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Munich, September 20, 2017

Press Release

electronica 2018

More halls, more events, more innovations: electronica 2018 to feature special highlights for exhibitors and visitors

Which technologies, trends and developments from the world of electronics will accompany us into the future? What's new in the electronics industry? Every two years, the international trade fair electronica answers those questions. Exhibitors will present themselves to an audience of professionals in Munich from November 13–16, 2018. Early Bird registration for exhibitors is open until November 30, 2017.

Every two years, electronica brings the entire world of electronics including components, systems and applications together in Munich—whether start-ups, small and medium-sized enterprises or international corporations. And no wonder: As the most important international industry gathering, electronica attracts visitors from all important branches of the electronics industry—from industrial electronics, automotive and telecommunications to consumer electronics. electronica gives the industry orientation, impetus and an outlook on the future and examines developments on the electronics industry's global markets.

As in the past, the upcoming exhibition will focus on the topics of automotive, embedded systems, LEDs/SSL, industrial IoT, cyber security and medical electronics. electronica's new highlight topics will include artificial intelligence and smart energy/smart grids. Besides exhibition sectors that are full of innovations, the expanded program of conferences and forum events will give the fair significant added value.

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electronica 2018 will continue its course of growth

For the first time ever, electronica will occupy 16 halls. The last time that the fair was held, it had 13 halls. One of the new halls will be occupied by SEMICON Europa as a co-located event. Angela Marten, the fair's Exhibition Director: "We are very satisfied with the way that the fair is developing right now and are especially pleased about having received registrations from several first-time exhibitors and about increases in the amount of space requested by returning electronica participants."

Adding two new halls to electronica means that the fair's hall structure is also developing in a manner that takes future needs into account. The fair is ensuring its ability to handle additional growth without having to make major changes to its layout. Integrating new supporting events into the fair is also possible. Incorporating the new Halls C5 and C6 into electronica will make it larger than ever. At the same time, five entrances will keep distances to a minimum and help trade visitors get to the exhibits of their choice as quickly as possible.

Competence centers: electronica conferences and the forum program including the new TechTalks

Visitors attending electronica can continue to develop their expertise at the exhibition and in the fair's comprehensive program of conferences and forums. In the future, all of the fair's conferences will be under a single roof—in the literal sense: For the first time ever, the automotive conference, embedded platforms conference, the Wireless Congress and two new conferences on the topics of medical electronics and cyber physical systems will all be held at the ICM – Internationales Congress Center München in 2018 under the umbrella "electronica conferences". However, each conference will still maintain its own identity. Together with the SEMICON Europa conferences, the electronica conferences will occupy the entire ICM. They will give more than 1,000 trade visitors an opportunity to receive impetus on specific topics and discuss current and future industry developments.

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The electronica Forums are also being expanded: For the first time ever, there will be a forum on plug connectors as well as a forum on smart grids/smart energy. To give engineers and developers in particular added utility and make it easier for them to find the formats that meet their needs, all presentations will be labeled as BusinessTalks or TechTalks in the future. TechTalks explicitly address technology-oriented target groups such as engineers and developers and are extremely technical in nature. BusinessTalks, on the other hand, provide an overview of and insights into relevant technical questions.

Parallel to electronica: SEMICON Europa

SEMICON Europa is a co-located event that is also contributing to electronica's growth. As Europe's leading showcase for state-of-the-art microelectronics manufacturing with representatives along the entire value chain, SEMICON Europa focuses on the sectors for research and development. It is an information and communications platform that features first-rate technical conferences, forums and programs as well as opportunities to network with industry experts.

The show will occupy an entire exhibition hall. Together with the electronica conferences, its accompanying conferences will fill the ICM – Internationales Congress Center München to capacity. Close cooperation between electronica and SEMICON Europa allows visitors attending the fair to benefit from synergy and gives them access to an even larger range of information.

SEMICON Europa is an annual event that alternates between being held with productronica and electronica. The close alliance between Messe München and the platform for the semiconductor industry increases Munich's significance as an annual hub for the international electronics industry.

[Information](#) and [application forms](#) for exhibitors are available at the electronica website.

At a glance: [Facts and figures](#) about electronica.

Photographs from the last exhibition are available [here](#).

About electronica

electronica is the International Trade Fair for Electronic Components, Systems and Applications. It is the electronics industry's most important international industry gathering

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and features a supporting program with forums and conferences such as the electronica Automotive Conference, the Embedded Platforms Conference, IT2Industry and the Wireless Congress. Further, the electronica Fast Forward Award is being presented. Approximately 73,000 visitors and 2,913 exhibitors participated in electronica in 2016. electronica has been held in Munich every two years since 1964. The next exhibition takes place from November 13–16, 2018. www.electronica.de

electronica worldwide

In addition to electronica, Messe München organizes electronica China und electronica India. Its network of electronics exhibitions also includes productronica in Munich, productronica China, productronica India and eAsia.

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.