



Munich, November 17, 2017

Final report

New records

productronica sets standards in electronics production

- **44,000 visitors**
- **Positive trend in the industry spills over to productronica**
- **Successful link-up with SEMICON Europa**

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

Where is the electronics production industry headed? productronica, which was staged at the Munich trade fair site from November 14 to 17, 2017, provided answers to that question. 1,200 exhibitors from 42 countries presented innovations from the fields of electronics production and development. The focus was on topics such as the Internet of Things, as well as big data and miniaturization. Among other things, the special shows “Smart Data—Future Manufacturing” and “Hardware Data Mining” staged by the VDMA and Fraunhofer IZM showcased various scenarios: from the impact of sensors on production machinery to the use of large quantities of data for new business models.

Falk Senger, Managing Director of Messe München, can look back at four successful days: “productronica impressively demonstrated its position as the world’s leading trade fair and global innovation platform this year. With an enormous surge in the number of visitors, as well as a sharp increase in international ones, productronica 2017 showed that Munich is the world’s hotspot for electronics manufacturing.”

Rainer Kurtz, Chairman of productronica’s Technical Advisory Board and CEO of kurtz ersa, endorsed that view: “productronica confirmed the positive growth forecast for the industry. The great interest in smart technologies shows that digitalization has finally arrived in the electronics manufacturing industry. Now we need to keep this momentum going.”

Messe München GmbH
Messegelände
81823 Munich
Germany
www.messe-muenchen.de



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Thilo Brückner, Managing Director of VDMA EMINT, also expressed his great satisfaction: “productronica was yet again a very successful trade fair for the VDMA and its member companies. The exhibitors reported many promising, high-quality contacts and confirm the positive underlying sentiment in the industry.”

According to a survey by the market research institute Gelszus, visitor satisfaction again increased this year: 97 percent of visitors gave productronica a rating of good to excellent.

In addition, 96 percent of those surveyed said that productronica met their expectations regarding innovations.

44,000 visitors from 85 countries came to Munich, an increase of almost 20 percent over the previous event.

The sharpest increase in attendance was in the number of visitors from Taiwan and the U.S., as well as France and the Netherlands. After Germany, the countries with the largest number of visitors were as follows (in this order): Italy, Austria, Switzerland, France, the Russian Federation, the Czech Republic and Great Britain.

SEMICON Europa

SEMICON Europa celebrated its premiere at the Munich trade fair center this year. Staged alongside productronica, it presented solutions and products from the field of semiconductor production in hall B1. Ajit Manocha, CEO and President of the industry association SEMI, drew a positive conclusion: “One year ago, we made the decision to co-locate SEMICON Europa with productronica in Munich, and as expected results are quite positive. These results have been validated with positive feedback from exhibitors and high satisfaction from conference attendees and we now look forward to the next year co-location with electronica in 2018. I'm also very happy about the numerous registrations for next year". SEMICON Europa will now be held every year as part of productronica and electronica in Munich.

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Successful continuation of the productronica innovation award

Following the successful premiere in 2015, Messe München again teamed up with the trade magazine productronic to present the productronica innovation award for the second time. Jury member Professor Lothar Pfitzner from the University of Erlangen was enthusiastic about the quality of the entries: “productronica is an ideal forum for the suggestions that were submitted and rewarded here.”

Of the around 60 submissions, awards were presented to the following companies in the six cluster categories: Nano Dimension in the PCB & EMS cluster, Juki Automation Systems in the SMT cluster, LPKF Laser & Electronics in the Semiconductors cluster, Komax in the Cables, Coils & Hybrids cluster, Acculogic in the Future Markets cluster, and Viscom in the Inspection & Quality cluster. Further information can be found at www.productronica.com/award

IT2Industry

IT2Industry was held for the second time as part of productronica. You can find the final report at www.it2industry.de. IT2Industry will be part of automatica 2018 next year.

The trade fairs productronica and electronica are held in alternating years, making Munich the most important meeting place for the electronics industry. The next electronica takes place from November 13 to 16, 2018, and the next productronica takes place in Munich from November 12 to 15, 2019.

You will find a **photo gallery** on productronica 2017 and additional image material for your reporting [here](#).

Additional **audio** material is available [here](#).

Click [here](#) for additional **video** footage.

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About productronica

productronica is the world's leading trade fair for electronics development and production and is supported by the Productronics Association in the German Engineering Federation (VDMA) as a conceptual partner. It has taken place in Munich every two years since 1975 and is a core element of the electronics trade fair network of Munich International Trade Fair. 2017 1,203 exhibitors from 42 countries and 44,000 visitors from 85 countries took part at productronica. The next productronica takes place from November 12 – 15, 2019. www.productronica.com.

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 and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. 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.