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## Press release

### Exhibitor interest is high electronica to add an additional hall

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**The International Trade Fair for Electronic Components, Systems and Applications is getting closer, and exhibitor demand is enormous. As a result, the upcoming electronica from November 8 to 11, 2016 will feature an additional hall and will then occupy a total of 13 halls at the Messe München trade-fair center. However, that is not the only new development at this year's international trade fair.**

Angela Marten, electronica's Exhibition Director, is pleased: "electronica is taking the needs of the industry into account with an additional hall as well as with new elements such as the Embedded Platforms Village and the electronica Start-up Platform." The most rapidly growing sectors are Semiconductors, Power Supplies as well as PCBs and other circuit carriers and EMS, followed by Embedded Systems. Angela Marten explains: "Adding another hall to electronica gives exhibitors an opportunity to increase the size of their stands and allows us to include new exhibitors." As a result, the hall assignments have been changed: The sectors for PCBs, other circuit carriers and EMS will occupy two entire halls, i.e. B4 and C4. Hall C4 is located directly next to the North Entrance, giving visitors quick and easy access to the latest product developments and innovations. Power Supplies are the focus of exhibits in Halls A2 and A3. And Electromechanics/System Periphery is moving into Halls B2 and B3.

The fairgrounds map features an overview of the new hall assignments. It is available on the homepage of the electronica [website](#) and can be downloaded below.

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Page 2

### **New: Embedded Platforms Village**

The new Embedded Platforms Village gives the Embedded sector an additional highlight. Companies participating in this joint exhibition stand can present their know-how and share their knowledge with the community at the Embedded Platforms Conference. The conference takes place at the Press Centre East on November 9 and 10.

### **The international trade fair's new start-up area**

Start-ups provide important impetus for economic and employment growth. But they often face major challenges when it comes to finding the right partner for their own ideas or securing financing. Organized in conjunction with "Elektor" magazine, the electronica Start-up Platform gives the fair a new forum that brings the concentrated innovative strength and solution expertise of start-ups together with interested industries at a single location.

With more than 2,700 exhibitors, the fair gives start-up companies access to plenty of potential business partners and investors and allows them to present their innovative ideas, projects and products to international industry representatives in pitches, demonstrations and personal discussions. What is important when taking first steps, how can companies secure financing, and what should start-ups pay attention to? A special lecture program will give participants answers to these questions and more. For the first time ever, the electronica Start-up Award will be presented.

### **IT2Industry@electronica has its own exhibition space in 2016**

After its successful launch as a conference that was held in conjunction with electronica in 2014, IT2Industry will present products and services that pertain to the Internet of Things at this year's fair. Among other things, the International Trade Fair and Open Conference for Intelligent, Digitally Networked Working Environments will cover topics such as the smart factory, M2M communication, industry software and systems, big data (the Cloud) and industrial IT security. IT2Industry takes place at the Messe München trade-fair center at the same time as electronica, i.e. from November 8 to 11.

Photographic materials from the last exhibition are available in the [Press](#) section of the website and in the [media database](#).

**About electronica**

electronica is the International Trade Fair for Electronic Components, Systems and Applications. It is the electronics industry's most important international industry gathering and features a supporting program with forums and conferences such as the electronica Automotive Conference, the Embedded Platforms Conference, IT2Industry and the Wireless Congress. A total of 73,189 visitors and 2,725 exhibitors participated in electronica in 2014. electronica has been held in Munich every two years since 1964. The next exhibition takes place from November 8–11, 2016. [www.electronica.de](http://www.electronica.de)

**electronica worldwide**

In addition to electronica, Messe München organizes electronica China und electronica India. Its network of electronics exhibitions also includes productronica in Munich, productronica China, productronica India and eAsia.

**Messe München**

Messe München is one of the world's leading trade-show companies. It organizes some 40 trade shows for capital and consumer goods and key high-tech industries in Munich alone. 14 of those events are number 1 in the world in their respective industries. Each year more than 30,000 exhibitors and some two million visitors take part in events held at the Messe München trade-fair center, the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München. In addition, Messe München organizes trade shows in China, India, Turkey, South Africa and Russia. Messe München has a global business presence with affiliates in Europe, Asia and Africa and more than 60 foreign representatives serving more than 100 countries.