

# Hear direct from Fraunhofer IIS on MWC Shanghai

## Introduction

Since 1985, Fraunhofer IIS has been shaping global media standards with its audio and media technologies. Starting with the worldwide success of mp3 and AAC, our innovations from Erlangen, Germany, are now embedded in virtually every area of consumer electronics. Today, our portfolio spans state-of-the-art audio codecs such as xHE-AAC and EVS, and speech technologies powered by AI – including the ultra-efficient NESC voice codec for NTN satellite communication and upHear Microphone Processing for crystal-clear voice capture.

As a long-standing member of 3GPP (3rd Generation Partnership Project that unites seven telecommunications standard development organisations), we contribute to global communication standards such as VoLTE and Voice over New Radio (VoNR), ensuring our technologies enable next-generation connectivity worldwide.



Mandy Garcia, Head of Marketing and Communications, Audio and Media Technologies Division, explains the value that exhibiting at MWC Shanghai brings to Fraunhofer IIS (Institute for Integrated Circuits).

This institute is part of the world's leading applied research organisation, Fraunhofer-Gesellschaft, specialising in microelectronics, IT system solutions and services.

## Q1

### Why China is a key market ?

China is not only a hub for manufacturers and decision makers in consumer electronics and smart devices – it is also one of the most dynamic markets for innovation. That's why Fraunhofer IIS is committed to bringing its audio solutions to partners in China, across industries from broadcast and streaming to automotive, mobile and immersive entertainment.

## Q2

### There are numerous technology exhibitions – why exhibit at MWC Shanghai?

MWC Shanghai has always been a key platform for Fraunhofer IIS to connect with communication technology leaders across the APAC region.

In 2025, the event became even more relevant with the inclusion of satellite operators and automotive manufacturers – two sectors where our technologies deliver exceptional value. For example, our NESC voice codec enhances the quality and efficiency of satellite speech communication, while EVS/IVAS set the benchmark for high-quality voice services in 4G and 5G networks.



What makes MWC Shanghai unique is its ability to unite the entire mobile ecosystem—from network providers and device makers to emerging verticals like automotive and aerospace—under one roof.

By exhibiting at both MWC Barcelona and MWC Shanghai, we demonstrate our commitment to innovation and ensure visibility in the most influential global markets, connecting with partners where industry momentum and future growth are strongest. The sectors represented reflect the growing demand for advanced audio solutions in mobility and connectivity – areas where Fraunhofer IIS is actively shaping the future.

### Q3

What specific strategies did you implement to maximise engagement with your target audience – and which yielded the most positive results?

We used a balanced mix of strategies rather than a single tool. Our Fraunhofer Representative Office in China supported us in the localisation of our global event page and AudioBlog post, ensuring our content was accessible and relevant for local audiences. We complemented this with WeChat Moments posts from our colleagues – an essential channel for professional networking in China.

In addition, we carried out personalised outreach, including direct emails and invitations to catch up during the show. This combination of localised content, social engagement and personal contact proved highly effective in creating visibility and fostering meaningful conversations.

The partnership will support us in introducing our technologies and sharing our expertise with relevant industry players, strengthening cooperations and driving innovation across sectors.



For 2026, as Fraunhofer IIS becomes a strategic partner of GSMA China, we look forward to participating even more actively in GSMA's well-organised industry activities.

### Q4

How many high-quality potential clients did you engage with and did these leads convert into actual business collaborations?

We were pleased to welcome numerous high-profile visitors throughout the event, including leading handset manufacturers, mobile network operators and political delegations. Their interest in Fraunhofer IIS technologies underscores the relevance of our innovations across multiple sectors.

These interactions provided an excellent opportunity to exchange ideas and explore future collaboration in a highly dynamic market environment.

### Q5

Share a success story that best reflects the value of MWC Shanghai to your business



Today, our Chinese customers and German technology experts are working closely together to meet these requirements and ensure successful integration. This outcome reflects the real value of MWC Shanghai: **turning conversations into concrete projects.**

In 2025, MWC Shanghai provided excellent opportunities to engage with leading OEMs and operators in China. During the event, they experienced our latest technology demonstrations on-site, which led to joint testing of Fraunhofer IIS audio technologies for specific business use cases.

Our German audio experts also discussed tailoring individual audio features with customers during the show – features that would later be implemented in real products.

### Q6

From a return on investment (ROI) perspective, what do you think is the most significant value of participating in MWC Shanghai?

From an ROI perspective, the greatest value of MWC Shanghai lies in the fact it's a well-established event with the ability to bring together key industry leaders and influential decision makers from across the APAC region and beyond. Having the opportunity to meet such high-profile stakeholders in one place is invaluable. It allows us to showcase our technologies in a hands-on way, making their benefits tangible and relevant for diverse applications – from mobile and automotive to satellite communication.

Q7

What unique advantages does MWC Shanghai offer in terms of connecting international and Chinese markets or fostering innovation exchange?

The unique advantage of MWC Shanghai is its role as a bridge between international and Chinese markets, creating a space where global innovation meets local expertise.

This dual presence fosters true innovation exchange: we showcase our solutions to a diverse audience while learning firsthand about market priorities in China and across APAC. That perspective is invaluable for shaping technologies that resonate worldwide. These insights help us anticipate technology needs and align our research with market realities.

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For Fraunhofer IIS, exhibiting at both MWC Barcelona and MWC Shanghai is essential to our global profile. It allows us to compare insights from two leading tech ecosystems, **identify emerging trends and adapt our technologies to meet both global and regional needs.**

Q8

Based on your past success, what new plans or expectations does your company have for participating in the next MWC Shanghai?

For the next MWC Shanghai, we aim to expand our connections with the newly represented industries, such as satellite communication and automotive, while continuing to strengthen relationships in mobile communication – a sector where Fraunhofer IIS has a long-standing reputation.

As the most renowned R&D institute in audio, we work closely with all sectors of the industry to create innovations that set global benchmarks. Technologies like our NESC voice codec for satellite communication, EVS for voice services in 4G/5G networks, IVAS for immersive audio services in 4G/5G, the xHE-AAC codec in the RCS audio messaging and our upHear VQE next generation voice and audio capturing for mobile phones demonstrate how we deliver cutting-edge audio for diverse applications.

At the next show, we look forward to showcasing these capabilities and fostering new partnerships that drive innovation across markets.

Q9

For those considering MWC Shanghai for the first time, which areas do you suggest they focus on?

For first-time participants, these areas deserve special attention:

Local expertise – having contacts in China who understand the business landscape and cultural nuances is a major advantage. Working closely with the GSMA's local team streamlines organisational processes, creating a smooth and successful presence, helping you to navigate conversations and build trust quickly.

Visibility and presentation – MWC Shanghai sets a high bar for booth quality and exhibitor visibility. Investing in thoughtful booth design and enhancing your exhibitor profile in the GSMA directory can significantly boost your reach and engagement.

Want your own success story at MWC Shanghai?

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