



# AUTO TECH 2025 China

## The 12th International Automotive Electronics Technology Expo

### The Asia's Leading Exhibition Specialised in Automotive Electronics!

The 12th International Automotive Electronics Technology Expo 2025 is one of 8 shows consisting AUTO TECH 2025. It gathers a variety of automotive electronics technologies such as components, materials, software, manufacturing equipment and testing technologies, etc.

Automotive OEMs and Tier 1&2 suppliers visit the exhibition to find suppliers and partners. The exhibition has grown in size every year and has established itself a must-attend event for automotive industry professionals.



**November 21-24, 2025**

Area D, China Import and Export  
Fair Complex (Guangzhou)



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AUTO TECH 2025—the 12th International Automotive Electronics Technology Expo will take place from November 21-24, 2025 at the Area D, China Import and Export Fair Complex (Guangzhou) in Guangzhou, China. As one of 8 themed exhibitions held inside AUTO TECH 2025, It will attract more than 500 companies to show the latest technologies and products, together with other important topics such as software defined vehicle, EV/HV, lightweight, smart cockpit, test and autonomous driving ect. Meanwhile, the event organizer will invite auto OEMs, R&D centers and Tier 1&2 suppliers to visit the show such as GAC, Nissan, Toyota, Honda, BYD, Tesla, Xiaopeng, Dongfeng, Changan, SAIC, Geely, GM, Mercedes-Benz, BMW, Volkswagen, NIO, FAW, Bosch, Continental, Magna and any others from China and all over the world.

## 2024 Show Review ☆

**408** exhibitors from **26** Countries and regions

**18,960** automotive engineers visited the show

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

**80** high-level technical seminars

**86** visitor groups, including BYD, Xpeng Motors, GAC Aion, GAC R&D Center, GAC Toyota, Dongfeng Nissan, GAC Honda, FAW-Volkswagen, Li Auto, Changan Automobile, Chery Automobile, Jikrypton, Tesla, Magneti Marelli, Xiaomi, Bosch, Continental Automobile, Joyson Electronics, Desay SV, DENSO etc.

\*Shared with China Guangzhou Automotive Technology Expo

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### Types of Trade Show Attendees at Trade Show:

