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Final report

Positive atmosphere at productronica 2015

The world's leading trade fair where the future is the present

Press contact Messe München
Bettina Schenk
PR Manager
Tel. +49 89 949-21475
bettina.schenk@messe-muenchen.de

On its 40th anniversary, productronica featured plenty of innovations including augmented reality, robotics in electronics manufacturing and the productronica innovation award. Some 38,000 visitors from nearly 80 countries took part in the World's Leading Trade Fair for Electronics Development and Production. The share of visitors from Asia was up considerably.

Falk Senger, Managing Director at Messe München, drew a positive conclusion: "During the past four days of the fair, we have experienced the industry's unbelievable innovative strength. That underscores productronica's position as an international industry gathering for electronics development and production."

Rainer Kurtz, Chairman of productronica's Technical Advisory Board, CEO of kurtz ersa and Chairman of the VDMA Electronics, Micro and Nano Technologies (EMINT) Association, sees positive signals for the industry: "There are so many opportunities to drive our business forward. Industry 4.0 is a new market with a great deal of growth potential. And in automotive electronics, all the driver assistance systems are giving electronics production a considerable boost." The latest figures from a VDMA survey about the business climate verify that. According to studies, growth rates of approximately 15 percent are expected between now and 2018—among other things due to Industry 4.0, the automotive industry, wireless network technologies and mobile communication.

According to a survey by market research institute TNS Infratest, 93 percent of visitors said that productronica met their expectations regarding innovations.

Messe München GmbH
Messegelände
81823 München
Deutschland
www.messe-muenchen.de

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Some 38,000 visitors from nearly 80 countries attended the trade fair in Munich—roughly the same high level as in previous years. According to a survey by market research institute TNS Infratest, visitor satisfaction is very high: 97 percent of visitors gave the fair a rating of good to excellent.

The sharpest increase in attendance was the number of visitors from Asia—and from China, Japan, Malaysia and Singapore in particular. After Germany, the countries with the largest number of visitors were as follows (in this order): Italy, Austria, Switzerland, the Czech Republic, the Russian Federation and Great Britain.

Successful premiere: productronica innovation award

Panel member Prof. Lothar Pfitzner from the Fraunhofer Institute for Integrated Systems and Device Technology IISB, is convinced by the award's concept: "Given global competition, it is important to further strengthen machine manufacturers, material producers and information technology suppliers in Europe. productronica and the brand new productronica innovation award play an important role for the economy, but also for the scientific sector, and they strengthen horizontal and vertical cooperation. In doing so, they satisfy a key prerequisite for rapid implementation in system development and the user industry."

Of the more than 70 submissions, awards were presented to the following winners in five cluster categories: Fuji Machine in the PCB & EMS cluster, Rehm Thermal in the SMT cluster, F&K Delvotec in the Semiconductors cluster, Schleuniger in the Cables, Coils & Hybrids cluster, and Asys in the Future Markets cluster. Additional information: [/www.productronica.com/en/award](http://www.productronica.com/en/award)

IT2Industry

IT2Industry, the Exhibition and Open Conference for Intelligent, Digitally Networked Working Environments, was held in conjunction with productronica for the first time ever. The final report for IT2Industry is available in the press section of its website at www.it2industry.de

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The trade fairs productronica and electronica are held in alternating years, making Munich the most important place for the electronics industry to meet. The next electronica takes place from November 8 to 11, 2016, and the next productronica takes place in Munich from November 14 to 17, 2017.

Extensive photo materials for productronica 2015 are available at <http://media.messe-muenchen.de/productronica/aktuell.ispx>



productronica 2015—SMT cluster—Hall A4



productronica 2015—For the first time ever, the fair featured robotics for electronics manufacturing

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. 2015 1,168 exhibitors from 40 countries took part at productronica. The next productronica takes place from November 14 – 17, 2017. 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. 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 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 International 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. www.messe-muenchen.de

About VDMA Productronic and VDMA Electronics, Micro and Nano Technologies

The Sector Group Productronics is part of the 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 1,008,000 employees all over German and a sales turnover of 212 billion Euros (2014) the engineering sector is the biggest employer and one of the leading sectors of German industry.

<http://www.vdma.org>