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Press release

productronica tidies up.

The electronics industry is in a constant state of flux. Manufacturing requirements are changing, new focal points are being defined and future markets must be taken into account. The world's leading trade fair productronica has collaborated closely with its exhibitors and trade associations to optimize the exhibition: A new cluster structure gives visitors a unique overview of the entire value chain in electronics manufacturing. This new structure is also reflected by the hall assignments: Individual segments are bundled more clearly, which will make attending the fair more efficient than ever.

Just in time for productronica's 40th anniversary, the world's leading trade fair has been given a makeover. The 19 different segments that used to make up the fair have been restructured into five new clusters along the value-added chain. The five new clusters are as follows:

- **PCB & EMS cluster:**
 - PCB and other circuit carrier manufacturing
 - Electronic manufacturing services (EMS)
- **SMT cluster:**
 - Component mount technology
 - Soldering and joining technology for PCBs
 - Test and measurement, quality assurance
 - Product finishing
 - Production subsystems
 - Production logistics and material-flow technology
- **Semiconductor cluster**
 - Semiconductor manufacturing
 - Display manufacturing, LEDs and discrete devices
 - Photovoltaics manufacturing
 - Micro-/nano-production

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- Cleanroom technology
- Materials processing
- **Cables, Coils & Hybrids cluster**
 - Technologies for cables processing and connectors
 - Coilware production
 - Hybrid component manufacturing
- **Future Markets cluster**
 - IT to Production, Industry 4.0
 - Technologies for batteries and electrical energy storage
 - Organic and printed electronics
 - 3D printing, additive manufacturing

Christian Rocke, productronica's Exhibition Director, explains: "The breakdown of exhibits into narrowly defined segments no longer reflected developments in the electronics manufacturing industry. These clearly defined clusters allow us to bring together what belongs together." The new structure runs through the entire exhibition concept like a common thread. The fair's forums were also restructured. In the future, each cluster will have its own Speakers Corner (in Halls A1, B1, B2 and B3).

Rainer Kurtz, Chairman of the productronica Technical Advisory Board, Chairman of the Sector Group Productronics within VDMA and CEO of the Kurtz Ersa Group, says: "On behalf of the industry, I welcome the fact that the fair is developing further. Thanks to this change, the fair gives participants an optimum overview of the diversity in the manufacturing sector."

The website also got an extensive facelift. It features a simpler navigation structure, which allows users to move through the various information areas in a manner that is more direct and focused. www.productronica.com

The next productronica takes place in Munich from November 10 – 13, 2015.



The new fairgrounds map for productronica 2015. We would be pleased to send you one in print-ready resolution upon request. <http://www.productronica.com/fairground-map.html>

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. 2013 1,220 exhibitors from 39 countries and more than 38,000 visitors took part at productronica. The next productronica takes place from November 10 – 13, 2015. www.productronica.com.

Messe München International

Messe München International is one of the world's leading trade show companies. In Munich alone it organizes around 40 trade shows for capital and consumer goods, and key high tech industries. Each year more than 30,000 exhibitors and around two million visitors take part in the events held at the Messe München exhibition center, the ICM – International Congress Center München, and in the MOC Veranstaltungszentrum München. The leading international trade fairs of Messe München International are all independently audited. In addition, Messe München International organizes trade shows in China, India, Turkey and South Africa. With a combination of affiliates abroad – in Europe, Asia and in Africa – and over 60 foreign representatives actively serving over 100 countries, Messe München International has a worldwide business network. The Group also takes a pioneering role as regards sustainability: It is the first trade-fair company to be awarded energy-efficiency certification from the technical inspection authorities TÜV SÜD.

About VDMA Productronic and VDMA Electronics, Micro and Nano Technologies

The Sector Group Productronics is part of the newly founded VDMA Sector Association Electronics, Micro and Nano Technologies. It represents about 75 member companies along the entire process chain of electronics production. The member companies produce machines, equipment, materials and components for a wide range of electronic products, including semiconductors ("microchips"), printed circuit boards (PCBs), electronic assemblies, flat panel displays, data storage, photovoltaics and electrical energy storage. The VDMA sector association Electronics, Micro and Nano Technologies leverages synergies between the two sectors groups Productronic and Micro Technologies. In these groups, activities that match the specific requirements of each sub-sector are defined and implemented. Joint activities are launched in the sector association.

<http://emint.vdma.org>

The German Engineering Federation represents more than 3,100 companies in the engineering industry, many of which are small and medium sized enterprises. With 986,000 employees all over

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Germany (2013) and a sales turnover of 206 billion Euros (2013) the engineering sector is the biggest employer and one of the leading sectors of German industry.

<http://www.vdma.org>