- ◆ More than 20 automobile industrial parks —Guangzhou Huadu Automobile Industry Base, Guangdong Zengcheng Industrial Park, Guangdong Zhaoqing (Gaoyao) Auto Parts Industrial Park, Greater bay Area Automobile Industrial Zone, Guangzhou Development Zone, Shenzhen BYD Pingshan Industrial Park, Foshan High-tech Industrial Development Zone, Huizhou (Shiwan) Automobile Industrial Park, Liuzhou High-tech Zone, Wuhan Economic and Technological Development Zone, Xiangyang Automobile Industrial Park, Yancheng New Energy Automobile Industrial Park, Chongqing Changan Automobile Zone, Chengdu Economic and Technological Development Zone, Changsha County Economic and Technological Development Zone, Jiangxi Dacheng Automobile Technology Industrial Park, etc.;
- ◆ More than 50 automotive R&D Centers —China Automotive Technology Research Center, GAC Automotive Engineering Research Institute, GAC AION Technology Center, BYD Auto Engineering Research Institute, BYD Product Planning and New Auto Technologies Research Institute, Dongfeng Nissan Passenger Vehicle Technology Center, Honda Technological Co., Ltd., Xpeng Motors R&D, Geely Automobile Research Institute, Ford Nanjing Automotive Engineering Research Center, Changan Automobile Engineering Research Institute, Yutong Bus Technology Research Institute, Jiangling Motors Group R&D Center, Toyota Automotive R&D Center, Pan Asia Automotive Technology Center, Hyundai Motor R&D Center, Beijing Automotive Research Institute, Shanghai Automotive Technology Center, FAW Technology Center, Mercedes-Benz Passenger Vehicle China R&D Center, Great Wall Motor Technology Research Institute, JAC Technology Center, Dongfeng Automobile company technology center, etc.;
- ◆ More than 100 vehicle manufacturing companies—GAC Passenger Cars, GAC Aion New Energy, BYD, Xpeng Motors, Tesla, NIO, Li Auto, GAC Toyota, Dongfeng Nissan, GAC Honda, Geely Automobile, Jikrypton Motors, Dongfeng Motor, Dongfeng Honda, Liuzhou Wuling, Changan Automobile, Avita, Changan Ford, Hyundai Motor, Xiamen Kinglong, Volvo Cars, FAW-Volkswagen, FAW Jetta, FAW Toyota, SAIC Volkswagen, VOYAH Automobile, SAIC-GM, BAIC Foton, Denza New Energy, Leapmotor , Xiaomi Motors, SERES, Chery Automobile, Zhengzhou Yutong Bus, Guangzhou Fengshen Motors, Dongfeng Liuzhou Motors, Great Wall Motors, JAC Motors, Smart Motors, FAW Jiefang, China National Heavy Duty Truck, Jiangling Motors, Jiangling Ford, SAIC Roewe , BMW Brilliance, Volkswagen Anhui New Energy, Beijing Benz, Fujian Benz, Skyworth Automobile, Dayun Automobile, Vietnam Vinfast, etc, etc.;
- ◆ More than 1,000 Tier 1&2 suppliers—Bosch, Continental, Denso, Valeo, Aptiv, Panasonic Automotive Systems, ZF, Marelli, Lear, Faurecia, Sumitomo Electric, Hella, Hitachi Automotive Systems, Autoliv, Dana, BorgWarner, CATL, Koito, Aisin Seiki, Magna International, Hyundai Mobis, Cummins, Brose, Hyundai Wia, Joyson Electronics, Mitsubishi Motors, Inovance Technology, United Power, Eberspächer, Hyundai Tandys, Yanfeng, Huayu Motors, Toyota Boshoku, JTEKT, Desay SV, Foryou Corporation, Guangxi Yuchai, GAC Toyota Engine, Benteler, Verico, Adient, Neusoft Automotive Electronics, FinDreams Powertrain, Nidec Automotive Drive, Elring Klinger, Visteon, Honda Auto Parts, Minth Automotive, Webasto, Hangsheng Electronics, GAC Components, Toyota Gosei, TIAS, Fuyao Group, Sama, CALB, Dongfeng Components, Huawei Technologies, DJI Automotive, Ningbo Tuopu, Nuobo auto, Shinry Technology, Infineon, Renesas Electronics, Jingjin Electric, Wanxiang Group, Founder Motor, Jiexin Power, etc.



## Exhibit Profile

**Automotive Components & In-vehicle System:** Engine Control System, Safety/Comfort Control System, In-vehicle Networking System, Communication/ITS-related System, Chassis Control System.

**Semiconductors, Electronic Components & Devices:** In-vehicle Semiconductors, Capacitors/Condensers, Sensors, Connectors/Cables/Harnesses, Batteries, Resistors, In-vehicle PCBs, Touchpanels/Display Modules (LCD/FED/VFD), Camera Modules, Communication Modules, Fine Processing Technologies.

**Testing Technologies:** ECU Testing Tools/Software, ECU Diagnosis and Verification Services, Testing, Inspection and Analysis Devices/Software for In-vehicle Networking System, CAE Software, Debuggers.

**ECU Manufacturing & Testing Technology:** ECU Manufacturing, SMT Materials (Soldering Materials /PCB Materials /Adhesives /Thermally Conductive Materials), Inspection Equipment, Contract SMT / Contract Manufacturing Services.

**In-vehicle Software Development:** Development Tools, Testing, Inspection, Contract Development.

**ADAS/Autonomous Driving Technology:** ADAS, Radars, Sensor Modules, Camera Modules, Image Processing System, Semiconductors, IC, In-vehicle OS, R&D Support Tools/Services.

