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## Press release

# As long as it's innovative: World's leading trade fair in Munich to present first productronica innovation award

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**Innovative products and manufacturing techniques must satisfy very clear criteria to have a chance at the first productronica innovation award: They must be technologically innovative or economical, have a brand new design or be easy to integrate into systems. The productronica innovation award is the first independent award in the electronics production industry and will be bestowed by productronica. The world's leading trade fair has been a trend barometer in electronics production for 40 years, and now it is giving all companies in the industry a chance to submit their innovations for the award. In cooperation with "productronic" magazine, the award will be presented to exhibitors in five categories at the upcoming productronica from November 10–13, 2015.**

productronica has always been a platform for trends and has helped to shape innovations in electronics manufacturing in a sustainable manner. The fair will bestow the first productronica innovation award at the upcoming exhibition in November 2015. An independent panel of judges made up of industry experts will honor the most innovative products and manufacturing techniques in five categories. Judges include Professor Klaus-Dieter Lang from Fraunhofer Institute IZM, Prof. Mathias Nowotnick from the University of Rostock, Dr. Martin Oppermann from TU Dresden, Professor Lothar Pfitzner from Fraunhofer Institute IISB as well as Dr. Eric Maiser from the VDMA and Christoph Stoppok from the ZVEI. The winners will be announced at the main press conference for productronica on November 10.

Falk Senger, Managing Director at Messe München, says: "The topics of the future in electronics manufacturing are more present than ever at productronica.

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The productronica innovation award is another step toward increasing the focus on topics and technologies that have a promising future."

### **Clusters and criteria**

All productronica exhibitors are invited to submit one or more innovations for the award. Products can be submitted in five categories that are oriented to productronica's new clusters, i.e. PCB & EMS, SMT, Cables, Coils & Hybrids, Semiconductors and Future Markets. The cluster structure was introduced just in time for the 40<sup>th</sup> anniversary improve the transparency with which entire processes in electronics production are depicted at the fair and to address new visitor groups. To be eligible for the award, the product must be presented at productronica 2015. In addition, it must be a completely new development or a significant technical advancement. The product should be no more than 12 months old at the time of the competition and already be available for sale.

Application forms will be sent to exhibitors by e-mail at the end of April. They will also be available online at [www.productronica.com/award](http://www.productronica.com/award). The submission deadline is August 10, 2015.

Photo materials (are available in high resolution upon request):



productronica innovation award trophy

### **About productronica**

productronica is the world's leading trade fair for electronics development and 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. 2013 1,220 exhibitors from 39 countries and more than 38,000 visitors took part at productronica. The next productronica takes place from November 10 – 13, 2015. [www.productronica.com](http://www.productronica.com).

### **productronica worldwide**

In addition to productronica, Messe München International also organizes productronica China and productronica India. Its network of electronics trade fairs also includes electronica in Munich, electronica China, electronica India and eAsia.

### **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 China, India, Turkey and South Africa. With a combination of affiliates abroad – in Europe, Asia and in Africa – and over 60 foreign representatives actively serving over 100 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 Productronic and VDMA Electronics, Micro and Nano Technologies**

The Sector Group Productronics is part of the newly founded VDMA Sector Association Electronics, Micro and Nano Technologies. It represents about 75 member companies along the entire process chain of electronics production. The member companies produce machines, equipment, materials and components for a wide range of electronic products, including semiconductors ("microchips"), printed circuit boards (PCBs), electronic assemblies, flat panel displays, data storage, photovoltaics and electrical energy storage. The VDMA sector association Electronics, Micro and Nano Technologies leverages synergies between the two sectors groups Productronic and Micro Technologies. In these groups, activities that match the specific requirements of each sub-sector are defined and implemented. Joint activities are launched in the sector association.

<http://emint.vdma.org>

The German Engineering Federation represents more than 3,100 companies in the engineering industry, many of which are small and medium sized enterprises. With 986,000 employees all over Germany (2013) and a sales turnover of 206 billion Euros (2013) the engineering sector is the biggest employer and one of the leading sectors of German industry.

<http://www.vdma.org>