

# 会议及同期活动赞助方案

## Proposal Plan for Conference and Onsite Events

2023.6.14-16 • 上海世博展览馆  
Hall 3 SWEECC



## 基本信息 Facts & Figures



2023.6.14-16



2023.6.14 (Wed) 9:00 a.m. - 5:00 p.m.  
2023.6.15 (Thu) 9:00 a.m. - 5:00 p.m.  
2023.6.16 (Fri) 9:00 a.m. - 4:00 p.m.



上海世博展览馆 SWECC, Hall 3



**show space** 预计16,000m<sup>2</sup>



300+ **exhibitors** vs. 10000+ **visitors**

## 展会简介 Show Profile

**embedded world Exhibition&Conference**德国嵌入式展览与会议，是纽伦堡国际博览集团举办的专业嵌入式展会，自2003年创办至今，通过专业的办展经验与坚实的展会资源，逐步打造成全球嵌入式产业知名的展览与服务平台，并成为全球嵌入式产品技术与市场趋势的风向标。

随着数字化与智能时代的到来，嵌入式产业在中国迅速崛起，新型的产业形态吸引越来越多的中国企业进入新的业务板块，**纽伦堡会展（上海）有限公司**，携手**博闻创意（深圳）有限公司**于**2023年6月14-16日**在上海世博展览馆举办**embedded world China 2023上海国际嵌入式展**，以期凭借自身20余年积累与优势资源整合，立足华东，面向全国，致力于为国内专业的嵌入式产业提供展示与交流服务。

Established in 2003, **embedded world Exhibition&Conference**, organized by NürnbergMesse, is the well-known showcasing and interchanging platform of world's embedded industry. By its accumulation of experience and solid resources, the event has become the indicator of global embedded industry and market trend.

The embedded industry rises rapidly in China, along with the booming digitized intelligent era, the newly merged business type has attracted numerous Chinese enterprises to join. **NürnbergMesse China Co., Ltd.** will join hands with **IM Creativity (Shenzhen) Co., Ltd.** to organize embedded world China from **June 14-16, 2023** at SWECC, Shanghai, China. The show will cover a larger national regions than East China, dedicating to build a reliable service platform for the embedded industry in China.



## 展会背景 Show Background

纽伦堡嵌入式世界展览及会议 **embedded world Exhibition&Conference** 是嵌入式行业经济和欧盟工业趋势发展的年度盛会，也是全球规模最大的嵌入式展会。展会全面地展示了整个嵌入式行业：芯片厂商、模块主板厂商、系统集成、软件、服务和工具，整个产业链齐全，业界巨头齐聚，带来嵌入式领域的最新产品、技术和服务。

**embedded world Exhibition&Conference** is a brand show of NürnbergMesse Group since 2003. It is a grand event in the embedded industry, as well as the world's largest show of its kind. It gives a thorough image of the industry, including: chips & modules manufactures, systems, software, services and tools. Key players from the whole product chain are invited, showcasing the latest products, technologies and services.

### **embedded world digital 2021 线上规模**

- 参展企业 ( exhibitor ) 301家 ,
- 线上观众 ( online attendees ) 13,400人次 ,
- 140媒体代表 ( media representatives ) , 共980场会议 ( sessions ) 、2500次视频连线 ( video-calls ) !

### **embedded world 2022 , 重回线下 , 展会规模**

- 720 exhibitors from 39 countries
- 18000 trade visitors from 79 countries
- 3900 online attendees
- 196 presentations, 10 classes, 3 keynotes, 6 expert panels

## 参展理由 Why ewChina



### 专业

上海国际嵌入式展是国内最专业的专注于嵌入式领域的展会，展品范围包括各种组件、模块、各种应用程序系统嵌入式视觉系统、通信等，应用领域涉及到汽车电子，人工智能，工控管理，物联网等。在这里能找到最专业的产品线，最优秀的国内嵌入式企业。