**EMC/Noise Reduction:** EMC Components, Testing & Measuring Equipment, Design & Simulation Technologies, Anechoic Chambers, etc.

**Thermal Management Technology:** Thermal Management Materials, Thermal Management Components, Thermal Design / Analysis Technologies.

**Design Engineering & Development Solution:** CAD, CAM, CAE, Other related IT solutions for automotive design and development etc.

## Exhibitor Comments

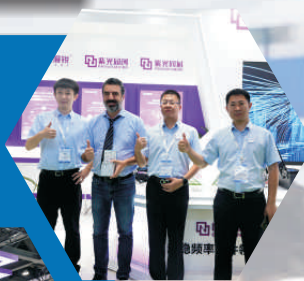
We have been looking for a professional automotive electronics technology exhibition, and the AUTO TECH exhibition meets our needs. In addition to other types of electronics or semiconductor exhibitions, the automotive customers here are relatively concentrated. South China is also China's global automotive electronics industry base, and it is worth looking forward to. If given the opportunity, we will continue to participate in AUTO TECH South China Automotive Electronics Technology Exhibition. Such an exhibition with a relatively high level and concentration of professional visitors will be very helpful for future development.

**Irene WU, Marketing Manager, Zhejiang Liown Semiconductor Co.,Ltd.**



Guoxin Jingyuan Electronics, a subsidiary of Guoxin Micro, made a dazzling appearance at the AUTO TECH South China exhibition, showcasing the company's series of high-end crystal oscillator products and their applications in cutting-edge fields such as automotive electronics, artificial intelligence, IoT, wearable devices, 5G communications, etc., attracting many automotive industry manufacturers, professionals and researchers stopped to communicate, including Toyota, GAC, Honda, Xpeng, BYD, Denso, Desay SV, etc. And sure, we will continue to exhibit at this exhibition.

**Gao Yanzhi, planning director, Tsinghua Unigroup**



## Visitor Comments

Our company organizes a lot of staffs to attend the AUTO TECH every year, and we gain a lot at the exhibition! The exhibition area is clearly divided and the guide signs are clear, which is very convenient for visitors. Many exhibitors from different segmentation in automotive industry. In addition, the organizer's pick-up driver communicated clearly, the vehicle arrived at our company in advance, the pick-up and delivery were good, and the service experience was also very good.

**Zhan Zhixun, Director, Guangzhou Denso Co., Ltd.**





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Automotive Electronics Technology Exhibition Area Data Analysis (2022-2024)





# Automotive Electronics Forum at AUTO TECH 2025

## The 6th International Forum on Automotive Electronics Technology Innovation and Autonomous Driving

November 21-22, 2025 China · Guangzhou

### Forum topics in 2025 (including but not limited to)

Development trends of smart chips for vehicle-mounted central computing platforms  
 In the era of smart electric vehicles, opportunities and challenges for the development of the chip industry  
 Thoughts and innovations in the application of autonomous vehicle-grade chips  
 C-V2X empowers the development of intelligent connected cars  
 AI defines the development trend of automobiles  
 Focus on high-end analog chip replacement to help secure new energy vehicle supply chain  
 Application of functional safety & information security at the basic software level of automotive electronics  
 Specific application technology strategies for SOA vehicle electronic architecture  
 One-stop solution for automotive grade BMS chips  
 Connector solutions for the era of smart electric vehicles

### New Energy Automotive Electronics

- New energy vehicle power semiconductor technology
- Motor control technology
- Intelligent battery management system and system integration technology
- Power electronic converter
- Wireless charging technology
- Thermal management technology

### AUTO TECH Speakers(partial)



**Liao Lei**  
Chief Engineer of Internet of Vehicles & Software Defined Automotive Project Director  
GAC Research Institute



