Hardware

41% 嵌入式计算模块 Embedded Computing Modules
9% 内存模块 Memory Modules
9% 组件 Components
7% 电子显示器 Electronic Displays
7% 嵌入式视觉模块 Embedded Vision
7% 接口和外围模块 Interface and Peripheral
6% 机电元件 Electromechanical Components
6% 传感器和测试模块 Sensor and Test Modules
3% 供能模块 Energy Supply Modules
3% 光电模块 Optoelectronic Modules
3% 定位模块 Modules for Localization
3% 通信和M2M模块 Communications and M2M Modules
2% 嵌入式雷达 Embedded Radar
1% 安全嵌入式系统的硬件模块
Hardware Modules for Secure Embedded Svstems

工具Tools

30% 硬件 Hardware
28% 软件 Software

系统及应用软件 System & Application Software

15% 可视化与人机界面 Visualization and HMI
15% 操作系统 Operating Systems
12% 物联网应用软件 IoT Software
10% 人工智能及应用软件 Artificial Intelligence
9% 数据安全 Embedded Software for Data Security
1% 其他软件库 Other Software Libraries
1% 输入/输出系统 BIOS

系统 Systems

27% 各类成套应用系统 Complete Svstems for Various Applications
14% 嵌入式视觉 Embedded Vision

服务 Services

16% 软件开发 Software Development
6% 测试服务 Testing Services
5% 硬件开发 Hardware Development
4% 其它服务 Other Services
4% 制造 Manufacturing
3% 云服务 Cloud Services
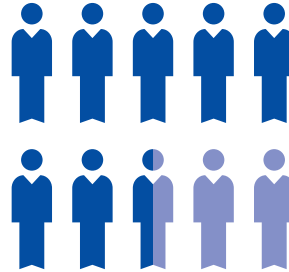**3%** 系统开发 System Development
2% 认证和批准 Certification and Approval

专业买家分析
Visitor Categories

买家所处行业
Visitors' Branches of Industry

19.75%	汽车行业/电子 Automotive industry / electronics
14.87%	工业控制 Industrial controls
8.70%	软件/系统企业 Software / system
8.10%	消费电子 Consumer electronics
5.37%	电脑及外围设备 Computers / PC peripherals
5.14%	显示技术（硬件）Display technology (hardware)
4.58%	数据通信/M2M Data communications / M2M
4.31%	移动通信 Telecommunication
4.31%	能源科技 Energy technology
3.66%	机械工程 Mechanical engineering
3.53%	高等教育院校 University
3.44%	建筑自动化 Building automation
2.96%	分析与测试 Analyzing and testing
2.86%	医药工程 Medical engineering
2.56%	航天/军事 Aerospace / military
2.15%	其他 Others
1.92%	咨询 Consulting
1.20%	安保 Security
0.40%	分配 Distribution
0.18%	安全 Safety

