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## Press release

# productronica: Central gathering for the PCB and EMS industry

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**Transparent, prominent, on the pulse of time: For the first time ever, this year's productronica will depict the sectors for PCB manufacturing and electronics manufacturing services (EMS) in the new PCB & EMS cluster in Hall B1. The world's leading trade fair invites visitors and exhibitors to gather information and join the dialog about the latest hot topics such as Industry 4.0 at the PCB & EMS Marketplace—among other things at the various technical lectures on [EMS Highlight Day](#) on November 11, 2015, which is being organized by the Central Association of the German Electrical and Electronics Industry (ZVEI). productronica takes place from November 10–13, 2015.**

Germany's PCB industry has seen above-average growth this year. The ZVEI's PCB and Electronic Systems Division expects market volume to increase by some 8.3 percent to approximately 1.5 billion euros for 2015: According to Dr. Christoph Weiss, Deputy Managing Director of the ZVEI's PCB and Electronic Systems Division, "This growth is being driven by strong increases in application sectors such as automotive electronics at approximately 10 percent and industrial electronics at some 9 percent. This development reflects Germany's strength in these areas compared to the rest of the world. According to our estimates, the global PCB market is only expected to grow by approximately 1.3 percent." The ZVEI feels that this overall positive development will also affect the German market for electronic assemblies (OEM/EMS/ODM), which it is forecasting will grow by 8.5 percent to 27.8 billion euros in 2015. "That will also be noticeable at productronica, when the entire cluster is being presented together in an entire hall," Dr. Weiss continues.

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### **European manufacturers score points through specialization**

During the past few years, the market in Europe and the United States has become increasingly specialized and differentiated. There is room for manufacturers that specialize in working with materials that are difficult to process. Such as Posalux, for example, a manufacturer of machines—among other things for PCB manufacturing—and a productronica exhibitor from the very beginning: "As a niche supplier, we benefit from this change in the market because our established customized solutions also allow us to meet special requirements," says Christof Kock, Director Sales & Marketing at Posalux. "Right now the market is very active and we have been receiving quite a few inquiries. For us, it is essential for Posalux to be present at productronica. We expect the fair to give our business important additional momentum for the coming year—especially for our new products," Kock explains.

In the EMS sector, manufacturers are increasingly developing into system suppliers because customers expect them to perform the entire range of tasks along the value chain, from development and series production to supplying replacement parts. The trend toward compact electronics and more complex assembly and packaging technology such as package on package (PoP) as a foundation for the smart home or autonomous driving is continuing. Michael Pawellek, Managing Director of the electronics services company Eltroplan, confirms that the market is growing: "We have seen a considerable increase in sales of nearly 20 percent compared to the previous year. By developing and manufacturing compact electronic assemblies and systems for various applications, Eltroplan is satisfying market demand and is well positioned for the future." That will also be noticeable at productronica. Pawellek continues: "Having tasks performed by service providers, especially using state-of-the-art machines, delivers optimum results. Machine and system suppliers and EMS providers are all represented at productronica, and both groups profit from the synergy effects."

Despite the positive economic situation, companies are in no position to relax: Increasing raw-material prices, global crises and slower growth in China are

challenges that can only be met with a great deal of flexibility, high quality, diversified production processes, sector-specific know-how and competent employees. "The PCB & EMS Marketplace is the perfect platform for content-related dialog and networking," says Dr. Weiss. "The latest market developments, trends such as digitalization and Industry 4.0 and topics such as reworking and repairing electronics assemblies, EMS providers' development services and PCB reliability are this year's hot topics."

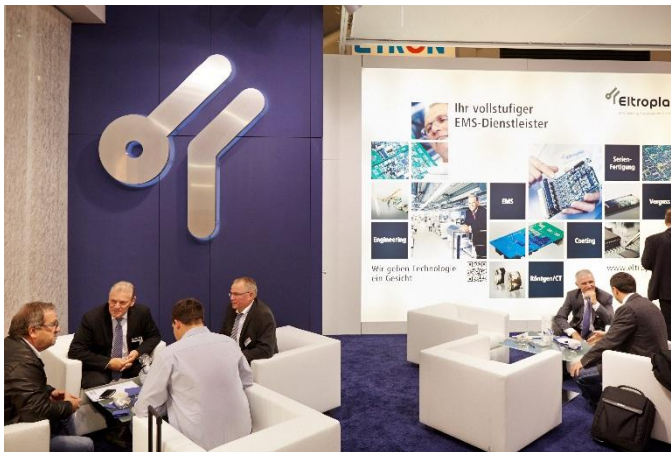
### **Highlight Day focuses on Industry 4.0**

The weekly trade journal "Markt & Technik" is holding a panel discussion on the topic "Industry 4.0 meets EMS" on EMS Highlight Day at productronica. It will take place at the Speakers Corner in Hall B1 from 15:00 to 16:00. Industry experts will discuss questions such as "(How) is Industry 4.0 changing the manufacturing and development service provider world? How smart will EMS be in the future? How are working environments, strategies, technological approaches and best practices changing?" Speakers are Johann Weber, Chairman of the Board Zollner Elektronik, Thomas Kaiser, Group CEO CCS Group, Michael Velmeden, Managing Director cms electronics, Dr. Werner Witte, Managing Director BuS Elektronik, Stephan Baur, Managing Director BMK professional electronics or Alois Knöferle, Managing Director BMK Group, Gerd Ohl, Managing Director Limtronik/Smart Factory and Rüdiger Stahl, Managing Director of the TQ Group. At the end of EMS Highlight Day, "Markt & Technik" magazine will present the "BestEMS" Readers Award.

Additional information about the PCB & EMS cluster and the PCB & EMS Marketplace is available [here](#).



Posalux presents the new generation of ULTRASPEED machines at productronica 2015 / Picture source: Posalux



Eltroplan at productronica 2013 / Picture Source: Messe München

### 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 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

Messe München is one of the world's leading trade-show companies. It organizes some 40 trade shows for capital and consumer goods and key high-tech industries in Munich alone. 14 of those events are number 1 in the world in their respective industries. Each year more than 30,000

## Page 5

exhibitors and some two million visitors take part in events held at the Messe München trade-fair center, the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München. In addition, Messe München organizes trade shows in China, India, Turkey and South Africa. Messe München has a global business presence with affiliates in Europe, Asia and Africa and more than 60 foreign representatives serving more than 100 countries.

### **About the ZVEI**

The Central Association of the German Electrical and Electronics Industry (ZVEI) represents the interests of 1,600 companies in the electrical and electronics industry and associated service companies in Germany. The industry generated 172 billion euros in sales in 2014. It employs 845,000 people in Germany and more than 680,000 worldwide.

The PCB and Electronic Systems Division is the industry association of manufacturers of circuit boards, electronic modules and integrated circuits. The division's activities strengthen the efficiency of its member companies and their ability to compete on domestic and international markets.