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Final report

productronica – more international visitors and concrete business transactions

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After four days, the outcome of the 20th productronica was very positive: About 38,000 visitors from 83 countries participated in the international trade fair for innovative electronics production in Munich. Compared to 2011, there was another sharp increase in the number of visitors from abroad – especially from non-EU countries. Above all, there were large increases in the number of visitors from the Russian Federation, China and Turkey. Overall, the share of international visitors increased from 48 percent to 52 percent. Among other things, the quality of the trade visitors was reflected by concrete business transactions.

Dr. Reinhard Pfeiffer, Managing Director of Messe München, was very positive about the fair's results: "The large increase in the share of international exhibitors and visitors underscores productronica's position as the number one industry gathering in the world."

As far as other European countries are concerned, the number of visitors from France, Spain and Romania increased considerably. Besides Germany, the countries with the largest number of visitors were (in this order): Italy, Austria, Switzerland and the Russian Federation.

As a representative of productronica's exhibitors, Rainer Kurtz, Chairman of the productronica Technical Advisory Board, Managing Partner at kurtz ersa, and Chairman of the VDMA (German Engineering Federation) Productronic, feels that the fair is sending positive signals for the industry: "It feels as if the industry is on the verge of an upswing. Spontaneous visits from customers confirm the positive forecasts for the industry in 2014. This year's productronica is impres-

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sive because of the considerable increase in the share of international participants and the large number of business transactions at the fair." Michael Brianda, President of DEK in Switzerland, agrees: "All key players are represented, but even more important is the fact that they are taking time for concrete business transactions." This was also confirmed by an independent survey of visitors conducted by TNS Infratest: 69 of the visitors who intended to make concrete investments, gave the fair a rating of good to excellent for being able to reach that objective.

With regard to export rates among Germany's electronics production companies, which lie between 80 and 99 percent, depending on the branch of industry, Dr. Eric Maiser, Managing Director of the VDMA Productronic, said, "A high level of internationality is very significant for our industry. This year we have noticed a sizeable increase in international participants at the fair, which is why – from a global perspective – productronica is the most important industry gathering for us." 90 percent of the exhibitors surveyed by TNS Infratest gave the fair a rating of good to excellent for the quality and the large share of international visitors.

Christoph Stoppok, Director of the Components Mobility & Systems Division of the ZVEI (German Electrical and Electronic Manufacturers' Association), feels that the fair has confirmed the association's market forecasts: "Growth forecasts for 2014 of a good three percent in Europe and approximately 3.5 percent in North America are also reflected by the number of participants at productronica – one could definitely say that the USA is making a comeback." Stoppok's comments continue on a positive note: "As far as the PCB and EMS sectors are concerned, the Marketplace in Hall B1 has become an important industry gathering for this international audience."

A total of 1,220 companies from 39 countries (2011: 1,189 companies from 39 countries) presented their innovations and solutions on 41,242 square meters (net) of exhibition space. At 14 percent, the share of international exhibitors was up considerably. There were also nine international joint exhibits at this year's

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fair: Besides France, Great Britain, Japan, Austria and Hungary, for the first time ever Estonia, Morocco, the Netherlands and the Czech Republic were also represented.

The next productronica takes place in Munich from November 10 – 13, 2015. It will be the fair's 40-year anniversary.

Additional exhibitor statements are available online at

<http://productronica.com/en/home/journalists/press-releases>.

Video podcasts on the topics of "Industry 4.0", "Automotive electronics and a tour of the fair" and "Coilware and its significance in the energy turnaround" and a special birthday song for productronica's 20th birthday are available at www.youtube.com/productronica.

An extensive collection of photographic material is available in the productronica media database: <http://productronica.com/en/home/journalists/videos-photos>

About productronica

productronica is the leading world trade fair for innovative electronics production and is supported by the Productronics Association in the German Engineering Federation (VDMA) as a conceptual partner. It has taken place in Munich every two years since 1975 and is a core element of the electronics trade fair network of Munich International Trade Fair. This network includes the leading global trade fairs, electronica, and Productronica, held in Munich, as well as leading regional trade fairs in Hong Kong, China, and India. 2011 1189 exhibitors from 39 countries and 38 0172 visitors took part at productronica. www.productronica.com

Messe München International

Messe München International is one of the world's leading trade show companies. In Munich alone it organizes around 40 trade shows for capital and consumer goods, and key high tech industries. Each year more than 30,000 exhibitors and around two million visitors take part in the events held at the Messe München exhibition center, the ICM – International Congress Center München, and in the MOC Veranstaltungszentrum München. The leading international trade fairs of Messe München International are all independently audited. In addition, Messe München International organizes trade shows in Asia, Russia, the Middle East and South Africa. With nine affiliates abroad – in Europe, Asia and in Africa – and over 60 foreign representatives actively serving over 90 countries, Messe München International has a worldwide business network. The Group also takes a pioneering role as regards sustainability: It is the first trade-fair company to be awarded energy-efficiency certification from the technical inspection authorities TÜV SÜD.

About VDMA Productronics

The Productronics Association in the German Engineering Federation (VDMA) has about 75 members and represents the entire electronics production process chain. Its members produce

machines, equipment, materials and components enabling the production of a wide range of electronic products, such as semiconductors ("microchips"), printed-circuit boards and electronic assemblies, flat panel displays, solar panels (photovoltaics) and batteries. The German Engineering Federation (VDMA) represents over 3,100 mainly small and medium-sized companies in the engineering sector. With around 980,000 employees (Mai 2013) in Germany and a turnover of 207 billion Euros (2012), mechanical engineering is the largest industrial employer and one of the leading industrial sectors in Germany as a whole. For further information, please visit: www.vdma.org.

ZVEI: Manufacturer's Association of Germany's Most Innovative Industry

The "ZVEI - German Electrical and Electronic Manufacturers' Association" promotes the industry's joint economic, technological and environmental policy interests on a national, European and global level. The ZVEI represents more than 1,600 companies, mostly SMEs.

The sector has 840,000 employees in Germany plus 665,000 employees all over the world. In 2012 the turnover was approximately Euro 170 billion.

The electrical and electronics industry is the most innovative and the second largest industry sector in Germany. Every third innovation in Germany's manufacturing sector stems on solutions of this sector. 20 percent of all industrial R+D spending comes from this industry.

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