

Munich, October 18, 2017

Press Release

IT2Industry@productronica 2017

Digitalization – An Opportunity for Electronics Manufacturing

The digitalization provides huge opportunities for companies in electronics manufacturing. [IT2Industry@productronica 2017](#) in Munich from November 14 to 17 will show systems, software and IT services that provide the link between conventional production and the fourth industrial revolution. At [Open Conference](#), industry experts will present case studies of Industry 4.0 in actual practice, provides an outlook and explain the consequences of the industrial revolution.

In the middle of **Hall B2 the “Future Markets” area**, the IT2Industry provides solution and service providers from ITT (Information and Telecommunication Technology) environment access to industry decision-makers in the areas of electronics development and production. In addition to the booths of exhibitors such as [IBM Deutschland](#), [SpaceNet camLine](#) and [Smart Electronic Factory e.V.](#), visitors can look forward to conference program rich in topics with approximately 30 talks and rounds of discussions. In the accompanying open conference, market leader in the industry meet with pioneering scientists to give visitors up-to-date and comprehensive orientation in the market.

Industry 4.0 and the potential thanks to the digital information gathering and processing are the focus of the keynote address "**BAVARIAN. INDUSTRIES are becoming SMART SERVICE. INDUSTRIES**", presented by Dr. Klaus Funk, [Bavarian Digitalization Center](#) at 11:30 to 12 noon on November 15. The talk will explain the benefits of Industry 4.0 for manufacturing companies and their partners, who particularly benefit from smart services.

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Claus Cremers, [Siemens AG](#), will explain in his talk "**DesignYour.BUSINESS: MindSphere, the cloud-based, open IoT operating system from Siemens**" at 13:00 to 13:30 on November 15 how manufacturing companies can connect machines and physical infrastructure with the digital world. With that, they can achieve more productivity and efficiency as well as reduce downtime in their complete company.

The subject of IT security will also play an important role. "The safety and sovereignty of private individuals, industry, public authorities and civil society will depend on the protection of critical infrastructures. Consequently, IT security is crucial in weighing the possible potential of digitalization," Prof. Ulrike Lechner, [Bundeswehr University Munich](#), explained. In her keynote address "IT security of critical infrastructures – public sector and the industry" on starting at 13:30 on November 15, she will show what implications IT security projects have for organizations with critical infrastructures and how innovation capability and security can learn from each another. Following the keynote address, there will be a top-rate discussion, in which Prof. Lechner together with Jörg Asma, PricewaterhouseCoopers, Dr. Andreas Splittgerber, ReedSmith LLP, Helko Kögel, Rohde & Schwarz Cybersecurity, Dr. Ralf Rieken, Unicon GmbH and Florian Seitner, Bavarian Office for protection of the Constitution, will highlight and discuss the results of a series of case studies and the survey "Monitor of critical infrastructures" from the [VeSiKi](#) research project.

The future of electronics production at productronica 2017

The leading global trade fair [productronica](#) will show what the development and manufacturing of electronics in the future will look like. In addition to robotics and miniaturization, the main topics include semiconductor solutions and digitalization. productronica will also present the innovation award for the second time. The jury will honor sustainable solutions and products in the categories Cable, Coils & Hybrids, Future Markets, PCB & EMS, Semiconductor as well as SMT and Inspection & Quality. Together with [SEMICON Europa](#) in Hall B1, productronica is the largest microelectronics event in Europe as of now. Visitors need

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only one ticket for the three events productronica, IT2Industry and SEMICON Europe.

[Photos and impressions of IT2Industry](#)

[Open Conference Program](#)

[Exhibitor list of IT2Industry@productronica 2017](#)

Messe München

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.