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Munich, 17. November 2020

## **Presseinformation**

### **Final report**

## **electronica makes a strong impression on the market with its digital format**

- **8,253 participants in the virtual format**
- **International drawing power: 52 percent of participants came from countries outside Germany**
- **Strong interest in the digital conference program**

**209 exhibitors from 25 countries presented their electronic industry solutions and products from November 9 to 12, 2020, as part of electronica virtual, the virtual format of electronica. A total of 8,253 unique users from 79 countries learned about electronic innovations and trends of the future in virtual exhibition halls and during four digital conferences.**

Falk Senger, the Managing Director of Messe München, expressed his satisfaction with the trade fair: “electronica virtual clearly demonstrated the industry’s tremendous need for professional discussions, knowledge transfers and inspiration. We met this need and enabled an international audience to get together once again following a long absence. It was all facilitated by the digital technologies that are powered by the industry itself. The digital trade fair was well received around the world with participants from 79 countries. It will remain an important part of our events in the future as well. But you cannot replace personal contact. We are looking forward to seeing everyone again in person in Munich.”

Kurt Sievers, the President & CEO of NXP Semiconductors, said: “The digital format of electronica enabled us this year to use a virtual platform where we could present our products to a global audience of professionals and generate leads. Discussions among international companies is the lifeblood of our industry.”

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### **Slight recovery for the industry following the coronavirus shock**

The coronavirus pandemic dealt a heavy blow to the electronic industry. But the trade association ZVEI reported that the worst was over. A positive trend has already begun to take shape in the second half of 2020. Christoph Stoppok, the Managing Director of the German Electrical and Electronic Manufacturers' Association, expressed hopes for continued improvement: "We are going through the worst recession since the 1930s. But we are also optimistic about the future. I am really happy that we had an opportunity during electronica virtual 2020 to have an industry-wide conversation, see innovations and get a real lift – outside the realm of coronavirus-related restrictions."

### **Facts and figures**

electronica virtual provided a comprehensive overview of technology thanks to its digital format. A total of 209 exhibitors from 25 countries presented their innovations in 12 virtual exhibition halls. The exhibition areas included the automotive industry, embedded systems, EMS, semiconductors and wireless technology. Participants had an opportunity to visit virtual trade fair booths and use the chat function to directly contact companies. A total of 52 percent of the 8,253 unique users came from outside Germany. In addition to Germany, the top countries for unique users were (in this order): Austria, Italy, Japan, Great Britain, Switzerland and the United States. On average, nearly 4,500 unique users attended the virtual electronica on each of the four exhibition days.

### **CEO roundtable addressed the impact of Covid-19**

"In which direction is the electronics industry developing in the era of COVID-19 and beyond?" This was the question addressed during this year's [CEO Roundtable](#). The group that explored this question comprised Jean-Marie Chery (STMicroelectronics), Gunther Kegel (Pepperl + Fuchs), Reinhard Ploss (Infineon Technologies) and Kurt Sievers (NXP Semiconductors): "Covid-19 caused a steep drop in revenues during the first half of 2020. But it appears right now that our industry is actually managing the crisis much better than we

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originally thought it would. We can now be optimistic and confident about what lies ahead in 2021.”

### **Digital knowledge transfer at the electronica conferences and forums**

The conference and supporting program had more than 16,000 unique users who attended more than 250 talks that were part of the conference and supporting program of electronica virtual. The tremendous amount of interest reflected the industry’s desire to learn about trends and acquire knowledge. The online conference program addressed four major issues of the future of the electronics industry. The electronica Automotive Conference delved into such topics as e-mobility and connectivity. The electronica Medical Conference focused on security and mobile health. Experts at the electronica Embedded Platforms Conference talked about machine learning and sensors. The Wireless Congress covered the development of systems and mobile applications in such areas as the automotive sector, industry and medicine. Six forums devoted to particular topics also discussed developments in the areas of cybersecurity, embedded systems and IoT, power electronics and printed electronics.

### **Start-up support provided by the electronica fast forward Award**

electronica also joined with Elektor to recognize start-up companies that have promising ideas for the future for the third time. The winner of the [electronica fast forward Award 2020](#) was the start-up AXS Motionssystem. The Hungarian company will receive a marketing budget of €75,000 and free booth space at electronica 2022 as an award for its ergonomic expert system to evaluate and qualify work stations.

The next electronica will take place in Munich from November 8 to 11, 2022.

You will find more information at [www.electronica.de](http://www.electronica.de)

### **About electronica**

electronica is the world’s leading electronics trade fair and conference. The trade fair is the most important meeting point for the electronics industry internationally and also offers a supporting program with forums and conferences such as the electronica Automotive Conference (eAC), the electronica Embedded Platforms Conference (eEPC), the electronica Medical Electronics

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Conference (eMEC) and the Wireless Congress. In 2018, the electronica Experience with live demos and applications celebrated its premiere in Hall C6. Since 2016, electronica has presented the electronica Fast Forward Award, the fair's own platform for start-ups. electronica 2018 attracted more than 81,000 visitors and over 3,100 exhibitors. electronica has been held every two years in Munich since 1964. The next exhibition will be staged from November 8 to 11, 2022.

### **electronica worldwide**

In addition to electronica, Messe München organizes electronica China, electronica South China, electronica India, the SmartCards Expo and electronicAsia. The network of electronics trade fairs also include productronica in Munich, productronica China, productronica South China, productronica India and LOPEC.

### **Messe München**

Messe München is one of the world's leading networking platforms. In a reflection of the slogan "Connecting Global Competence," Messe München serves as a global networking platform and brings together decision makers from all parts of the world. Messe München's portfolio comprises more than 50 trade fairs for capital and consumer goods as well as new technologies that focus on the latest social issues. These trade fairs include the world-leading trade fairs bauma, BAU, IFAT and ISPO Munich. The roughly 200 events organized by Messe München each year attract about 50,000 exhibitors and 3 million visitors.

Messe München has one of the most modern exhibition grounds in the world and with its four locations in Riem, the ICM – Internationales Congress Center München, the MOC Veranstaltungszentrum München, and the Conference Center Nord, is able to fulfill all its customers' requirements individually. Messe München is very successful in its domestic market in Munich as well as in other countries. It is active in all important growth markets: China, India, South Africa, Brazil, Russia and Turkey. Overall, Messe München, with its network of associated companies and foreign agencies, is present in more than 100 countries.