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Press Release

electronica 2018

Connecting everything—smart, safe, and secure

- **Biggest electronica ever**
- **New formats: electronica Experience and IMPACT – Design for a Cause**
- **Jeremy Rifkin opens electronica 2018**

Smart, reliable, and secure networking at all levels is the focus for this year's edition of the world's leading trade fair and conference for electronics, to be held on November 13–16, 2018, in Munich, Germany. This time round, electronica will be going way beyond the presentation of relevant components, systems, applications, and solutions. In addition to 17 halls, 13 forums, and four conferences, there will be a wide range of innovations on show. Exhibitors, visitors, established industry players and start-ups, not to mention employers and new talents, will therefore have extensive opportunities for making contacts and networking.

Over 3000 companies from more than 50 countries will be present to provide a glimpse of the future with their products and solutions.

More Space and New Hall Layout

electronica 2018 will be larger than the previous event, with more than 180,000 square meters of space spread across four halls.

Visitors to the trade fair will benefit from four additional halls, which means there will now be a new hall layout. Five entrances, color-coding in the halls, expressways, and the visitor shuttle together with indoor navigation via the electronica app will aid navigation.

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Networking, Inspiration, and Experience

There will be four conferences and 13 forums at the trade fair to facilitate networking and knowledge exchange. Digital support for further networking between exhibitors and visitors, as well as among visitors, will also be provided in the form of the classic electronica Matchmaking and the new electronica Connect tool.

There will also be even more opportunities for networking, inspiration, and experience thanks to the new formats, electronica Experience and IMPACT – Design for a Cause.

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The new hall C6 will give visitors the opportunity to get to grips with electronics, as well as showcasing career opportunities within the electronics branch. electronica Experience will feature live demos, applications, and presentations, as well as a job market, to facilitate networking between exhibitors, students, and school pupils.

IMPACT – Design for a Cause will also be taking place as part of electronica Experience. The event, which will feature engineering associations Hackster and Element14 among others, will look at the future influence of electronics on communication, the environment and medicine in pitches, presentations, and discussion panels.

Networking Visionary to Open electronica 2018

In his works “The End of Work,” “The Third Industrial Revolution” and “The Zero Marginal Cost Society,” US social theorist, Jeremy Rifkin, not only identified current developments in the economy and society at an early stage, he also touched on the global networking of industrial and social processes in the “Supergrid.” Jeremy Rifkin will open electronica with a keynote speech on the evening of Monday, November 12, before opening the new electronica Experience with a talk on Tuesday, November 13.

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More information: www.electronica.de

Link for press accreditation: <https://electronica.de/press/services/accreditation>

About electronica

electronica is the world's leading trade fair and conference for electronics. The trade fair is the most important meeting point for the electronics industry and also features a supporting program with forums and conferences, such as the electronica Automotive Conference (eAC), the electronica Embedded Platforms Conference (eEPC), the electronica Medical Electronics Conference (eMEC), and the Wireless Congress. electronica Experience will be debuting in 2018 with live demos and applications in Hall C6. The electronica Fast Forward Award has been presented since 2016. Around 73,000 visitors and more than 2,900 exhibitors took part in electronica 2016. electronica was founded in 1964 and has taken place every two years in Munich ever since. The next event will be held from November 13 to 16, 2018.

electronica worldwide

In addition to electronica, the world-leading trade fair, Messe München also has plenty of experience in organizing other electronics trade fairs, such as electronica China and electronica India. The network of electronics trade fairs also includes productronica in Munich, productronica China, productronica South China under the umbrella of LEAP, productronica India, the Smart Cards Expo and eAsia in association with the Hong Kong Trade Development Council.

Messe München

Messe München is one of the world's leading trade fair companies. It organizes over 50 exhibitions for capital and consumer goods and new technologies. Each year, more than 50,000 exhibitors and some three million visitors take part in over 200 events held at the trade fair center in Munich, the ICM—Internationales Congress Center München, the MOC Veranstaltungszentrum München, and abroad. Together with its subsidiaries, Messe München organizes exhibitions in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam, and Iran. Messe München has a global presence with a network of affiliates in Europe, Asia, Africa, and South America and around 70 representative offices abroad serving more than 100 countries.