

Munich, November 15, 2019

## Final report

### **productronica confirms its position as the world's leading trade fair**

- **44,000 visitors**
- **More exhibitors and floor space**
- **Successful premiere of “Accelerating Talents”**

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The future of electronics production is smart! productronica which took place at the Munich trade fair site from November 12 to 15, 2019 was proof of this. Over 1,500 exhibitors from 44 countries presented innovations from the fields of electronics production and development.

The trade fair covered trends such as the smart factory and smart maintenance and also looked at how to attract more young professionals and specialists. In addition to “Accelerating Talents” – a platform for students and young professionals – visitors to special shows such as the “3D AOI Arena” and the “Smart Maintenance Pavilion” were given insights into the automation of electronics production.

According to Falk Senger, Managing Director of Messe München, world premieres from companies such as Fuji Europe or Posalux were not the only thing that made the trade fair a success. “We’re delighted to have increased the number of exhibitors and the exhibition space yet again this year. productronica has once again proven that it is the most important trade fair for electronics production.”

Rainer Kurtz, Chairman of productronica’s Advisory Board and Chairman of Kurtz Holding, looked back on four successful days: “The large number of international visitors shows the esteem in which productronica is held in the various electronics production markets. Given the numerous promising discussions, we’re optimistic that the sector will achieve growth in the long term.”

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Thilo Brückner, Managing Director of VDMA EMINT, also expressed his satisfaction:

“productronica 2019 was a tremendous success once again for the member companies. Despite a subdued overall economic situation the electronics manufacturing industry is expecting continuously rising sales revenue and reports of busy trade fair booths. The Hackathon@productronica was a great opportunity to successfully bring together young professionals and the mechanical engineering industry.

As far as the visitors’ overall verdict is concerned, productronica fared even better this year. According to a survey carried out by the market research institute Gelszus, 98 percent rated the event as excellent to good. In addition, 97 percent of the visitors surveyed said that productronica had lived up to their expectations as regards innovations. This too is an increase on the previous event.

In total, 44,000 visitors from 96 countries came to Munich.

In addition to Germany, the top countries for visitor numbers were (in this order): Italy, Austria, Switzerland, France, Russia, Great Britain and the Czech Republic.

### **New format – Accelerating Talents**

In order to make students and young professionals more aware of the wide range of activities in the field of electronics production, productronica launched the “Accelerating Talents” format. This platform for young professionals included various segments such as a Career Center, Talent Gateway, Education Path and Talent Stage.

The highpoint was the 48-hour hackathon which was organized by Messe München together with the VDMA and the Fraunhofer Institute for Reliability and Microintegration (IZM). The exhibitors Komax and Schleuniger took part in the first productronica hackathon as sponsors and supervisors. The personnel departments of the two companies along with Fuji Europe made full use of the recruiting opportunities during “Accelerating Talents”.

**Premiere for productronica Fast Forward**

After the success of “electronica Fast Forward” in 2016 and 2018, the platform for electronics startups featured at this year’s productronica for the first time. The innovations ranged from contactless pick-and-place machines to AI-supported gesture control. Around 40 young companies applied to take part. Ten of these startup companies were chosen to present their products at productronica.

**Around 80 entries for the productronica Innovation Award**

For the third time now, Messe München teamed up with the trade magazine productronic to present this year’s productronica Innovation Award.

Out of the 80 or so entries, the following companies won in the six cluster categories:

Limata in the PCB & EMS cluster, Seho Systems in the SMT cluster, ASM Amicra in the Semiconductor cluster, Zoller + Fröhlich in the Cables, Coils & Hybrids cluster, F&S Bondtec in the Future Markets cluster and Vision Engineering in the Inspection & Quality cluster.

productronica and electronica are held in alternating years, making Munich the world’s most important meeting place for the electronics industry. The next electronica will take place from November 10 to 13, 2020, while the next productronica will be held from November 16 to 19, 2021.

You will find a **photo gallery** for productronica 2019 as well as additional **image material** for your reports [here](#).

The **videos** for the trade fair are available [here](#).

You will find **audio clips** [here](#).

**More information:**

[www.productronica.com](http://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 Association of the VDMA (German Mechanical Engineering Industry Association). 1,544 exhibitors from 44 countries and 44,000 visitors from 96 countries took part in and attended productronica 2019. The trade fair has been held in Munich every two years since 1975 and the next productronica is due to take place from November 16 to 19, 2021. For more information, visit [www.productronica.com](http://www.productronica.com)

**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, SmartCards Expo, 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, 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, and with around 70 representatives abroad for more than 100 countries, Messe München has a truly global presence.