Weltleitmesse und Konferenz der Elektronik 12.–15. November 2024. Messe München

World's Leading Trade Fair and Conference for Electronics November 12 –15, 2024, Messe München, Germany

electronica.de



Munich, June 26, 2024

Press Release

electronica 2024: Answers to the major challenges facing the automotive industry

Claudia Grzelke PR Manager Phone +49 89 949-21498 claudia.grzelke@ messe-muenchen.de

- A focus on digitalization and innovation
- World's leading trade fair connects the electronics and automotive industries
- electronica Automotive Conference on November 11

From connected mobility to autonomous driving or sustainability – the automotive industry is facing major challenges on its path to digitalization and electrification. The most important companies in the electronics industry will network with the automotive industry and shape the future at the international platform electronica 2024 from November 12 to 15, 2024 in Munich.

In light of a recently published study by EY on the economic situation of the world's 16 largest automotive groups, it would be easy to assume that the automotive industry is at its peak. Record numbers were reported for some key figures in 2023, with total sales rising by 14% year-on-year to €2.05 trillion, and profits by 15% to €176 billion. However, the figures from the last quarter of 2023 showed that the industry is at a turning point. Difficulties in driving electric mobility forward, disruptive technologies, strict legal requirements – the future success of the industry depends on many challenges.

Innovation boost for electric drives

Despite the discontinuation of subsidies and the lack of infrastructure in some areas, the future belongs to electric drives, and electrification is progressing around the world in all vehicle classes. The software, battery and electronics industries play key roles here. When it comes to batteries, future technologies such as solid-state batteries with a higher energy density will set new standards

Messe München GmbH Am Messesee 2 D-81829 Munich (München) Germany

messe-muenchen.de





Press Release | June 26, 2024 | 2/4

in terms of charging time, range, fire safety and cost efficiency. In addition, electronica 2024 will focus primarily on the electronic components, technologies and solutions required for the mobility transition.

Silicon carbide (SiC) and gallium nitride (GaN) semiconductors with a wide bandgap, for example, are being used more and more in electric drives due to their high efficiency level and energy efficiency, and they are becoming even more powerful. There is a further increase in the switching frequency in inverters, which boosts driving comfort and energy efficiency. The next stage of development, which is still in its infancy, is diamond semiconductors. Meanwhile, innovative housing technologies are driving miniaturization forward.

The car's transformation into an IoT device: software as a key competence

The digital driving experience has long since become the most important distinguishing feature, and the car has become an IoT device. Connected mobility runs through almost all vehicle functions. Highly digitalized vehicles form the basis for future technologies such as assisted and autonomous driving, but also for the driving experience through personalization and infotainment, as well as driver assistance systems (ADAS), especially safety functions. This means that manufacturers need to transform into "software first" companies. The UNECE regulations also present them with new challenges in the area of cybersecurity. One key to coping with the increase in bandwidth and computing power for all vehicle classes is the zonal E/E architecture and the switch to a small number of powerful vehicle computers that are networked with embedded control units.

Focus on sustainability in the automotive industry

Sustainability will play a major role as an overarching topic at electronica 2024. In the automotive sector, it means far more than driving with no emissions. There are numerous legal requirements to be met and customer expectations to be satisfied. It is therefore crucial for the automotive industry to work closely with the innovation leaders in the electronics industry to lay the foundations for and optimize a joint sustainability strategy along the entire supply chain. In addition to



Press Release | June 26, 2024 | 3/4

producing electronic components in a sustainable and resource-saving way, this also includes the topics of environmentally friendly disposal and recycling as well as other innovative solutions that reduce the ecological footprint in the production and operation of vehicles.

Automotive at electronica 2024

As the world's leading trade fair for electronics, electronica 2024 is the ideal platform for bringing the automotive and electronics industries together. The motto for 2024 is "Leading the way to the All Electric Society". The trade fair will showcase automotive solutions and technologies from Alps Alpine, Analog Devices, Infineon, Murata, NXP, Samsung, STMicroelectronics, TDK and Vishay, among others. Numerous exhibitor innovations can be found in Hall B6 in the Smart Mobility Village and in the Smart Mobility Pavilion. The forum program on the Smart Mobility Stage in Hall B6 offers practical insights into current industry developments.

The trade fair will kick off with the electronica Automotive Conference on November 11, 2024. It brings together professionals and executives from the entire supply chain to discuss the most important trends and challenges facing the industry, for example from companies such as Audi, Bosch, Infineon, NXP and Qualcomm. The focus will be on electrification, sustainability and cybersecurity, as well as developments in interior trends and driver assistance systems.

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.



Press Release | June 26, 2024 | 4/4

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

As one of the world's leading trade fair organizers, Messe München presents the world of tomorrow at about 90 trade fairs worldwide. These include eleven of the world's leading trade fairs such as bauma, BAU, IFAT, electronica, and ISPO. Messe München's portfolio comprises trade fairs for capital and consumer goods, as well as for new technologies. Together with its subsidiaries, it organizes trade fairs in China, India, Brazil, South Africa, Turkey, Singapore, Vietnam, Hong Kong, Thailand, and the U.S. With a network of more than 15 affiliated companies and almost 70 representations worldwide, Messe München is active in more than 130 countries. The more than 150 events held annually attract around 50,000 exhibitors and around three million visitors in Germany and abroad.