### 高端

ewChina汇聚了国内外众多的嵌入式产业的知名企业和高端媒体协会，旨在打造一个高端专业的，能提供最先进技术信息交流和产品沟通的平台。



### 国际

ewChina传承欧洲最专业的嵌入式展 embedded world 品牌影响力，联合欧洲专业电子媒体 WEKA FACHMEDIEN GmbH 的市场驱动力，将最专业的嵌入式产品及先进的技术在上海EWC展会上呈现，加强了国际的技术沟通和产品交流。



### 交流

ewChina为国内优秀的嵌入式行业企业间的相互合作、企业与海外专业企业和媒体的产品沟通、企业与协会研究所的技术交流搭建了重要的平台，面对面的交流才能创造更多的价值。



### 会议

提供欧洲最专业的嵌入式展以及欧洲专业电子媒体 WEKA FACHMEDIEN GmbH 的专家的技术会议及产品交流。

## 参展理由 Why ewChina



### Professionalism

embedded world China is the most professional exhibition, focusing on embedded field in China. The scope of exhibits ranges from various components and modules to the embedded applications in visual systems, communications, etc. The application fields involve automotive electronics, AI, industrial control & management, IoT, and more. The most professional product lines and the best domestic embedded companies are ready for meeting.



### Excellence

ewChina brings together numerous well-known enterprises as well as exclusive media and associations in the embedded industry at China and overseas, aiming to build a high-end and professional platform, which provides interchange between the most advanced technologies and products.



### International

ewChina is empowered by embedded world, the most professional and influential exhibition in Europe, aligned with the market driving force from WEKA FACHMEDIEN GmbH, a specialty e-Media in Europe, we are ready to present the most professional embedded products and edge-cutting technology at ewChina, strengthening an international dialogue for technologies and products.



### Communication

ewChina has established a crucial platform for mutual cooperation among excellent domestic enterprises in the embedded industry, communication between enterprises and overseas media, as well as technical interchange between enterprises, associations and R&D institutes. Create more value by face-to-face communications.



### Conferences

Opportunities of dialogue with experts from embedded world and WEKA FACHMEDIEN GmbH by attending technical conferences and forums of professional embedded technologies and products.



## 展会构成 Product Range & Visitor Categories

### 展品范围

#### 硬件：

- 组件/模块/各种应用程序系统

#### 工具：

- 软件/硬件

#### 系统及应用软件：

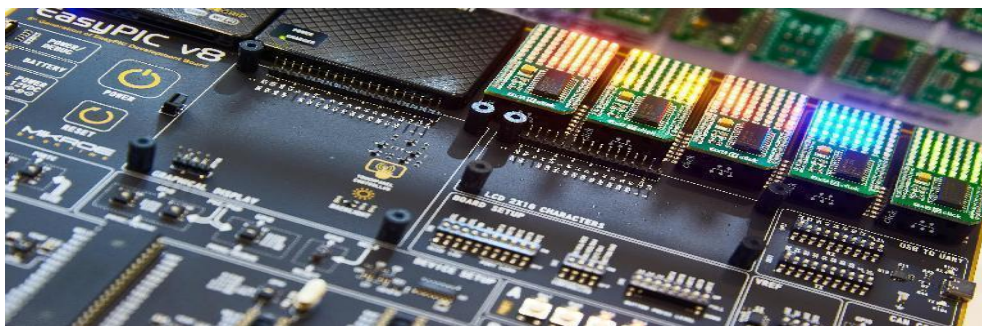
- 输入/输出系统 • 操作系统/可视化系统 • 数据安全-安全嵌入式系统  
相关软件、算法 • 人工智能/物联网

#### 系统：

- 嵌入式系统 • 各种类型的应用一体化系统

#### 服务：

- 硬件/软件/系统开发 • 电子制作/通信服务 • 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



### 观众来源

- 汽车行业/电子
- 工业控制
- 软件/系统企业
- 电脑及外围设备
- 移动通信
- 数据通信/M2M
- 分析与测试
- 医药工程
- 消费电子
- 分配
- 建筑自动化
- 高等院校
- 机械工程
- 显示技术（硬件）
- 安保
- 能源科技
- 航天/军事
- 咨询
- 安全