73.34%
工程师, 研发, 设计比例
Engineers, R&D, Designing

观众感兴趣产品
Visitors' Main Interest of Products

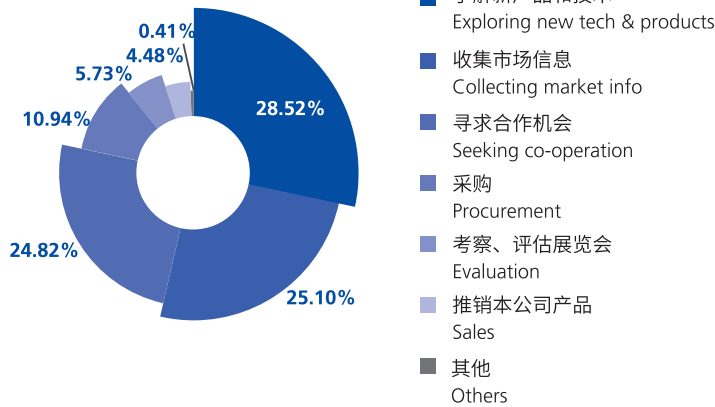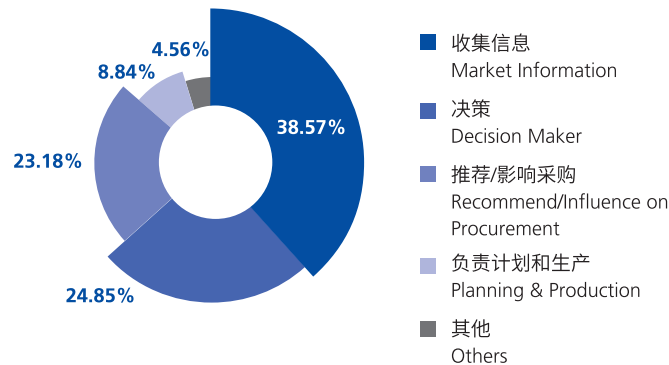|	
14.87%	组件/模块/各种应用程序系统 Components / modules / application systems
10.14%	系统 System
9.24%	嵌入式系统 Embedded systems
6.40%	工具 Tool
6.40%	软件/硬件 Software / hardware
6.30%	系统及应用软件 System and application software
5.01%	各种类型的应用一体化系统 Complete systems for various applications
4.62%	服务 Service
4.21%	人工智能/物联网 Artificial Intelligence (AI) / Internet of Things (IoT)
3.26%	数据安全-嵌入式系统相关软件、算法 Embedded software for data security
3.24%	操作系统/可视化系统 Operating system/visualization and HMI
3.07%	硬件/软件/系统开发 Hardware / software / system development
2.64%	输入/输出系统 Input/output systems
1.68%	电子制作/通信服务 Electronic manufacturing / communication services
1.54%	安全嵌入式系统结构与认证 Certification and approval
1.32%	风险评估与漏洞分析 Testing services
1.18%	咨询与培训/行业媒体/其他服务 Consulting and training / trade media / other services

专业买家分析
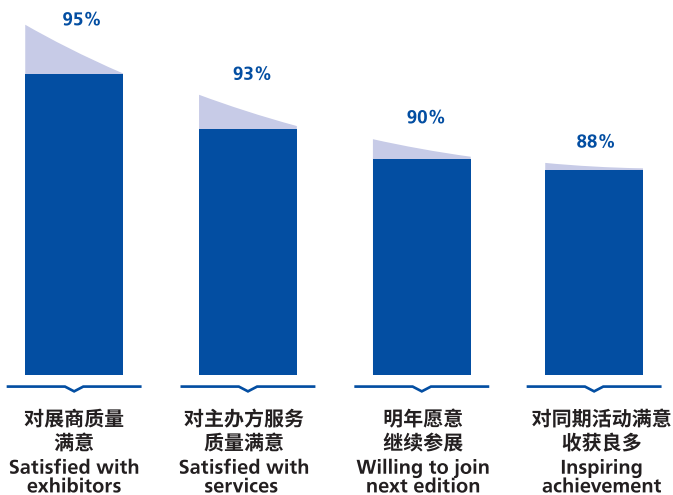## Visitor Categories

参观目的
Main Reason for Visit

- 28.52% 了解新产品和技术 Exploring new tech & products
- 25.10% 收集市场信息 Collecting market info
- 24.82% 寻求合作机会 Seeking co-operation
- 10.94% 采购 Procurement
- 5.73% 考察、评估展览会 Evaluation
- 4.48% 推销本公司产品 Sales
- 0.41% 其他 Others

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

观众职能
Area of Responsibility

- 38.57% 收集信息 Market Information
- 24.85% 决策 Decision Maker
- 23.18% 推荐/影响采购 Recommend/Influence on Procurement
- 8.84% 负责计划和生产 Planning & Production
- 4.56% 其他 Others

收集信息
Market Information

决策
Decision Maker

推荐/影响采购
Recommend/Influence on
Procurement

负责计划和生产
Planning & Production

其他
Others

观众满意度
Satisfaction with Exhibition

95%	93%	90%	88%
对展商质量满意 Satisfied with exhibitors	对主办方服务质量满意 Satisfied with services	明年愿意继续参展 Willing to join next edition	对同期活动满意收获良多 Inspiring achievement

