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## Presseinformation

### New Format

## electronica Experience Makes Electronics Accessible

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The motto of this year's electronica (November 13–16, 2018) is "Connecting everything—safe, smart, safe, and secure". The new format in hall 6 is centered around giving exhibitors, school pupils, students, and specialist visitors the opportunity to network. Over the course of the four-day trade fair, applications, live demos, and a job market offer visitors an insight into the world of electronics and the career opportunities it holds.

According to a recent study by the German Economic Institute, Germany is currently experiencing a deficit of 440,000 specialists. Predictions made by the VDE Association for Electrical, Electronic & Information Technologies suggest that, by 2030, there will be around 100,000 vacant positions in electrical engineering alone. And yet numbers of new students are declining with only 9000 graduates per year.

In order to show school pupils, students, and specialist visitors the diversity of the electronics industry, Messe München has developed the format "electronica Experience". Hall 6 is home to a variety of elements to inspire visitors and give them first-hand experience of electronics.

### From virtual reality to robot ballet

Among the many highlights of "electronica Experience" are our exhibitors' live demonstrations. In the demo area in hall 6, companies showcase the endless possibilities electronics offers with the help of a robot ballet, virtual reality glasses, e-scooters, and more!

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### **Top-class talks on the discovery stage**

At the center of the “electronica Experience” stands the Discovery Stage. Alongside talks and panel discussions on subjects such as IOTA and Tangle, Bitcoin and blockchain, and artificial intelligence, customers can expect the following program highlights.

On Tuesday, November 13 at 9:30 a.m., Jeremy Rifkin will be opening electronica with his keynote speech. In his speech, Rifkin will present, among other things, his theory on the Internet of Things (IoT). In his view, this comprises three levels: Energy, communication, and logistics. In the so-called “energy-Internet”, smart-grid technologies will be used to turn private households into micro-power stations which feed electricity into the grid.

Also taking place on the opening day of the trade fair is the “Talk from the Top” at 3:00 p.m. on the Discovery Stage, in collaboration with the trade journal “Automobilwoche” (Automotive News). Participants include:

- Jens Fabrowsky, Divisional Director of Automotive Electronics—Bosch
- Jochen Hermann, Head of CASE and e-Drive Development—Daimler
- Stefan Steyerl, Managing Director—Analog Devices Deutschland
- Thomas M. Müller, Divisional Director of Electronics Development CarIT—Audi
- Peter Schiefer, Division President Automotive—Infineon
- Rupert Stuetzle, Digital Expert Associate Partner—McKinsey

The panel discussion is entitled “Semiconductors or the automotive industry— who’s driving who?”

The four-day developer event ‘IMPACT—Design for a Cause’ brings an additional element to “electronica Experience”. In collaboration with the engineering committees Hackster.io and Element14, as well as the company Avnet, Messe München has developed a conference concept with a laid-back atmosphere. In this space, speakers and visitors can discuss different subjects like home automation, open Internet, and robotics in tutorials and panel discussions.

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The talk by Mick Ebeling on Thursday, November 15 promises to be a highlight. The founder of “Not Impossible Labs” presents, among other things, developments such as the Eye-Writer, which enables ALS patients to write using their eyes.

### **“electronica Experience” as a career event**

The “e-Careers” job area in hall 6 rounds off electronica Experience’s diverse offering. As well as a job market, the career area offers professional resume checks and information about development opportunities in the electronics sector.

For more information, please go to [www.electronica.de](http://www.electronica.de)

Link for press accreditation:

<https://electronica.de/presse/services/akkreditierung/index.html>

### **About electronica**

electronica is the world’s leading trade fair and conference for electronics. The trade fair is the most important meeting point for the electronics industry and also features a supporting program with forums and conferences, such as the electronica Automotive Conference (eAC), the electronica Embedded Platforms Conference (eEPC), the electronica Medical Electronics Conference (eMEC), and the Wireless Congress. electronica Experience will be debuting in 2018 with live demos and applications in hall C6. The electronica Fast Forward Award has been presented since 2016. Around 73,000 visitors and more than 2,900 exhibitors took part in electronica 2016. electronica was founded in 1964 and has taken place every two years in Munich ever since. The next event will be held from November 13 to 16, 2018.

### **electronica worldwide**

As well as electronica, Messe München also organizes electronica China, electronica India, the SmartCards Expo, and electronicAsia. Other electronics trade fairs in the network are productronica in Munich, productronica China, productronica South China, productronica India, and LOPEC.

### **Messe München**

Messe München is one of the world’s leading trade fair companies. It organizes over 50 exhibitions for capital and consumer goods and new technologies. Each year, more than 50,000 exhibitors and some three million visitors take part in over 200 events held at the trade fair center in Munich, the ICM—Internationales Congress Center München, the MOC Veranstaltungscener München, and abroad. Together with its subsidiaries, Messe München organizes exhibitions in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam, and Iran. Messe München has a global presence with a network of affiliates in Europe, Asia, Africa, and South America and around 70 representative offices abroad serving more than 100 countries.