



Munich, Wednesday, October 25, 2017

## Press Release

### Supporting Program for productronica 2017

## Electronics Manufacturing is becoming Digital and Smart

**Industrial Internet of Things, automation and smart factory: digitalization is the focus in the supporting program at the world's leading trade fair for the development and production of electronics. In addition to two special shows of VDMA and Fraunhofer IZM on smart data, the opening keynote address will deal with smart manufacturing. productronica will take place on the grounds of Messe München from November 14 to 17, 2017.**

Think outside the box and get new ideas from outside. The supporting program of this year's productronica provides this possibility. In addition to the three forums on the subject areas of SMT, PCB & EMS as well as innovation, talks and discussion rounds will present products and solutions for the development and production of electronics.

### Opening keynote address for the digital production of footwear

For the first time, a keynote address will open the forum program at productronica on November 14 (12.30, SMT Speakers Corner, Hall A1). In addition, Christian Decker, Managing Director of DESMA Shoe Machinery and a cross-industry speaker, will talk about the digitalization of manufacturing. The keynote address will detail the evolution and transformation of traditional industries for consumer products. Mr. Decker will also talk about Computer Integrated Manufacturing (CIM), based on which the individual wishes of ordering parties can be adapted for batch size 1.

### Special Show "Smart Data – Future Manufacturing"

In the special show "Smart Data - Future Manufacturing" in Hall B2, VDMA and Lufthansa Industry Solutions will together explain how new business models are developed from a variety of data. Visitors experience the path of "Big Data –

Press contact  
Felix Kirschenbauer  
PR Manager  
Tel. +49 89 949-21472  
[felix.kirschenbauer@messe-muenchen.de](mailto:felix.kirschenbauer@messe-muenchen.de)

Messe München GmbH  
Messegelände  
81823 Munich  
Germany  
[www.messe-muenchen.de](http://www.messe-muenchen.de)



Page 2

Collecting Data" (sensors in manufacturing machines) to "Smart Data – Processing Data" (predictive maintenance) and all the way to "New Business – Interpreting Data and Deriving Decisions."

### **Special Show "Hardware Data Mining"**

Also in Hall B2, the Fraunhofer Institute for Reliability and Microintegration (IZM) will show the influence of the integration of various sensors and actuators in production machines on processes and technologies using examples of modern assembly manufacturing. On a virtual learning trail, visitors will get information, among other things, about how data collection is actually happening and how data robustness along the value chain proves its worth.

### **productronica innovation award**

For the second time, Messe München is presenting the productronica innovation award, together with the trade journal productronic this year. Approx. 60 companies have submitted their products. The winners of the six categories Cable, Coils & Hybrids, Future Markets, PCB & EMS, Semiconductors as well as SMT and Inspection & Quality will be announced during the main press conference at 11 am on Tuesday, November 14.

### **Talks and panel discussions in three forums**

Visitors have the possibility to obtain information about developments and innovations in electronics production in talks and panel discussions in SMT Speakers Corner (Hall A1), PCB & EMS Speakers Corner (Hall B3) and the Innovation Forum (Hall B2).

The highlights in the forums include round table discussions on the subject "Rework & Repair – can automated systems and processes provide reproducibly reliable quality?" (in Hall A1 – SMT Speakers Corner at 12 noon on Wednesday, November 15) and "EMS goes Smart" (in Hall B3 – PCB & EMS Speakers Corner at 15:00 on Wednesday, November 15) and "Electronics production on the way to the smart factory – where are stumbling blocks lurking

Page 3

and what are the chances?" (in Hall A1 – SMT Speakers Corner at 12 noon on Thursday, November 16).

### **IPC Hand Soldering World Championship**

IPC is again holding the European Regional Competition in hand soldering at productronica this year. In addition, the IPC HSC World Championship will be held on the last trade fair day. Along with the regional European productronica winner, representatives from Russia, Poland, United Kingdom, France, Hungary, Germany and Asia will be competing for the World Championship. In this competitive event, industry professionals must build a functional assembly within 60 minutes, meeting IPC-A-610F Class 3 criteria.

### **Special show "Cleanroom"**

High-tech products place high demands on manufacturing conditions, and the clean room plays a key role in that process. The "Cleanroom" (Hall B2) shows how people are keeping things clean there. The training module "Intelligent Lock" represents a trade fair novelty. Visitors can enter a virtual reality clean room. Interactive instructions tell them how to put on clothing in the right order and how to wash and disinfect their hands correctly. The imaginary "door" to the clean room only opens for those who observe all the guidelines.

### **"Make in India – Medium-Sized Firms" Workshop**

The Indian economy is currently the fastest growing economic zone in the world and a center for trade and investment opportunities. The "Made in India" initiative (MIIM) created by the Indian Government provides foreign investors access to the Indian market as the first of its kind and makes India a global site for the manufacturing industry. To this end, Messe München in collaboration with MIIM is offering a two-hour workshop on November 15, which provides a detailed presentation of the electronics and manufacturing industries in India.

### **IT2Industry**

IT2Industry will take place within the context of productronica for the second time this year. The trade fair for intelligent, digitally networked working worlds

Page 4

shows applications in the areas of the industrial Internet of Things, big data, cloud and industrial IT security. The following talks are among the highlights of the accompanying Open Conference: On Wednesday 15 January (13:00, Hall B2), Claus Cremers, Siemens AG, will explain how manufacturing companies can connect machines and physical infrastructure with the digital world. With that, they achieve more productivity and efficiency as well as reduce downtime in their complete company. In addition, Niklaus Waser, IBM Watson, will show what new opportunities arise for industry in a digitally connected world (11:30 on Thursday, November 16).

You can find additional information about the individual events at:

<http://www.productronica.com/trade-fair/supporting-program/>

### **Online accreditation**

Please note the possibility of online accreditation for journalists:

<http://www.productronica.com/press/services/accreditation/index.html>

### **productronica**

Die productronica ist die Weltleitmesse für Entwicklung und Fertigung von Elektronik und wird ideell und fachlich vom Fachverband Productronic im VDMA (Verband Deutscher Maschinen- und Anlagenbau) getragen. An der productronica 2015 nahmen 1.160 Aussteller aus 40 Ländern und über 37.000 Besucher aus 85 Ländern teil. Die Messe findet seit 1975 alle zwei Jahre in München statt, die nächste productronica ist von 14. bis 17. November 2017. Weitere Informationen unter [www.productronica.com](http://www.productronica.com)

### **Messe München**

Die Messe München ist mit über 50 eigenen Fachmessen für Investitionsgüter, Konsumgüter und Neue Technologien einer der weltweit führenden Messeveranstalter. Insgesamt nehmen jährlich über 50.000 Aussteller und rund drei Millionen Besucher an den mehr als 200 Veranstaltungen auf dem Messegelände in München, im ICM – Internationales Congress Center München, im MOC Veranstaltungszentrum München sowie im Ausland teil. Zusammen mit ihren Tochtergesellschaften organisiert die Messe München Fachmessen in China, Indien, Brasilien, Russland, der Türkei, Südafrika, Nigeria, Vietnam und im Iran. Mit einem Netzwerk von Beteiligungsgesellschaften in Europa, Asien, Afrika und Südamerika sowie rund 70 Auslandsvertretungen für mehr als 100 Länder ist die Messe München weltweit präsent.