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**Press Release**

## Final Report

# IT2Industry Shows the Digital Future of the Electronics Industry

- Approx. 3,000 visitors at the trade fair and open conference
- Microsoft and SUSE Linux as exhibitors for the first time
- IT2Industry@productronica in November 2017

Felix Kirschenbauer  
PR Manager  
Tel. +49 89 949-21472  
Felix.Kirschenbauer@  
messe-muenchen.de

At IT2Industry, which took place for the first time within the context of International trade fair electronica on the grounds of Messe München, approx. 3,000 visitors obtained information about the industrial Internet of Things. Among others, the focal topics included industrial software & systems, industrial IT security, big data & cloud, the smart factory, M2M communication and embedded systems.

In a representative visitor survey conducted by the market research institute forschungplus, 93 percent indicated that they wanted to recommend IT2Industry to others. In addition, 98% of visitors rated the speakers of the accompanying open conference as excellent, very good or good.

For Falk Senger, Managing Director of Messe München, IT2Industry has a pioneering role as a link between digital technology and traditional industries: "IT2Industry shows that there is a great industry-overlapping need for information about the industrial Internet of Things. With this concept, Messe München is setting new standards in the area of Industry 4.0."

## Products and solutions from Microsoft and SUSE Linux

The exhibitors at IT2Industry@electronica included Lemonbeat and Promatix as well as Microsoft and SUSE Linux. While Microsoft introduced fundamental innovations in the area of Work 4.0 with Surface, SUSE Linux presented interoperable Linux, cloud infrastructure and storage solutions.

Guido Vogel, Head of Sales & Marketing at Lemonbeat, is enthusiastic about his company's first participation at IT2Industry: "We warmly welcome the concept of

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



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linking IT2Industry with large fairs, because the Internet of Things is an industry-overlapping issue. We are also very satisfied with the course of the trade fair, because we were able to make many new business contacts."

### **More than 20 talks and panel discussions in the open conference**

In addition to the offerings of the exhibitors, visitors had the opportunity to enhance their knowledge of the industrial Internet of Things in the accompanying open conference. The topics in the more than 20 lectures and round table discussions included Work 4.0, IT security and Industry 4.0 in medium-sized firms, among other things.

Hans-Joachim Köppen, Technical Leader Internet of Things and Industry 4.0 at IBM, spoke very positively about IT2Industry in his keynote address: "Modern industry is based on software and data. Companies can only be successful if they give IT a strategic role and link it closely with user departments. IT2Industry shows the appropriate solutions and measures for this."

The next IT2Industry will take place in Munich from November 14 to 17 as part of productronica, the world's leading trade fair for electronics development and production.

**Additional information:** [www.it2industry.de](http://www.it2industry.de)

### **IT2Industry**

Die IT2Industry ist eine internationale Fachmesse und Open Conference für intelligente, digital vernetzte Arbeitswelten. Sie führt das Wissen aus der Forschung mit den Anforderungen sowie Bedürfnissen von Unternehmen und den bereits im Markt erprobten Lösungen und Anwendungen zusammen. Die IT2Industry bietet Entscheidungsgrundlagen und verlässliche Anleitungen für die Transformation in das Industrie 4.0-Zeitalter. Als Vermittler zwischen IT-Branche und Industrie findet die IT2Industry als Fachmesse parallel zu den führenden Technologieveranstaltungen electronica, productronica und AUTOMATICA statt. Die nächste IT2Industry findet vom 14. bis zum 17. November 2017 im Rahmen der productronica auf dem Gelände der Messe München.

### **Messe München**

Die Messe München ist mit rund 40 Fachmessen für Investitionsgüter, Konsumgüter und Neue Technologien allein am Standort München einer der weltweit führenden Messeveranstalter. 14 dieser Veranstaltungen sind in ihrer Branche international die Nummer 1. Mehr als 30.000 Aussteller und rund zwei Millionen Besucher nehmen jährlich an den Veranstaltungen auf dem Messegelände, im ICM – Internationales Congress Center München und im MOC Veranstaltungszentrum München teil. Darüber



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hinaus veranstaltet das Unternehmen Fachmessen in China, Indien, der Türkei und in Südafrika. Mit Beteiligungsgesellschaften in Europa, Asien und in Afrika und mit über 60 Auslandsvertretungen, die mehr als 100 Länder betreuen, ist die Messe München weltweit präsent.