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

部分采购商
Part of Buyers

ABB | Alibaba.com | amazon | Astemo
ASUS IoT | Baidu 百度 | BOE | BOSCH
Breville | BYD | CEC 中国电子 | CETC
CHISON 祥生 | Continental | 中国中车 CRRC | CSSC 中国船舶集团有限公司
DAISCH | DELTA 台达 | ECOLAB | FUDAN MICRO 复旦微电子集团
Ford | FORVIA HELLA | GigaDevice | GSK
HAITIAN DRIVE SYSTEMS | Honeywell | HUAWEI | Inventec
innodisk | INOVANCE 汇川技术 | JIDU 集度 | 理想
Lenovo | MicroPort 微创 | Microsoft | Midea
MITSUBISHI ELECTRIC Changes for the Better | muRata | NACHi | Navitas
Neusoft | nexperia | NIO | OMNIVISION
PATAC | Phenix 凤凰 | PHOENIX CONTACT | PHILIPS
Qualcomm | RICE UNIVERSITY | SAIC | 商汤 sensetime
Schneider Electric | 岛津 SHIMADZU Excellence in Science | Signify | SMIC
STELLANTIS | Tesla | T-HEAD | TE
TELEDYNE TECHNOLOGIES Everywhereyoulook | UAES | UNITED IMAGING 联影 | Visteon
Volkswagen | mi | XPENG | 上海航天智能装备有限公司
紫光同创 PANGOMICRO | ZOOMLION | 中国商飞 COMAC | •••

同期活动 - 嵌入式大会
embedded world China Conference

重磅演讲嘉宾
Speaker

马健
Arm物联网事业部业务
拓展副总裁

鄺毅
AMD自适应和嵌入式计算事业部（AECG）
市场及业务开发总监

何小庆 教授
嵌入式系统联谊会

Marcel Meli 教授
瑞士苏黎世工业大学

Peter Fromm 教授
德国Hochschule
Darmstadt工业大学

师英
德州仪器

黄显明 博士
英飞凌科技大中华区

毛广辉
AMD大中华区

郑睿童
探维科技

Su Hea Min
英特尔

Ong Boon Leong
英特尔

Kengo Dennis Oka 博士
Synopsys

Roberto Bagnara 博士
University of Parma

Aurindam Jan
SixtyFPS GmbH

Andrew Banks
LDRA

Frédéric Desbiens
Eclipse
Foundation

Duncan Bees
Technical Programs of
Open HW Group

Neil Trevett
Khronos Group

任慰 博士
华为

唐丹 博士
中科院计算所

吴伟
中科院软件所

吴频吉
瑞萨电子管理（上海）
有限公司

John Thompson
Arm

李黎明
Arm

武慧莉
Arm

袁龙涛
上海莱迪思半导体有限公司

荆喆
AUTOSAR

郭占鑫
RT-Thread

周杰
赛昉科技

楼旭炯
芯科科技

连志安
江苏润开鸿
数字科技有限公司

张佳骐
MVTec GmbH

郑文灏
IAR System

潘锋
IAR System

胡乐华
MathWorks
Software

周斌
MathWorks
Software

周杰
Parasoft Corp.
(Shanghai)

万新山
TASKING 塔斯金

行明安
Lauterbach 劳特巴赫

展商论坛+workshop活动+开发者交流会
Highlights & Events

嵌入式大会议题热度
Hot Topics for Conference

89.30% 物联网——平台和应用
Internet of Things - Platforms & Applications

88.69% 嵌入式系统 Embedded OS

87.33% 连接解决方案 Connectivity Solutions

85.67% 嵌入式人工智能与智能系统
Embedded AI & Intelligent Systems

84.60% 板级硬件工程
Board Level Hardware Engineering

83.98% 功能安全与信息安全 Safety & Security

81.42% 系统与软件工程
Systems & Software Engineering

81.33% 嵌入式技术的跨领域主题和应用案例
Cross-Domain Topics and Application Use
Cases for embedded Technologies

81.05% 系统级芯片(SoC)设计 System-on-Chip Design

77.96% 嵌入式人机界面(HMI)
Embedded Human-Machine-Interface

0.11% 其他 Others

专家评语
Comments from Experts

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 also 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
Chairman of embedded world China Conference

2023 embedded world China 6月成功首展中国上海，这是一个小而美专业展会。同期的上海国际嵌入式大会是一个汇聚海内外知名企业专家的专业技术会议，会议分论坛覆盖的主题非常丰富。印象深刻的是嵌入式软件企业本次展会参与度很高，期待明年更多展商和讲者来到现场。

The first edition of embedded world China had a successful achievement, June, 2023, here in Shanghai. This is a small but professional exhibitor, with rather precisely targeted exhibitors and visitor groups. The concurrent embedded world China Conference is also a professional technical conference that brings together experts from renowned companies at home and abroad, and the conference sessions covered a wide range of topics. I was quite impressed by the deep level of participation from embedded software companies at this event and look forward to more exhibitors and speakers coming to embedded world China next year.

