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Press Release

Strong exhibitor response to electronica 2024

- **Already numerous registrations from Germany and abroad**
- **electronica has been a meeting place for the international electronics industry for 60 years**
- **Exhibition Director Katja Stolle and Chairman of the Advisory Board Philip Harting talking about electronica 2024**

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There are still around 13 months to go until electronica 2024, but preparations for the world's leading trade fair and conference for electronics are already in full swing. From November 12 to 15, 2024, the international electronics industry will once again converge on the Munich exhibition grounds. Exhibition Director Katja Stolle and Philip Harting, Chairman of the electronica Advisory Board and CEO of the HARTING Technology Group, provide an outlook on the topics and highlights of the next electronica.

Ms. Stolle, there is still over a year to go until the next event, how is the response in the industry?

You can tell that the excitement about electronica 2022 is still lingering, because the registration phase for 2024 has gotten off to a great start. There is a great deal of interest among companies, both in Germany and in other countries – we are once again seeing strong growth from the Asian region, among others. We are therefore planning two additional halls and will occupy almost the entire exhibition center, including SEMICON Europa, which will be held at the same time. Despite their size, the individual exhibition areas are clearly structured so that visitors can quickly find the companies relevant to them. In 2024, electronica will once again provide seamless coverage of products, technologies and solutions from the entire electronics industry. And it will do so with a good mix of

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start-ups, medium-sized companies as well as the big key players in the industry, which is what makes a successful trade fair.

Mr. Harting, as exhibitor and Chairman of the Advisory Board, what are your views on the upcoming trade fair?

For us as exhibitors, electronica is a fixed date in the calendar every two years. Nowhere else has the complete spectrum of electronics been covered so compactly and comprehensively at a single trade fair location. Nowhere else do you meet so many trade visitors from all over the world, often at the highest decision-making level, who come to the booth with a very specific objective already in mind. At the technology location of Munich, electronica creates a platform that brings together experts and users from all over the world to exchange information about current developments, and to work together on technological solutions for the challenges of our time.

What can you reveal about the 2024 highlights at this stage, Ms. Stolle?

2024 is a special year for electronica because it is celebrating its 60th anniversary. After starting in 1964 with around 100 exhibitors, it quickly established itself as the world's leading trade fair for the electronics industry in the following decades. But electronica is much more than just a trade fair, it is THE innovation meeting place for the industry, showcasing global trends and forward-looking solutions. That's why the accompanying program will once again play an important role: the CEO Roundtable, conferences with top-class speakers, application-oriented forums, networking events, and initiatives focused on career planning and promoting young talent. And to bridge the gap until electronica, the one-day electronica Automotive Conference will take place on December 7, 2023. In this fast-moving industry, it enables the top experts in the electronics industry to exchange ideas on automotive and mobility topics also in the intervening years.

Mr. Harting, which topics and challenges are currently affecting the industry most?

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Renewable energies, smart mobility and the use of artificial intelligence and machine learning are still important topics. This is also where the Manufacturing X initiative for digitalizing supply chains comes into play, with electronic components at its core. Recycling and the reuse of components are becoming increasingly important. In general, sustainability remains a key issue, not least because the electrical and digital industry contributes significantly as a trailblazer for future issues and climate protection. And unfortunately, the shortage of skilled workers continues to be a challenge for the industry. All of these topics will also play a role at electronica, whether in the expert discussions in the supporting program or in conversations between trade visitors.

The next electronica will take place in Munich from November 12-15, 2024.

You can find this press release for download including press pictures at the [electronica newsroom](#).

About electronica

electronica is the most important international meeting place for the electronics industry. As the world's leading trade fair, it presents the entire spectrum of technologies, products and solutions in electronics and brings together experts and users from all over the world. The extensive supporting program with top-class conferences and practice-oriented forums provides deep insights into the latest trends from research to application and addresses current social issues. The next electronica will take place from November 12 to 15, 2024 at the Messe München Exhibition Center.

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 includes productronica in Munich, productronica China, productronica South China, productronica India and LOPEC.

Messe München

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München, the Conference Center Nord and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, South Africa and Turkey. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.