

Weltleitmesse für Entwicklung und Fertigung von Elektronik.
14. –17. November 2017, Messe München

World's leading trade fair for electronics development and production.
November 14–17, 2017, Messe München, Germany

www.productronica.com



productronica
innovation all along the line

Munich, May 30, 2017

Press release

The future of electronics production at productronica

Pressekontakt
Felix Kirschenbauer
PR Manager
Tel. +49 89 949-21472
felix.kirschenbauer@messe-muenchen.de

The world's leading trade fair productronica, which takes place at the Messe München trade-fair center from November 14–18, 2017, will show what the future of electronics development and production will look like. Besides robotics and miniaturization, the fair's focal points include semiconductor solutions and digitalization. In that regard, two other events—SEMICON Europa and IT2Industry—are being held at the same time as productronica.

According to the latest business climate survey conducted by the VDMA's productronic Department, the industry in Germany is having a year with the strongest sales since 2014. German manufacturers of systems, components and machines for electronics manufacturing are expecting growth to reach 10.5 percent. The reason for the strong increase in sales is greater demand for semiconductors in the automotive industry and the need for digitalization solutions in manufacturing. Given these forecasts, Falk Senger, Managing Director at Messe München, is very optimistic about productronica 2017: "Trade fairs reflect the current situation in their respective industries. For this reason, the VDMA's numbers are indicative of a successful productronica for exhibitors and visitors alike. Furthermore, together with our parallel events SEMICON Europa and IT2Industry, we offer a comprehensive overview of electronics manufacturing, semiconductors and Industry 4.0." Productronica's exhibits are broken down into five different clusters.

PCB & EMS Marketplace

Electronic Manufacturing Services (EMS) and PCB manufacturing are the foundation of electronics production. Thanks to the PCB & EMS Marketplace, productronica features a suitable platform for these sectors. Exhibits cover

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



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everything from the manufacture of circuit substrates to the system solutions of EMS service providers. Companies such as Atotech, the Schmid Group und Schmoll Maschinen will present their products in Hall B3.

SMT—the future of placement technology

Surface-mount technology (SMT) is the core of electronics manufacturing. Along with related miniaturization and weight reduction, it makes it possible to manufacture devices such as smartphones and tablets. productronica's exhibitors will present the entire value chain—from placement, soldering and measuring and testing technology to quality assurance and product finishing—in four halls (A1 to A4). Among other things, the following well-known companies are participating in productronica 2017: ASM Assembly, ERSA, Fuji Machine and Yamaha Motor.

Cables, Coils & Hybrids—the basis for modern civilization

Despite the trend toward wireless communication and machine control, cables continue to be very important in the manufacturing and production sector. From high-speed Internet and measuring technology to electromobility: Cables, coiled goods and hybrid components are an important prerequisite. At productronica, manufacturers such as Japan Automatic Machine, Komax, the Schäfer Group and Schleuniger will present the various application possibilities in industry and automotive electronics in Hall A5.

Future Markets Cluster—Tracking down the future

Where is electronics manufacturing headed? The Future Markets exhibition sector in Hall B2 will have answers to this question. Exhibits will revolve around topics such as Industry 4.0, the smart factory and 3D printing. This cluster will be rounded out by IT2Industry, an exhibition that will be integrated into the hall. The Trade Fair and Open Conference for Intelligent, Digitally Networked Working Environments features solutions for the industrial Internet of Things in areas such as cloud computing, big data, IT security and M2M communication. After its successful

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premiere in 2015, IT2Industry is being held in conjunction with productronica for the second time.

Semiconductors Cluster—Growth in 2017

According to a recent study by analysts at Gartner, the semiconductor industry will grow by more than seven percent this year, which corresponds to approximately 364 billion dollars in volume. According to Gartner, that growth will primarily focus on memory chips. productronica collaborates with SEMICON Europa, which creates synergies in this sector. For the first time ever, SEMICON Europa is being held in conjunction with the World's Leading Trade Fair for Electronics Development and Production and will present the latest developments that pertain to semiconductors, LEDs and MEMS. Visitors only need one admission ticket to attend the trade fairs productronica, SEMICON Europa and IT2Industry. Their ticket is valid for all events.

productronica Innovation Award enters round two

In conjunction with the trade journal "productronic", Messe München will also present awards to solutions and products in the categories Cable, Coils and Hybrids, Future Markets, PCB & EMS, Semiconductors and SMT at this year's fair. There will also be an award in a new category for Inspection and Quality. At the award's premiere in 2015, an independent panel of judges presented awards to five winners from more than 70 contestants.