何小庆教授 Prof. He Xiaoqing
嵌入式系统联谊会秘书长
Secretary in Chief of Embedded System Association

媒体评语
Comments from Media Partners

恭喜embedded world嵌入式展会中国首秀成功举办！

总体来说，这是质量非常高的一场盛会，国际品牌的展商携最新产品和技术前来展示，国内厂商现场热情讲解，在嵌入式这个细分技术领域充分展示目前的新科技、新产品。特别是展商论坛在技术干货的分享的同时，还兼顾互动，吸引到大量观众。

另一大亮点是同期举办的嵌入式大会，论坛结构分布合理，大多数的演讲嘉宾都进行了非常专业的内容分享，整理质量非常高，希望下一届的嵌入式展会能办得更好！

与非网
EEFOCUS

Congratulations to the success of the first edition of embedded world China!

Overall, it was a very high quality event, with exhibitors from international brands presenting their latest products and technologies, and domestic vendors showcasing enthusiastically on site, fully demonstrating the current new technologies and products in this niche technology area of embedded industry. In particular, the Exhibitor Forum took into account the interaction while sharing technical know-how, which attracted a large number of visitors.

Another highlight was the embedded world China Conference, simultaneously held with the exhibition, the conference structure was well distributed, most of the speakers shared very professional content in a very high quality. Let's hope the next embedded world China will be better!

电子工程世界
eeworld

近二十年，嵌入式发展得到了飞速的发展。尤其是近年来，随着以人工智能、边缘计算、大数据、通信技术等为代表的现代高科技技术的不断演进，万物智能互联的落地应用场景正在越来越多的从梦想走进现实，由此给嵌入式芯片行业带来了庞大的市场空间。早些年的嵌入式系统更多的是应用在特定的专用设备上，而时下的嵌入式技术，已经大不一样。从今年的上海国际嵌入展（embedded world china）我们就可一窥嵌入式芯片行业的变化与趋势，比如嵌入式存储芯片开始被广泛应用在大量终端设备中、而信息存储形态正呈现多样化和多元化的需求需求，并对嵌入式容器在容量、性能、寿命乃至尺寸上，都有全新的要求。这次的展会，不仅汇聚了众多优秀的嵌入式企业，带来了最新的嵌入式技术和产品，而且还提供了多场高质量的技术论坛。"by engineers,for engineers"，作为二十年国际嵌入式展的中国首秀，很好的传承了这个品牌展"传递先进内容和技术"的核心理念。相信嵌入技术会让我们的生活更便捷更丰富精彩。开始期待明年的第二届盛会！

In the past two decades, there has been rapid development in the embedded industry, especially in recent years, with the continuous evolution of modern high-tech technology represented by AI, Edge Computing, Big Data, Communication Technology, etc., the application scenario of intelligent interconnection of everything is increasingly coming into reality from a concept, thus a huge market is ready for the embedded chip industry.

In earlier years, embedded systems were more often used in specific dedicated devices, which is very different nowadays! From this year's embedded world China, we can get a glimpse of the changes and trends in the embedded chip industry, for example, embedded storage chips are widely used in a large number of terminal devices, and information storage forms are showing diversified and diverse needs and demands, and there are new requirements for embedded containers in terms of capacity, performance, life cycle and even in size. The exhibition not only brought together many outstanding embedded companies with the latest embedded technologies and products, but also provided a number of high-quality technical forums. "by engineers, for engineers", as the first show in China in 20 years, is a good inheritance of the core concept of this brand exhibition "to deliver advanced content and technology". We believe that embedded technology will make our lives more convenient and richer.

We are looking forward to the second edition of the event next year!

See you next year! 期待与您明年再相聚！

embeddedworld
Exhibition&Conference
Nuremberg, Germany
April 9 – 11, 2024
embedded-world.com

embeddedworld *North America*
Exhibition&Conference
Austin, Texas, USA
October 8 – 10, 2024
embedded-world-na.com

embeddedworldChina
Exhibition&Conference
Shanghai, China
June 12 – 14, 2024
embedded-world.com.cn

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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