## 展会构成 Product Range & Visitor Categories

### Product Range

#### Hardware :

- Components / modules / application systems

#### Tool :

- Software / Hardware

#### System and application software :

- input/output systems
- Operating System/Visualization and HMI
- Embedded software for data security
- Artificial Intelligence (AI) / Internet of Things (IoT)

#### System :

- Embedded systems
- Complete systems for various applications

#### Service :

- Hardware / software / system Development
- Electronic manufacturing / communication services
- Testing services
- Certification and approval
- Consulting and training / trade media / other services

### Visitor Categories

- Automotive industry / electronics
- Industrial controls
- Software / system house
- Computers / PC peripherals
- Telecommunication
- Data communication / M2M
- Analyzing and testing
- Medical engineering
- Consumer electronics
- Distribution
- Building automation
- University
- Mechanical engineering
- Display technology (hardware)
- Security
- Energy technology
- Aerospace / military
- Consulting
- Safety

## 现场活动 Onsite Events

2023上海国际嵌入式大会

embedded world China Conference



嵌入式人工智能及智能系统  
Embedded AI & Intelligent Systems

物联网平台与应用  
IoT - Platforms & Applications

嵌入式操作系统  
Embedded OS

安全保障  
Safety & Security

2003年创办于德国纽伦堡的嵌入式世界展览与会议 **embedded world Exhibition&Conference**，在过去20年里一直都是全球嵌入式行业关注的焦点盛会，一方面因为展会每年有来自欧洲及全球的重要企业与应用领域高端买家参与，而同期举办的 **embedded world Conference** 嵌入式世界大会，也是助推展会成为全球前沿嵌入式技术与产品优质交流平台的重要因素。

沿袭这一核心价值，**embedded world China** 同期举办的上海国际嵌入式大会也将致力于打造集学术研究、技术交流、行业前瞻及服务合作于一体的专业性论坛，促进嵌入式系统领域的工程师、研发人员、高端用户与制造商和分销商的交流，为行业创造价值，推动发展。

Established in 2003, **embedded world Exhibition&Conference** in Nuremberg, Germany, has always been recognized, in the past 20 years, as the focus as well as the grand event of the global embedded industry. Besides the exhibition attracts the most important key accounts and high-end buyers, the concurrent Conference plays such critical role in boosting the communication and interchange for the world's cutting-edge embedded technologies and products.

In the upcoming **embedded world China**, the concurrent conference will follow this core value, dedicating to create more value for the participants on this platform, being concentrated on academic research achievements and application fields.



## 现场活动 Onsite Events

### 2023上海国际嵌入式大会 embedded world China Conference

#### 专家顾问委员会 Program Committee for Conference



通过大会在欧洲近20年的积累，吸引到来自欧洲知名应用院校、行业协会的专家，加入到专家顾问委员会（Program Committee）里来。委员会从最初的6人，规模逐渐扩大，覆盖整个嵌入式系统产业链的各个领域。通过信息交互与共享，进一步帮助嵌入式世界大会引领全球尖端。

同样在上海举办的embedded world China Conference，也将由中外嵌入式行业专家组成的专家委员会，对论文进行甄选。专家委员会也将在展会之外，定期组织相关的线上或线下行业沙龙。展会主办方也会将最新的行业信息共享给业内人士，促进嵌入式行业更高效地发展。

Accumulations through the past 20 years in Europe, the Conference has attracted experts from well-known institutes, association and universities, to join the “Program Committee”. Experts in the Committee now has developed from initial 6 to expand, covering major fields of entire supply chain of embedded industry. By sharing and communications, the committee further boosted the development of the industry.

Program Committee for **embedded world China Conference**, would fulfil the responsibility of evaluating the technical paper and speech. Besides, there would be online and offline technical salon, the information will also be share via the **embedded world China** Organizing Committee, for the purpose of domestice development.

