

ATC
汽车技术平台
Automotive Technology Center



Powertrain Tech EXPO



2025 THE 4TH AUTOMOTIVE
POWERTRAIN TECHNOLOGY

EXHIBITION

🕒 | **2025.3.26-28**

📍 | **Shanghai Automotive Exhibition Center**

Exhibition Overview



Event Time
March 26-28, 2025

Venue of the event

Shanghai Automotive Exhibition Center (Jiading Anting)

展会亮点



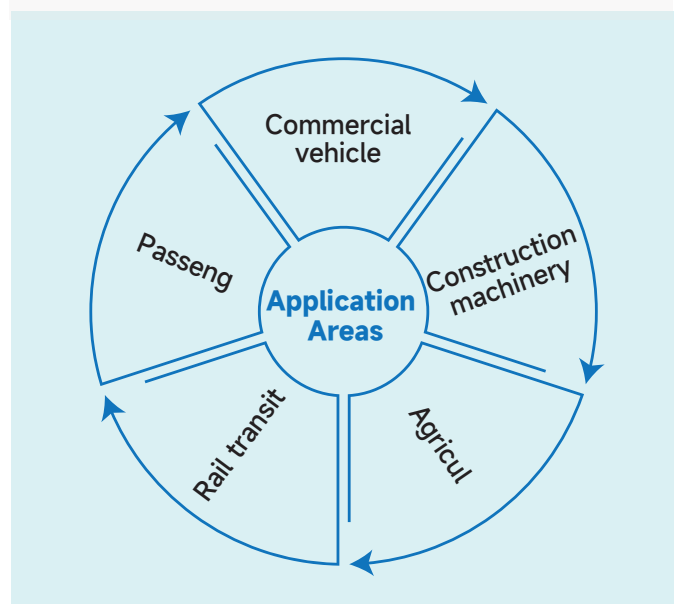
The 4th Automotive Power System Technology Exhibition is a professional exhibition of high-quality new energy vehicle power systems in Asia. After years of development, it has become a lighthouse exhibition for OEMs in this field.

This exhibition will showcase a more diverse range of applications and content, covering hot technology topics such as electric drive systems, power modules, electronic control systems, drive motors, hybrid power, commercial vehicle electric drive axles, and intelligent power manufacturing.

This exhibition will continue in the form of "meeting+exhibition", with an exhibition area of 16000 square meters, over 200 exhibitors, and 10000+professional visitors. Eight major brand technology conferences were held simultaneously, covering over 160 technical hotspots and topics, with 3000+attendees, of which over 50% were from OEMs.

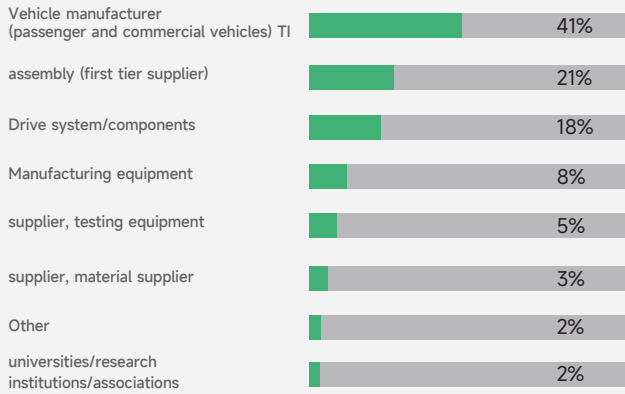
> Scope of exhibits

Electric drive assembly	Electric control system
Electric machiner	Drive system components and materials
Retarder	Intelligent manufacturing equipment

