

No. 16

Munich, November 11, 2016

## Final report

electronica 2016

## Internet of Things revolutionizing the electronics industry

**In keeping with the motto "Connected Worlds—Safe and Secure," electronica, the largest electronics trade fair in the world, took place in Munich from November 8–11. A total of 2,913 companies from more than 50 countries presented their solutions for this sector. They used the industry gathering to network with approximately 73,000 visitors and dialog with professionals from around the world.**

According to Falk Senger, Managing Director at Messe München: "This year's electronica did an impressive job of demonstrating how the various aspects of our lives will network with one another in the future and redefine our everyday lives." Kurt Sievers, Chairman of electronica's Technical Advisory Board, European Vice President and General Manager Automotive, NXP Semiconductors, adds: "Smart technologies and applications make it vital for new security solutions to keep up with this development. Security by design is an important guiding principle for the industry." "It will play a key role in the future," explains Christoph Stoppok, Managing Director of the Electronic Components and Systems Division and the PCB and Electronic Systems Division of the ZVEI (German Electrical and Electronic Manufacturers' Association). "The only way to instill trust in consumers and successfully sell smart devices is to make high-tech products and their components secure." As the electronica Trend Index revealed (see press release from November 8), consumers around the world are aware that security in connected devices is essential.

### Facts and figures about the fair

Approximately 73,000 trade visitors from more than 80 countries attended the fair in Munich. As a survey conducted by Gelszus Messe-Marktforschung

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revealed, satisfaction among visitors remained high. 99 percent gave the fair a rating of good to excellent.

Besides Germany, the countries with the largest number of visitors were Italy, Austria, Great Britain and Northern Ireland, France, Switzerland, USA, Israel, the Russian Federation, Poland and Slovenia, in that order. There was a significant increase in the number of visitors from France, China, Slovenia, Turkey and Israel.

A total of 2,913 exhibitors from than 50 countries presented their products and technologies at the fair. That corresponds to an increase of 7 percent over the 2014 exhibition, continuing a trend during the last few years. "More and more companies present components in the context of applications," explains Senger. Besides Germany, the countries with the largest contingents of exhibitors were China, Taiwan, the USA and Great Britain (in that order).

### **Automotive electronics continues to make headway**

"Today, 80 percent of innovations in the automobile are being driven by microelectronics and software," says Falk Senger, the Managing Director at Messe München. From new assistance systems to sensors and LEDs—automotive electronics continues to increase its presence at electronica. One-third of all exhibitors presented solutions for this sector. The day before the fair started, the electronica Automotive Conference, in which 228 visitors from more than 20 countries participated, was an important prelude to this topic. A total of 228 visitors from 20 countries participated in the conference, a considerable increase over 2014.

### **Strong related events and conference program**

In keeping with the motto "Connected Worlds—Safe and Sound", key figures from the semiconductor industry, OEMS and the scientific sector got warmed up at the CEO Roundtable on the first day of the fair. This year's discussion showed that security is important, but also highly complex. However, it can only be achieved in close collaboration with the IT industry. The Internet of Things and cyber security were also key themes of the Embedded Platforms

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Conference, which also saw an increase in attendance with a total of 218 participants. IT2Industry, the International Trade Fair and Open Conference for Intelligent, Digitally Networked Working Environments, was also a success. It allowed visitors to gather information about topics such as Industrial Software & Systems, Industrial IT Security, Big Data & Cloud, Smart Factory, M2M Communication and Embedded Systems.

### **Successful start for electronica Fast Forward**

For the first time ever, electronica featured a new platform that revolves around aspiring founders and start-ups. For four days, 35 participants from around the world competed for the electronica Fast Forward Award in the categories "Idea," "Prototype," and "Start-up." They demonstrated the enormous innovative strength and dynamics that lie in electronics and gave the industry important momentum with their ideas. And their efforts were rewarded with the electronica Fast Forward. Additional information about the finalists is available under "electronica Fast Forward" at the electronica website.

Exhibitor statements about electronica 2016 are available in the [Press](#) section of the electronica website.

Photo materials for electronica 2016 are available in the [media database](#).

All reports from electronica TV are available on our [website](#) and our [YouTube channel](#).

The next electronica takes place in Munich from November 13–16, 2018.

### **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. Further, the electronica Fast Forward Award is being presented. Approximately 73,000 visitors and 2,913 exhibitors participated in electronica in 2016. electronica has been held in Munich every two years since 1964. The next exhibition takes place from November 13–16, 2018. [www.electronica.de](http://www.electronica.de)

### **electronica worldwide**

In addition to electronica, Messe München organizes electronica China und electronica

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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.