## 现场活动 Onsite Events

2023上海国际嵌入式大会

embedded world China Conference

大会议题

Topics for Conference

### 1. 物联网——平台和应用

- 1.1边缘/雾/云计算
- 1.2工业物联网中的物理信息系统 ( CPS )
- 1.3数据管理和分析
- 1.4物联网应用案例研究

### 2. 连接解决方案

- 2.1有线技术 ( 现场总线、嵌入式连接 )
- 2.2无线技术 ( LPWAN等 )
- 2.3蜂窝通信/NB-IoT/5G/6G
- 2.4 Zigbee , 蓝牙
- 2.5嵌入式以太网

### 3. 嵌入式系统

- 3.1嵌入式实时操作系统 ( FreeRTOS、AutoSAR等 )
- 3.2开源/嵌入式Linux/Android
- 3.3嵌入式虚拟化、分区和虚拟机监控程序

### 4. 功能安全与信息安全

- 4.1功能安全与信息安全标准
- 4.2功能安全与信息安全架构
- 4.3硬件安全
- 4.4加密和黑客技术
- 4.5可信计算和区块链技术
- 4.6嵌入式安全通信

### 5. 板级硬件工程

- 5.1高级微控制器解决方案, 多核系统
- 5.2存储技术
- 5.3电源管理、低功耗设计
- 5.4开源硬件
- 5.5供应链

### 6. 系统与软件工程

- 6.1开发过程、方法和工具
- 6.2编程语言和标准, 软件编写规范, MISRA
- 6.3系统和软件架构
- 6.4代码鉴定、静态代码分析、测试
- 6.5系统和软件质量

### 7. 嵌入式人工智能与智能系统

- 7.1嵌入式人工智能的硬件解决方案
- 7.2软件框架和库
- 7.3嵌入式视觉/摄像机
- 7.4传感器系统、集成与融合
- 7.5嵌入式人工智能及其应用
- 7.6自动和智能化系统 ( 汽车等 )
- 7.7人工智能应用案例研究

### 8. 嵌入式人机界面(HMI)

- 8.1可用性与人机界面设计
- 8.2嵌入式图形库
- 8.3手势和语音识别
- 8.4增强现实

### 9. 片上系统 ( SoC ) 设计

- 9.1新兴复杂集成电路和系统解决方案
- 9.2 FPGA和ASIC设计
- 9.3开源硬件 ( RISC-V , ... )
- 9.4数字电路设计、架构和解决方案
- 9.5受信任的电子元件和安全元件

### 10. 嵌入式技术的跨领域主题和应用案例

- 10.1开放源代码
- 10.2高性能嵌入式体系结构
- 10.3医疗电子的嵌入式解决方案
- 10.4汽车电子的嵌入式解决方案

## 现场活动 Onsite Events

2023上海国际嵌入式大会

embedded world China Conference

大会议题

Topics for Conference

### 1. Internet of Things – Platforms & Applications

- 1.1 Edge / Fog / Cloud Computing
- 1.2 Cyber Physical Systems in Industrial IOT
- 1.3 Data Management and Analytics
- 1.4 Application Case Studies for IOT

### 2. Connectivity Solutions

- 2.1 Wired Technologies (fieldbuses, embedded connectivity)
- 2.2 Wireless Technologies (LPWAN,...)
- 2.3 Cellular Communication / NB-IoT / 5G / 6G
- 2.4 ZigBee, Bluetooth
- 2.5 Embedded Ethernet

### 3. Embedded OS

- 3.1 Embedded RTOS (AutoSAR, FreeRTOS, ...)
- 3.2 Open Source / Embedded Linux / Android
- 3.3 Embedded Virtualization, Separation and Hypervisors

### 4. Safety & Security

- 4.1 Safety and Security Standards
- 4.2 Safety and Security Architectures
- 4.3 Hardware Security
- 4.4 Cryptography and Hacking
- 4.5 Trusted Computing and Blockchain Technologies
- 4.6 Securing Embedded Communication

### 5. Board Level Hardware Engineering

- 5.1 Advanced Microcontroller Solutions, Multicore
- 5.2 Memory Technologies
- 5.3 Power Management, Low-Power Design
- 5.4 Free and Open Hardware
- 5.5 Supply Chain