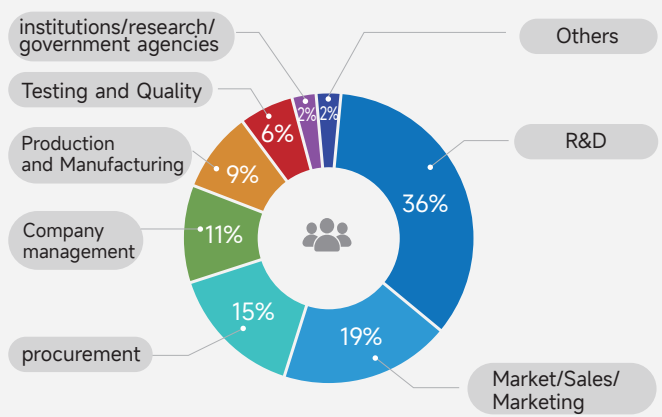


Audience analysis

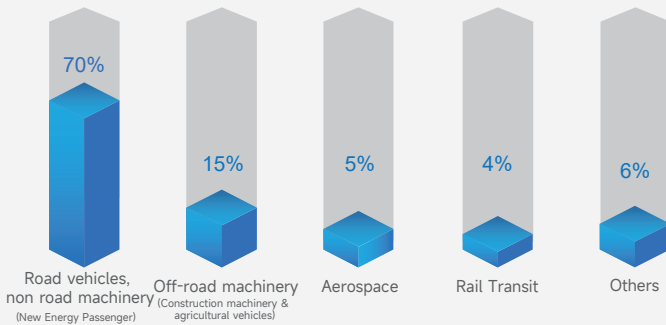
按企业性质分：



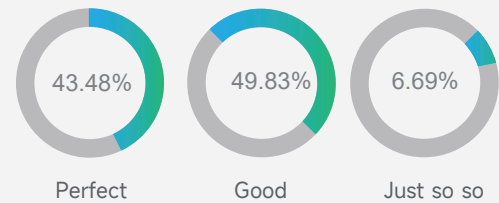
按部门职位分：



Classified by :



Audience evaluation of the exhibition:



> Exhibitors' comments

The event is great, providing a platform for technical colleagues from various car companies to exchange and learn from each other. We hope to give more companies the opportunity to showcase themselves, and we will also participate in future exhibitions

—Tianjin Denso

Overall, it's pretty good, there's always Target Clients at the booth

—Hecheng Technology

This year's ATC is very good, and it would be even better if the topic is delved into

—Jiajibaiao Industrial

The layout of the conference room is reasonable and clear

—Zhejiang Huanfang

The event is very good, with higher professionalism and a more focused audience

—Enfu

I have met many old friends, and their expertise and scale are both very good

—DuPont

The boss is very satisfied and we need to strengthen our cooperation with you. Please send me the schedule of other activities in a timely manner so that we can choose

— Foshan Fuji

Everything is pretty good, there were quite a few people during the speech, and the overall effect felt quite good

—Shunyun Technology

We will continue to hold exhibitions next year and have met some potential customers for testing

—Huatelike

The foot traffic at the booth is decent, and the sales team is quite satisfied. They feel that the quality of the attendees is higher than that of their peers, and will increase the budget next year

—Eddie Jie

The scene and crowd flow are decent, and the venue is well attended. I hope it will continue to improve and I will continue to support it

— Jiashiduo

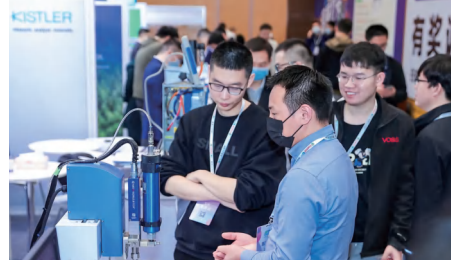
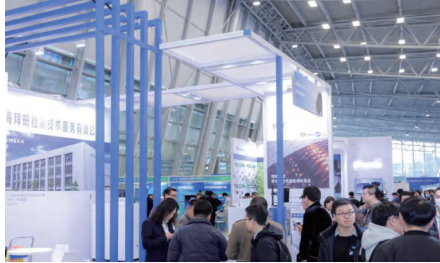
Theme Exhibition Area & Exhibitor Comments



