

No. 14

Munich, October 28, 2016

Press release

Talent meets Industry: electronica promotes next generation of industry specialists

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Innovation and quality are the most important cornerstones of electronics. Finding new people who are curious and interested, display a pioneering spirit and can help companies in the industry to move forward is essential. In keeping with the motto "Talent meets Industry," electronica from November 8 to 11, 2016 will bring potential employees together with companies to promote industry development. electronica Fast Forward gives start-ups from around the world an opportunity to introduce themselves. The last day of the fair revolves around high-school and college students, and college students can also compete for the Cosima Award.

With 36,745 trainees in 2015 alone, electrician is the second most popular apprenticeship program in the skilled trades. Nearly 69,300 students entered degree programs in electronics or electrical engineering in the 2016 fall semester. The industry is hungry for new talent, and demographic change and increasing digitalization is driving demand for electronics specialists even higher. electronica gives companies and young talent a chance to get to know one another. Student Day takes place at the electronica Forum in Hall A3 on November 11, 2016. Participants have an opportunity to participate in panel discussions. A networking lunch allows the more than 300 expected aspiring engineers to make valuable contacts for their careers after they graduate.

Young inventors to be honored

For the eighth time, the Cosima Award is being presented as part of this year's Student Day. The competition for college students in the field of microsystem technology honors applications that improve or simplify interaction between man

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and technology in various aspects of life. The award is presented by the Association for Electrical, Electronic and Information Technologies (VDE) and enjoys the support of the Federal Ministry for Education and Research. This year's submissions include a robot that can trim eyebrows with a thread, a microchip-controlled refrigerator that monitors the shelf-life of foods and reminds the user via smartphone, and an energy self-sufficient trip-data tracking system with theft warning and tracking for bicycles.

Recruiting young talent for the industry at High School Student Day

High School Student Day on November 11, 2016 will focus on getting even younger students excited about electronics. electronica is partnering with the German Electrical and Electronic Manufacturers' Association (ZVEI) to put together an exciting program to arouse interest in education and training in the electronics industry. ZVEI will introduce various career paths and give young people an opportunity to exchange information with apprentices and college students. Some 150 students from high school throughout Bavaria are expected. Representatives of the electronics industry will present the career opportunities in their companies.

New contacts for young founders

electronica Fast Forward gives start-ups and clever minds from around the world an opportunity to pitch innovative idea and find supporters. Founders and developers can compete in the categories Idea, Prototype and Start-up—and win a place at the joint exhibition stand. The initiative also has its own forum program that allows them and visitors to profit from the experience of other founders and receive valuable tips from business angels and investors. All new companies also have a chance to win the electronica Fast Forward Award. This year's submissions include the smallest and most affordable thermal imaging camera on the international market, a device that can weed and clean floors at the same time, and an intelligent baseboard for retirement homes that can tell if someone is in the room and evaluate whether that person might fall. It then notifies the nursing staff in the event of

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an emergency. electronica Fast Forward is sponsored by STMicroelectronics, Conrad, Würth Elektronik and Trinamic Motion Control.

Thanks to the Job Area, the electronics careers portal organized by electronica and semica, talented young people also have a chance to fine tune their future careers. They can go [online](#) to take a look at job vacancies and establish contact with potential employers whom that can then meet at the fair.

All events, lectures and information about the speakers are available in the electronica event database under the following link: <http://electronica.de/event-database.php>.

Photo materials for electronica are available online 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. For the first time ever, electronica Fast Forward is being presented. 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

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 and abroad. 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.