### 6. Systems & Software Engineering

- 6.1 Development Processes, Methods and Tools
- 6.2 Programming Languages and Standards, MISRA
- 6.3 System and Software Architectures
- 6.4 Code Qualification, Static Code analysis, Testing
- 6.5 System and Software Quality

### 7. Embedded AI & Intelligent Systems

- 7.1 Hardware Solutions for Embedded AI
- 7.2 Software Frameworks and Libraries
- 7.3 Embedded Vision / Cameras
- 7.4 Sensor Systems, Integration & Fusion
- 7.5 Embedded AI and Applications
- 7.6 Autonomous & Intelligent Systems (cars,...)
- 7.7 AI Application Case Studies

### 8. Embedded Human-Machine-Interface

- 8.1 Usability and HMI Design
- 8.2 Embedded Graphic Libraries
- 8.3 Gesture and Voice Recognition
- 8.4 Augmented Reality

### 9. System-on-Chip (SoC) Design

- 9.1 Emerging complex IC and System solutions
- 9.2 FPGA and ASIC design
- 9.3 Free and Open Hardware (RISC-V, ...)
- 9.4 Digital Design, Architectures and Solutions
- 9.5 Trusted Electronics & Secure Elements

### 10. Cross-Domain Topics and Application Use Cases for embedded Technologies

- 10.1 Open Source
- 10.2 High Performance Embedded Architectures
- 10.3 Embedded Solutions for Medical
- 10.4 Embedded Solution for Automotive

## 现场活动 Onsite Events

2023上海国际嵌入式展

embedded world China - Student Day



欢迎嵌入式行业萌新来到**embedded world China**的**Student Day**，在正式入职企业前，这里为你们提供行业预览，以及职业生涯规划。你们将有机会与企业决策者会面，聆听业内专家讲解前沿技术、企业负责人解读市场趋势。

Welcome to the Student Day of embedded world China! It is a preview of current embedded industry and opportunity to meet your favorite future employer if you are planning your career, by which you may attend the seminars by experts and key-players in the industry!

- Grand tour to get the big picture of the industry;
- Pre-registration, free access to Conference, Seminar and Exhibitor's Forum;
- Exclusive matchmaking between school and enterprise, more academic plan from key-players...





## 现场活动 Onsite Events

**intelligent@innovAtion**

**创新技术展示区**



embedded world China (ewChina) 上海国际嵌入式展，首次携德国embedded world品牌进入中国，旨在打造国内外嵌入式行业优质供应商与尖端产品的展示平台，同时对接中国嵌入式市场应用领域的专业采购商。在满足双方需求的基本主旨下，展示全球前沿的嵌入式产品与技术的应用。展会现场特设“创新技术展示区（ intelligent @ innovAtion ）”，为展商提供展台之外的区域集中展示主题技术，提供专项演示机会，引流专业观众，增加行业曝光度。

As its first overseas landing, **embedded world China** is aiming to create a high-quality platform for leading technologies and products in the embedded industry of China, as well as a link between global markets and international suppliers. Besides basic exhibiting booth, the organizer planned the on-site displaying area: **intelligent @ innovAtion**, a particular opportunity for centralized showcasing and demonstration to trade visitors.

**More focus, more efficiency!**



## 现场活动 Onsite Events

### 创新技术及应用发展论坛

### Embedded Innovative Technology & Application Development Forum



为参与者带来一个全新的体验，通过开放式的演讲环境，能够使演讲者与听众更好的相互融入。不同于嵌入式大会严谨的学术理论的交流，创新论坛更注重嵌入式系统技术在应用领域的成果分享，更好地将学术理论与产品技术相连接。演讲者通过对产品技术的应用案例的讲解，向终端用户提供所需的解决方案。同时也为企业提供了一个新产品的发布平台，企业可以藉此作为创新产品和技术的发布平台。  
该论坛区域设置在临近创新技术展示区，增加演讲的互动性和交流行，也是现场活动人流集中的区域。

The new experience for the participants, through an open presentation area, which provides better integration between speakers and audience. Being different from the rigorous academic theoretical exchanges at ewChina Conferences, the Exhibitor's Forum focuses more on the sharing of embedded system technologies in application fields, which is finely connecting academic theories with products and technologies. Speakers share with end-users of solutions and case study of products and technologies in application fields. It also provides a platform for companies to launch their new products, which can be used to release the latest innovative products and technologies.