Power System Exhibition Area

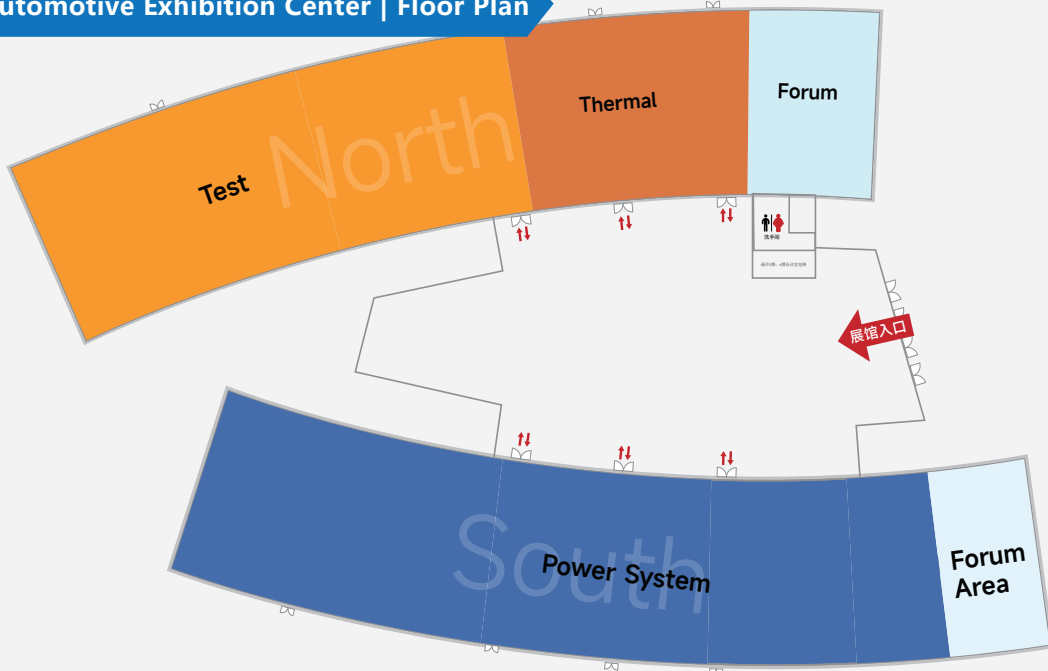


Manufacturing Exhibition Area



More.....

Shanghai Automotive Exhibition Center | Floor Plan



Simultaneous Technology Summit

As the organizer of the largest domestic automotive technology conference in China, ATC Automotive Technology Platform will hold Eight "Innovation Technology Summits" and eight in-depth technical workshops during the exhibition, attracting thousands of technical and procurement related personnel from OEMs and T1 assemblies to attend. Each technology summit will closely grasp the popular technology applications and market development of new energy vehicle power systems, promote technical interaction and in-depth discussions between OEMs and suppliers, and build a platform for business docking.

The 5th Electric Drive System Technology Summit 2025

500

- Focusing on user experience, innovating electric drive technology, and achieving customer value (innovative multi in one and distributed drive technology practice)
- Industrial Big Data Implementation Practice - Introduction to NIO Electric Drive E-DAS Digital R&D Platform
- Innovative thinking on power electronics of electric drive systems in the era of internal competition
- Introduction to Vehicle Application Cases Based on the New generation permanent magnet

[More.....](#)

The 3rd Power Semiconductor Summit 2025

300

- Application of Plastic Encapsulated Silicon Carbide Modules in 800V Electric Drive Systems
- Development of SiC technology and products for efficient electric drive
- New Materials for SiC Power Module Packaging and Their Applications
- Reliability Requirements for Power Semiconductors in Vehicle Drive Motor Systems

[More.....](#)

The 4th Automotive High Voltage System Technology Summit 2025

300

- Strategic layout analysis of passenger car models based on supercharging
- Analysis of insulation technology for new energy drive motors
- Positive development of electric drive insulation system
- Testing and evaluation of insulation voltage durability of drive motors for new energy vehicles

[More.....](#)

The 2nd Drive Motor Technology Summit 2025

300

- Research and development of dual rotor single stator axial flux oil cooled motor
- Research on Key Technologies of Zero Heavy Rare Earth and Low Light Rare Earth Permanent Magnet Synchronous Motor
- Motor rotor parking system

[More.....](#)

The 2nd Electric Drive Digitalization and Intelligent Manufacturing Technology Summit 2025

300

- Efficient and flexible electric drive production line planning and layout
- AI empowers visual inspection of electric drive systems
- Intelligent Manufacturing Solution for Multi in One Electric Drive System
- Exploration into the Winding Process Technology of the Next Generation Flat Wire Motor

[More.....](#)

The 5th China Hybrid Power Technology Summit 2025

500

- Technological Innovation Leads Change - User Thinking Defined Extended Range System
- SAIC's new generation of hybrid dedicated high-efficiency engine and DMH super hybrid system
- Great Wall Hi4 plug-in hybrid technology innovation maximizes user value
- Development Practice of Mach Power Efficient Hybrid Gasoline Engine

