

No. 18

Munich, November 14, 2014

## Final report

### electronica 2014

## Welcome to the future

**In the year of its 50th birthday, electronica has achieved an outstanding result: more than 73,000 visitors from over 80 countries and 2,737 exhibitors from 50 countries celebrated the anniversary of the world's largest event for the electronics industry. Once again, the number of international visitors has increased – from 47 to 50 percent. As revealed during the four days of the trade fair, the future is connected – from wearables and cars to entire towns and cities.**

Dr. Reinhard Pfeiffer, Deputy CEO of Messe München, summed up: "electronica has shown that the world is increasingly moving together. We need global platforms such as electronica to make this possible." Kurt Sievers, Chairman of the electronica Advisory Board, EVP and General Manager Automotive, NXP Semiconductors, summarized: "Global connectivity and therefore the issue of security are the themes that will be relevant in the future. By giving customers the opportunity to develop applications that we might not even have thought about at the moment, the electronics industry is driving this success."

Sectors such as automotive and health care as well as the manufacturing industry are offering opportunities for growth. These prospects ensured a euphoric atmosphere in the halls. The upbeat mood is buoyed by the latest figures from the sector. Christoph Stoppok, Managing Director of the Electronic Components and Systems Association and the PCB and Electronic Systems Association in the ZVEI (German Electrical and Electronic Manufacturers' Association) expects the world market for electronic components to grow by over four percent and reach a value of approximately 527 billion US-Dollar over the coming year.

Kathrin Hagel  
PR Manager  
Tel. +49 89 949-21474  
[kathrin.hagel@messe-muenchen.de](mailto:kathrin.hagel@messe-muenchen.de)



Messe München GmbH  
Messegelände  
81823 München  
Germany  
[www.messe-muenchen.de](http://www.messe-muenchen.de)



**Position as world's leading trade fair confirmed**

More than 73,000 trade visitors from over 80 countries came to Munich. As the survey carried out by the market research institute TNS Infratest showed, visitor satisfaction remains extremely high: 96 percent rated the event of good to excellent.

In terms of the number of visitors, the top countries were Germany followed by Italy, Austria, Great Britain and Northern Ireland, Switzerland, France, the Czech Republic and the USA in that order. There was a significant increase in the number of visitors from Italy, China, Austria, India and Slovenia.

2,737 exhibitors from 50 countries presented their products and technologies. This represents an increase of 2.5 percent compared to the previous event. In terms of the number of exhibitors, the leading countries were Germany followed by China, Taiwan, the USA, Great Britain, Hong Kong, Italy, France, Switzerland and the Republic of Korea – once again in that order. Exhibitor satisfaction increased again, surpassing the already excellent result in 2012.

**CEO Round Table and further supporting program**

On the first day of the trade fair, the CEOs of Infineon Technologies, Freescale Semiconductor, NXP Semiconductors and STMicroelectronics discussed the challenges and opportunities offered by the Internet of Things (IoT). Those taking part in the discussion agreed that the potential for the semiconductor industry is enormous. The issue of security plays a key role here. The IT2Industry Conference got off to a successful start. More than 300 visitors found out about the industrial Internet of Things. Topics included M2M/mobility, IT and sensors, IT and security, industrial software, infrastructure and digital networks as well as IT and energy. More than 160 visitors came to the embedded platforms conference. The program included presentations on solutions and services for the development of embedded platforms. The electronica automotive conference also attracted more than 160 participants from 20 countries. The focus here was on sensor fusion, connectivity and

Page 3

lighting. In addition to this, in-depth discussions on topics such as cyber security, power electronics and software took place during the electronica forums.

You will find exhibitor statements regarding the electronica 2014 in the [press area](#) of the electronica website.

Image materials for the electronica 2014 are available in the [media database](#).

You will find all electronica TV reports on our [website](#) and on our [YouTube channel](#).

The next electronica will take place in Munich from November 8-11, 2016.

#### **About electronica**

electronica is the world's leading trade fair for electronic components, systems and applications. It has been held every two years in Munich since 1964 and presents innovations from the entire range of products and services in the electronics industry. electronica is the most important international meeting-point for the electronics industry and features, in addition to the exhibition areas, a supporting program containing first-class conferences - electronica automotive conference, embedded platforms conference, IT2Industry and Wireless Congress – and discussions.

The number of exhibitors and visitors at electronica is verified by an independent auditor on behalf of the Society for Voluntary Control of Fair and Exhibition Statistics (FKM) and can be downloaded from: [www.electronica.de/en/fkm](http://www.electronica.de/en/fkm).

In addition to electronica in Munich, Messe München organizes trade fairs for the electronics industry all over the world. This network of electronics trade fairs includes leading regional events in Delhi, Hong Kong and Shanghai, as well as productronica in Munich. More than 5.500 exhibitors and 200,000 visitors take part in these events.

#### **Messe München International**

Messe München International is one of the world's leading trade show companies. In Munich alone it organizes around 40 trade shows for capital and consumer goods, and key high tech industries. Each year more than 30,000 exhibitors and around two million visitors take part in the events held at Messe München exhibition center, the ICM – International Congress Center München, and in the MOC Veranstaltungszentrum München. The leading international trade fairs of Messe München International are all FKM-certified, i.e. exhibitor and visitor numbers and the figures for exhibition space are collected in line with agreed standards and independently audited on behalf of the FKM (*Gesellschaft zur Freiwilligen Kontrolle von Messe- und Ausstellungszahlen*), a society for the voluntary monitoring of fair and exhibition statistics.

In addition, Messe München International organizes trade shows in Asia, Russia, the Middle East, South America and South Africa. With twelve affiliates abroad – in Europe and in Asia – and over 60 foreign representatives actively serving over 90 countries, Messe München International has a worldwide business network. The Group also takes a pioneering role as regards sustainability: It is the first trade-fair company to be awarded energy-efficiency certification from the technical inspection authorities TÜV SÜD.