The forum area is set close to the innovative technology showcase area to increase the interactivity of the presentations and communication lines, and is also the area where the live event will have a high concentration of people.

## 营销通路 Multiple Promotion Channels & Tools\*

### 线上推广Online:



展会官网Official website



名企推荐Exhibitor Preview



电子期刊EDM



官微专栏  
Wechat Promotion



HTML 5 invitation

### 线下推广Offline:



展前预览Show preview



现场指南Onsite map



行业期刊Magazine



\*以最终广告手册为准subject to final marketing brochure

NÜRNBERG MESSE

博闻创意  
Creativity Exhibition  
informamarkets

WUKEA  
BUSINESS  
COMMUNICATION

# 专属赞助方案

## Customized Sponsorship Proposal



## 专属赞助方案 Customized Proposal of Sponsorship

尊享赞助商	优享赞助商	贵宾赞助商
嵌入式大会演讲机会 x1场次	嵌入式大会演讲机会 x1场次	
创新技术与应用发展论坛演讲 x2场次	创新技术与应用发展论坛演讲 x1场次	创新技术与应用发展论坛演讲 x1场次
嵌入式大会尊享赞助商logo	嵌入式大会优享赞助商logo	
创新技术展示区 - VIP展位	创新技术展示区 - 一般展位	创新技术展示区 - 一般展位
官方公众号、小程序、EDM的 指定尊享赞助商	官方公众号、小程序、EDM的 指定优享赞助商	
官方公众号、小程序、 创新技术展示区软文推送（置顶+独家）	官方公众号、小程序、 创新技术展示区软文推送（次顶+独家）	官方公众号、小程序、 创新技术展示区软文推送（合集推送）
户外广告（8*4.5m）	户外广告（6*4.5m）	
展位折扣10%	展位折扣8%	展位折扣3%
¥ 150,000	¥ 100,000	¥ 25,000

所有赞助商均有机会在境内外各类展前预热推广活动logo露出

## 专属赞助方案 Customized Proposal of Sponsorship

Premium Sponsorship	Honorary Sponsorship	VIP Sponsorship
Speech on ewChina Conference <b>x1</b>	Speech on ewChina Conference <b>x1</b>	
Speech on Development Forum <b>x2</b>	Speech on Development Forum <b>x1</b>	Speech on Development Forum <b>x1</b>
<b>Premium Sponsor Logo</b> on ewChina Conference	<b>Honorary Sponsor Logo</b> on ewChina Conference	
<b>1 VIP slot</b> in Intelligent @ InnovAition	<b>1 general slot</b> in Intelligent @ InnovAition	<b>1 general slot</b> in Intelligent @ InnovAition
<b>Premium Sponsor</b> for official WeChat account, Mini Program and EDM	<b>Honorary Sponsor</b> for official WeChat account, Mini Program and EDM	
<b>Headline and Exclusive</b> advertising in official WeChat account, Mini Program of InnovAition	<b>2nd Headline and Exclusive</b> advertising in official WeChat account, Mini Program of InnovAition	<b>General</b> advertising in official WeChat account, Mini Program of InnovAition
Outdoor Ad (8*4.5m)	Outdoor Ad (6*4.5m)	
10% discount of booth cost	8% discount of booth cost	3% discount of booth cost
<b>¥ 150,000</b>	<b>¥ 100,000</b>	<b>¥ 25,000</b>

All sponsors has logo exposure on global embedded world Conference promotions



# 赶快加入我们

JOIN US **NOW**

2023.6.14-16 • 上海世博展览馆  
Hall 3 SWEECC