[More.....](#)

The 8th China Commercial Vehicle Transmission System and Electric Drive Technology Summit 2025

300

- Different technical routes for commercial vehicle electric drive
- Integrated solution for commercial vehicle electric drive axle
- Regulations, NVH, motors
- Commercial vehicle AMT

[More.....](#)

The 5th New Energy Commercial Vehicle Power Innovation Technology Summit

300

- The latest hybrid technology for commercial vehicles
- Hydrogen internal combustion engine
- Low carbon, zero carbon, and post emission treatment
- Alternative fuels

[More.....](#)

Special events during the same period

Exciting activities during the same period



5+ High level closed door meeting

Senior executives at or above the level of General Assembly Director will have closed door private communication and hold a small high-level dinner. The closed door meeting will focus on industry hot topics for discussion, which is highly welcomed by the attending senior executives.

Electric drive high-level closed door meeting

Hybrid powertrain high-level closed door meeting

Commercial vehicle power high-level closed door meeting

20+ workshop

Invite scholars or industry experts to host discussions on a specific hot topic, allowing participants to express their opinions and seek deeper understanding and communication, and expand their business social circle.

Electric Drive NVH

IGBT packaging

In depth exploration of commercial vehicle hybrid

....Nearly 8 technical workshops were held simultaneously

1+ Purchasing Matching Meeting

ATC will collect procurement requirements from host manufacturers, T1 assemblies, etc., and conduct one-on-one, face-to-face communication between the supply and demand sides to promote cooperation and reduce communication costs.



1+ Investment Roadshow



Last speaker(parts)



Roland Berger
Associate Partner



SERES
Dean of Power Research
Institute



FAW
Director of New Energy
Development Research
Institute



LEAPMOTOR
VP



volkswagen
Powertrain and Energy Systems
R&D Director



FEV
President of China



AVL
General manager



INOVANCE
Powertrain R&D Director



VREMT
Electric Drive Product
Director



PATAC
Algorithm design and
strategy optimization
technical manager



Great Wall Motor
Deputy Chief Engineer,
Hybrid System



BAIC
Director of electronic
control testing and
software development and
testing technology expert



Changan
Chief Engineer of
Powertrain Integrated
Applications



Geely
Chief Engineer of Hybrid
System and Engine
Platform



Hycet
deputy general manager



VOYAH
Power integrated
development expert



Dongfeng
chief engineer



BYD
Senior expert in innovative
technology



UAES
VP Engineer



Great Wall Motor
Hybrid Chief Engineer



HASCO
Innovation Director and
Senior Expert



Geely
reliability expert



Changan
Hybrid Control Chief
Engineer



Dongfeng
Deputy Chief Engineer

more.....

> Audience Comments

Zero Run

Head of Marketing Department

Overall, the customer's quality is quite good

Xiaopeng

Senior Director

The conference was well organized, especially the closed door meetings where peers exchanged ideas and gained a lot.

Total

Business Development and Marketing Manager

There are still quite a lot of people, overall satisfactory

**Dongfeng
R&D Institute**

Engine Performance Director

The content of this conference is very rich and the gains are great

SAIC

Battery Safety Manager

The overall scale of the event is very large, and the catering was unexpected. The topic content is also very good, and the suppliers have gained a lot. He saw many types of suppliers he wanted to meet.

NIO

Director of Electric Drive

Closed door meetings of the same level are very valuable, and the on-site organization of exhibitions and conferences is also very professional. We have also found some potential suppliers

Ningde

Battery Safety Manager

The overall scale of the event is very large, and the catering was unexpected. The topic content is also very good, and the suppliers have gained a lot. He saw many types of suppliers he wanted to meet.

FAW

Battery Safety Manager

The high-level closed door meeting is very good, I will continue to attend next time!

All-round publicity



WeChat group

200+professional WeChat groups with a total of over 100000 people

Mobile

100000+auto technology vertical fan applet, official account, WeChat group multi-channel coverage



CustomerService
Xiaofei Che



Customer Service
Chenyu Che

Add customer service to the group

> Customer

The special reporter of ATC interviewed and promoted the news through the ATC official account, WeChat group and website, including the interview script, so the comprehensive cost performance ratio was extremely high.



