

PRESS RELEASE

FOCUS ON PCB 2022: GOOD FIRST!

OUTSTANDING START FOR THE FIRST EUROPEAN EXHIBITION ENTIRELY DEDICATED TO PCB AND PCBA INSIDERS AND STAKEHOLDERS. FOCUS ON PCB IS COMING BACK NEXT YEAR: ON MAY 17-18, 2023 IN VICENZA.

MAY 31st, 2022 – The 1st edition of [Focus on PCB – From Design to Assembly](#), the first European trade show dedicated to PCB (Printed Circuit Board), PCBA (Printed Circuit Board Assembly) and EMS (Electronics Manufacturing Services), drew to a close on May 19th.

The response from visitors and exhibitors alike was excellent, as both welcomed with enthusiasm this premium event, marked by outstanding expertise and professionalism. Industry professionals, specialists, as well as youth searching for ideas for their prospective careers, startups and makers: at Focus on PCB the past, present and future of printed circuit boards converged in a dynamic and prolific setting, the perfect backdrop for networking. The conference program, which was rich in technological insights and the market analysis presented by **Assodel's PCB Group**, garnered great interest and participation.

The trade show's organizers, NürnbergMesse Italia, validate Focus on PCB's success, and are already working on the next edition, which is due on May 17th and 18th, 2023 once again at Fiera di Vicenza. Their collaboration with **IEG – Italian Exhibition Group** – is also confirmed.

“The positive outcome of this event is a clear sign that the exhibition industry, following the standstill imposed by the pandemic, is currently recovering”, so **Stefania Calcaterra, Managing Director of NürnbergMesse Italia**. “This restart requires everyone – from industry insiders to exhibiting companies – to find new ways and new stimuli, capable of catering for people's need to meet in person in a productive framework for business. Our ambition is for Focus on PCB to become an incubator of groundbreaking ideas and opportunities for the whole PCB-PCBA industry, and a much anticipated annual international event that cannot be missed. As this first edition has shown, the preconditions are excellent.”

The response from participants was excellent too, as shown by the several appreciation messages and positive comments, shared by those who have believed in Focus on PCB since the very onset. “The success of this event held in Vicenza has been a pleasant surprise. During those two days our booth was literally flooded with visitors: a huge satisfaction for us all!” Flavio Tronzano of SPEA has commented.

He is echoed by Renato Farruggio of ICAPE Italy: “We want to thank all the people who came to visit us. The fair was marked by the common desire to start over what was inevitably put on hold two years ago. I want to thank my team for their dedication and for believing in this.”

The Bredi team, which visited Focus on PCB, is on the same page: “We couldn't have been happier to walk through trade show halls again, to encounter customers and suppliers!” Linda Bastioni of CalcuQuote stated: “Well done Focus on PCB, great start! It's been such a pleasure to finally be able to meet vis-à-vis, establish new partnerships and exchange ideas so as to upgrade our sector and supply chain.”

Stefano Morlacchi of Cadlog Group has commented on the combination of off- and online exhibitions: “The value of meeting in presence and of exchanging ideas face-to-face on new technologies as well as age-old issues is unparalleled. At Focus on PCB I have had the chance of

meeting customers, talking to suppliers, forging new opportunities and relationships with amazing Italian firms. I was finally able to shake hands with people I had only met through Teams. The best part? Persuading young students on a school trip to study to become PCB Masters, as these are in great demand”

The importance of teaming up is also echoed in the words of Stefano Falletti of Peters Italia: “Focus on PCB 2022: we believe in a trade show dedicated to Made- in-Italy electronics!”

Focus on PCB aims to guide current and prospective visitors and exhibitors along the **path leading to the 2023 edition of the fair** by providing them, from now on and in the months to come, with original contents, exclusive news and meeting opportunities to discuss essential issues for the PCB supply chain. Updates will be available on www.focusonpcb.it and on the event’s [LinkedIn](#) page.

NÜRNBERGMESSE ITALIA

NürnbergMesse Italia has been on the Italian market since 2009 as the Italian subsidiary of the NürnbergMesse Group, one of the 15 largest exhibition companies in the world, including NürnbergMesse GmbH, headquartered in Nuremberg, and its 15 subsidiaries and affiliates, employing over 900 people at eleven locations in Germany, Brazil, China, India, Italy, Greece, Austria and the United States. The group relies on a network of international representatives in over 100 countries. NürnbergMesse’s exhibition portfolio includes around 120 national and international exhibitions and conferences, both on- and off-line, focusing on five product sectors: Retail & Consumer Goods, Building & Construction, Process Technology, Electronics & Security, and Social & Public. In addition to promoting the group’s events held in Nuremberg and worldwide, since 2017 NürnbergMesse Italia has been organizing events in Italy too.

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