**Su Ning**  
BOE Varitronix CEO, VP of BOE Group



**Zhang Xiong**  
Deputy Director of GAC Aian R&D Center



**Yu Zhenghua**  
CEO  
Motovis



**Donato Vairo**  
Vice General Manager  
Metasystem Electronics (Chongqing) Co., Ltd



**Maria Tang**  
VP of Greater China Sales  
Xilinx



**Zhuang Zheming**  
Sr AE Manager  
Cadence Design Systems, Inc.



**Yang Dongsheng**  
President of Automotive Technology Research Institute  
BYD Auto Industry Co., Ltd.,



**Ouassim Sfar**  
Project technical management  
Volkswagen (Anhui) Co., Ltd.



**Wang Yige**  
Director of MDC  
Huawei Technologies Co., Ltd



**Zhang Haijun**  
Product Planning Director  
Foryou Corporation



**Alexander Pesch**  
Senior Director of Autonomous driving  
Audi China



**Zhu Xiaoyue**  
Automotive and Energy Business Department BD  
Keysight



**Ge Shuying**  
China Business Development Manager  
StradVision



**Toshima Koji**  
Head of Electric Project  
Toyota cars



**Gu Jie**  
Senior Director of Xpeng Motors Power Department



## Targeted buyers:

BYD Auto  
GAC R&D CENTER  
XPENG Motors  
GAC Aion New Energy Automobile  
Dongfeng Nissan Passenger Vehicle  
Honda Technology (China)  
Changan Automobile Global R&D Center  
Volkswagen (Anhui)  
Great Wall Motor  
GAC Toyota Motor  
Xiaomi Auto  
Li Auto Inc  
ZF Guangzhou Technology Center  
Skyworth Automobile  
Hangsheng Electronics  
Desay SV Automotive Electronics  
Huawei Technologies  
Valeo  
Joyson Electronics  
Tesla (Shanghai)  
Geely Automobile  
Denso China  
Chery Automotive  
Toyota Boshoku  
Bosch Automotive Components  
Magneti Marelli Automotive Electronics  
Mercedes-Benz China R&D Center  
Yazaki (China)  
CRRC Times Electric Vehicle  
VinFast Electric Cars  
BMW  
Panasonic Automotive  
Infineon Technologies  
VOYAH Automobile  
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## Briefing

### Time:

November 21-24,2025

### Venue:

Area D, China Import and Export Fair Complex (Guangzhou)

### Organizers:

China Automotive Engineering Research Institute Co. Ltd  
Society of Automotive Engineers of Guangdong  
Society of Automotive Engineers of Guangxi  
Society of Automotive Engineers of Fujian  
Society of Automotive Engineers of Hubeing  
Society of Automotive Engineers of Jiangxi  
Guangzhou J&S Watson Exhibition Co., Ltd

### Co-organizers:

BYD Auto Industry Co., Ltd.  
GAC Research Institute  
GAC Honda Co., Ltd.  
GAC Toyota Co., Ltd.  
Dongfeng Nissan Passenger Vehicle Technology Center  
Chery Automotive Technology R&D Center  
Changan Automobile Global R&D Center  
Geely Automobile R&D Center  
Xiaomi Automobile Technology Co., Ltd.  
Guangzhou Xiaopeng Motors Technology Co., Ltd.  
NIO Co., Ltd.  
Li Auto Inc  
Dongfeng Motor R&D Center  
Great Wall Motor Company Limited  
FAW-Volkswagen Co., Ltd

Guangzhou JS Watson Exhibition Co.,Ltd

Exhibition Manager

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## Show schedule

SHOW TIME

Move In:  
2025.11.19-20

Show Time:  
2025.11.21-24

Move Out:  
2025.11.24

## Booth fee

Booth type	Specifications	Price
Standard booth	9m <sup>2</sup>	USD 2800
	18m <sup>2</sup>	USD 5600
Raw space	36m <sup>2</sup> at least	USD 280/m <sup>2</sup>