> Technical live streaming

Online live streaming of a leading

- ♦ **Event scale:** 1 live broadcast, 200+registrations
- ♦ **Services provided:** technical support, live room management, promotion, audience invitation



Live streaming and visiting activities of a Chinese listed motor production company's production line

- ♦ **activity scale:** 35 people
- ♦ **Services provided:** event coordination, guest speaker invitation, audience invitation, venue construction, conference, visual design, banquet, on-site control



Partial cooperative media >>



更多.....

New Energy Industry Global Series Activities Layout



Global Conference Program

The 2nd Southeast Asia China New Energy Vehicle Industry Conference

September 26-27, 2024 Bangkok, Thailand

5+
Sub venue

600+
Attendees

50+
International
guest speaker

40+
Exhibitor

Europe China New Energy Vehicle Technology Conference

November 7-8, 2024 Frankfurt, Germany

2+
Sub venue

300+
Attendees

40+
International
guest speaker

30+
Exhibitor

Mexico China New Energy Vehicle Industry Conference

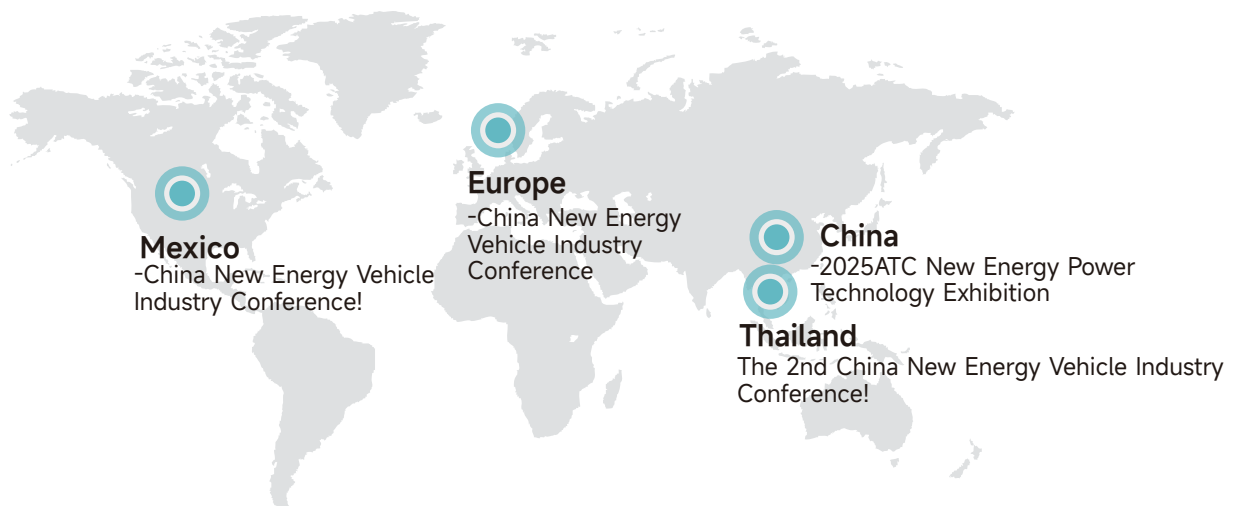
2025.5 Mexico

2+
Sub venue

300+
Attendees

30+
International
guest speaker

30+
Exhibitor



Concurrent Exhibitions

The 4th ATC Automotive Testing Technology Conference and Exhibition 2025

2025.3.26-28 Shanghai,

2025ATC New Energy Thermal Management Technology Exhibition

2025.3.26-28 Shanghai,

About ATC

Founded in 2014, Automotive Technology Platform (ATC) has been plowing into the field of automotive technology for 10 years, constantly innovating and pursuing quality to provide professional technical exchanges, skills training and business services for Chinese automotive technicians, and is the influential leading brand of domestic automotive technology conferences and events

The platform has mature business sections such as automotive tech summits, tech training, industry map, customized event, membership program, live streaming and so on.

Every year, we organize more than 10 large-scale technology weeks/exhibitions and more than 100 automotive technology-related trainings and salons, develop and produce more than 10 automotive industry maps, and serve more than 30,000 customers and 3,800 participating enterprises, with customers from all OEMs and thousands of automotive parts manufacturers.

>> ATC Media Matrix



ATC汽车技术平台



ATC汽车底盘



汽车人力资源



ATC知识家园



ATC智车未来



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