



Press release

productronica supporting program

The highlights in 2023

25. October 2023

- **VDMA special show on sensors in electronics manufacturing and quantum technology in power electronics**
- **Three forums as a platform for exchange and discourse**
- **Presentation of the productronica innovation award in six categories**

productronica – the world’s leading trade fair for electronics development and production – will start in Munich in a few weeks’ time. From November 14 to 17, more than 1,300 exhibitors from 45 countries will present their latest solutions and products. An extensive supporting program will supplement the exhibition area on all four days of the event. The sponsor of the industry’s most important event is VDMA Productronic.

This year’s productronica will focus on the key topics of power electronics, quantum technology, and artificial intelligence and sensor technology in electronics manufacturing. That is also the focus of the [VDMA Productronic Special Show](#). Live demonstrations will provide visitors with insights into sensor technology in the field of electronics manufacturing, into quantum technology, and also power electronics, as VDMA speaker Sandra Engle explains: “We are delighted to have gained leading experts from the individual fields for the special show in the form of the companies Balluff, Breuer-Motoren, and Quantum Valley Lower Saxony. They will present practical examples, setting the tone in the areas of automation, power electronics for electric mobility, and quantum research.”

Messe München GmbH
Am Messesee 2
81829 München
Deutschland
messe-muenchen.de



Press release | 25. October 2023 | 2/2

Three productronica forums as a platform for exchange and discourse

Presentations and discussion panels in [the three forums at productronica](#) will offer the opportunity for a professional exchange on current and future market and technology topics. The productronica Forum in Hall A1 will focus on trends in the SMT industry such as automation, artificial intelligence, and workforce efficiency. In the PCB & EMS Marketplace (Hall B3), experts will showcase developments and solutions in the field of printed circuit boards, circuit carrier manufacturing, and hybrid components. Innovations determine the content in the forum of the same name (Hall B2), covering a wide range of topics including power electronics, quantum technology, AI applications in electronics manufacturing, or also the hot topic of semiconductors. In a panel discussion, four dedicated women will discuss the question: “How can women be motivated to enter the electronics industry?”

Hands-on technology: live demonstrations at productronica

Visitors will enjoy an even more practical experience at the live demonstrations. In addition to the VDMA Special Show, [the Cleanroom](#), [the IPC Hand Soldering Competition](#), and the [Inno Truck](#) allow visitors to experience technology up close. While the Cleanroom and Hand Soldering Competition, as permanent fixtures, have already been providing information on cleanroom technology or a better understanding of hand soldering for many years, the Inno Truck is celebrating its productronica premiere. It is a truck that has been converted into a research laboratory that is provided by the Federal Ministry of Education and Research to promote interest in technologies in a playful way, and at the same time get young people interested in technical professions.

Individual career planning in the Career Area

The shortage of skilled workers is also affecting the electronics industry. The topic of recruiting is therefore becoming increasingly important for companies, which is why productronica is offering a combination of interactive job exchange and individual career advice this year in the form of the [Career Area](#). On the one hand, it offers exhibitors the opportunity to present themselves as attractive employers. On the other, it allows young professionals, students, and specialists to find exciting jobs and information about companies and the industry. In addition, professional career

Press release | 25. October 2023 | 3/3

consultants from Schuh-Eder Consulting are available daily to answer individual questions about career opportunities in the electronics industry.

Presentation of the productronica innovation award in six categories

This marks the fifth time that Messe München is presenting the productronica Innovation Award in cooperation with Hüthig Verlag. The exhibitors have submitted around 70 new products. An independent jury comprising representatives from institutes, universities and associations determines the winners. The award will be presented on the first day of the trade fair in the six categories PCB & EMS, SMT, Inspection & Quality, Semiconductors, Cables, Coils & Hybrids, and Future Production.

More information: www.productronica.com

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 Department 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.