

## Press release

### Three questions for Exhibition Director Barbara Müller

### **“We have ideal conditions for a successful productronica 2023”**

24. May 2023

- All of the industry's key players represented in Munich
- Key topics: power electronics, artificial intelligence and sensors in electronics production, quantum technologies second generation
- productronica Innovation Award 2023: Application phase starts at the end of July

In less than six months, productronica – the world's leading trade fair for electronics development and production – will begin in Munich. From November 14 to 17, 2023, companies from the fields of PCB & EMS, SMT, semiconductors, inspection & quality, future production & smart factory, and cables, coils & hybrids will present their solutions and products. Half a year before the start of the trade fair, Exhibition Director Barbara Müller gives a preview of productronica 2023.

**Ms. Müller, productronica is one of the few events that survived the last three years with almost no restrictions. How are preparations currently going for this November?**

It was very important for perception within the industry that we were able to hold productronica as an in-person event two years ago. And that is why we are especially looking forward to productronica 2023 under normal conditions. We are very happy with the registrations so far. Key players such as ASMPT, Asys, Ersma, Fuji, Komax, Rohde & Schwarz, Schmolz Systems and Viscom have already confirmed their participation. In addition, the current survey by the VDMA Productronics Association shows that there is a positive mood within the industry. Together, these two factors create ideal conditions for a successful event this fall. We therefore expect that we will almost match the number of exhibitors from 2019, when 1,500 companies from more than 40 countries were represented at productronica and SEMICON Europa, which was held at the same time.

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**What topics will take center stage at productronica 2023?**

Alongside current overarching topics such as the shortage of skilled workers and sustainability, this year's productronica will focus on the four key topics of power electronics, artificial intelligence and sensors in electronics production and quantum technologies second generation.

Power electronics is taking on an increasingly important role, particularly in the automotive sector and in photovoltaic and wind power plants. By using artificial intelligence in electronics production, processes can be optimized and productivity potential further exploited. In addition to this, sensors offer further development opportunities in electronics production through independent processing of signals and information.

We are also organizing a special show in cooperation with the VDMA Productronic department - the conceptual and technical sponsor of productronica. There, the focus will be on three aspects: Quantum technologies of the second generation - e.g., view of an ion trap through the microscope, live demonstration of a "Smart Reordering System" based on battery-powered and radio-networked sensors as well as the demonstration of a frequency converter with a connected drive motor.

**Can you already give an initial preview of the supporting program for productronica 2023, Ms. Müller?**

We are currently in the middle of the planning phase for the supporting program. But I can already reveal that alongside the well-established forum program and live demonstrations, there will also be the productronica Careers and productronica fast forward areas. In the Careers area, we will offer both young professionals and experienced workers individual and professional career advice. At the same time, exhibitors will have the opportunity to search for prospective employees and post job offers on the productronica exhibitor portal. And with our productronica fast forward powered by VDMA Start-Up Machine, we will also be following our tradition of supporting young companies in entering the market. A special highlight for many years has been the productronica Innovation Award ceremony on the first day of the trade fair. Applications for this can be submitted from July 27 on the productronica website.

**More information:** [www.productronica.com](http://www.productronica.com)

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**productronica**

productronica is the world's leading trade fair for electronics development and production and is supported from a conceptual and technical perspective by the Productronics Association of the VDMA (German Mechanical Engineering Industry Association). The trade fair has been held in Munich every two years since 1975 and the next productronica is due to take place from November 14 to 17, 2023.

**productronica worldwide**

In addition to productronica, Messe München organizes productronica China, productronica South China and productronica India. The network of electronics trade fairs also includes electronica in Munich, electronica China, electronica South China, electronica India, Smart Tech Asia, electronicAsia 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, about 50,000 exhibitors and around 3 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, and also abroad.

Together with its subsidiary companies, Messe München organizes trade fairs in China, India, Brazil, Russia, Africa, Turkey, and Vietnam. With a network of associated companies in Europe, Asia, and South America, and with around 70 offices worldwide for more than 100 countries, Messe München has a global presence.