



Messe München

Connecting Global Competence

November 12–15, 2019



# Accelerating Innovation

Factsheet—Exhibitor Information



co-located event



**productronica 2019**

World's Leading Trade Fair for Electronics  
Development and Production

November 12–15, 2019, Messe München

[productronica.com](http://productronica.com)

## productronica 2019 in Munich:

Helping to shape the future  
of electronics production

As the largest international event for the electronics production industry, productronica is the only trade fair worldwide to cover the entire value chain. It combines all elements of the innovative development and production of electronics and is the most important platform for innovations and world premieres—from technologies to software to services.

**1,560** exhibitors from 43 countries

**44,987** visitors from 96 countries

**88,000 m<sup>2</sup>** of exhibition space

Approx. **3,400** forum attendees

**58%** international visitors

**46%** of exhibitors from abroad

**77%** of visitors have  
decision-making authority

figures productronica 2017, incl. SEMICON Europa

### **Make your presence felt at the largest event of your industry**

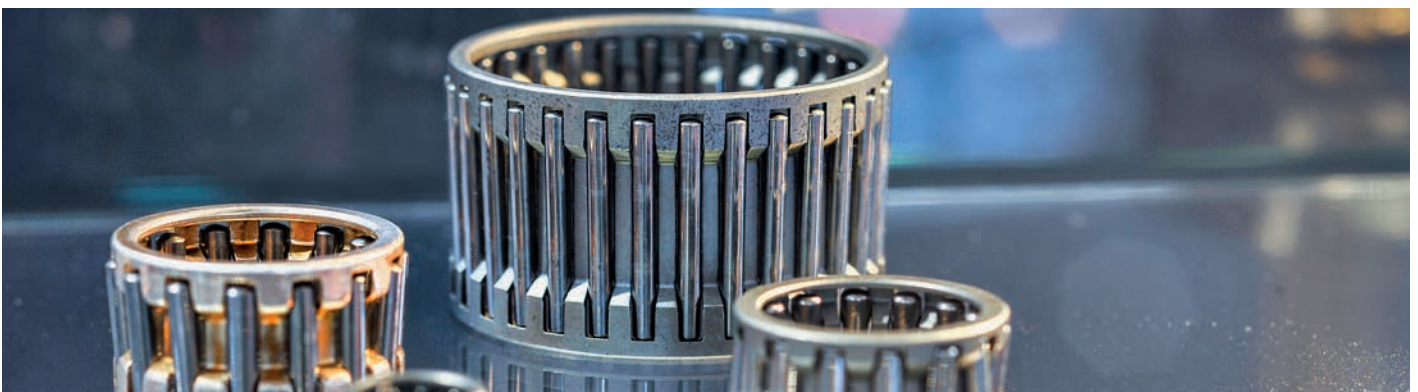
Participate as an exhibitor at the most important industry event and present the manufacturing processes of tomorrow to a unique specialist audience from industry, research and the media.

### **This is how you benefit from productronica: Networking meets decision-making**

productronica offers unique opportunities for the exchange between exhibitors and trade visitors at top decision-making level: international players with strong investment potential from various industries are looking for innovations and offer future-proof business options. Here you will find the time and space to initiate and expand business relationships.

### **Take advantage of the exclusive supporting program to exchange ideas with experts**

productronica unites the leading international innovators of the industry and plays a pioneering role in the field. The trends and markets of the future become a palpable reality in a high-class supporting program: in forums, special shows and hands-on sessions. Take the opportunity to actively draw attention to your company and your portfolio.



**You know your trade fair objectives—  
our services will help you to achieve them**

When it comes to forward-looking technologies and service innovations, exhibitor service must of course also be at the highest level. From invitation to contact management, productronica's "Your key to trade fair success" initiative will help you to achieve your trade fair objectives. Moreover, productronica will provide you with free visitor admission tickets.

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**We are very pleased  
that Yamaha's presence at  
productronica 2017 was  
so productive and success-  
ful. We were able to  
sign numerous contracts  
and had many interesting  
conversations with a  
large number of new  
potential customers.**

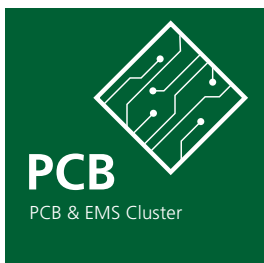
”

productronica exhibitor of 2017, Ichiro Arimoto,  
General Manager Yamaha Motor Europe



## The profile of productronica at a glance

The relevant clusters of electronics development and production shape the structure of the trade fair. The subdivision of productronica ensures that with your stand you are represented in a quality environment; it also helps visitors to find their way around and target the right contacts.



### PCB & EMS Cluster

PCB and other circuit carrier manufacturing, electronic manufacturing services (EMS)



### SMT Cluster

Component mount technology, soldering technology, test and measurement/quality assurance, product finishing, production subsystems, production logistics and material-flow technology



### Cables, Coils & Hybrids Cluster

Manufacturing technologies for cables processing and connectors, coilware production and hybrid component manufacturing



### Semiconductors Cluster

Semiconductor manufacturing, display manufacturing, LEDs and discrete devices, photovoltaics manufacturing, micro-/nano-production, cleanroom technology, materials processing



### Future Markets Cluster

IT to Production, Industry 4.0, technologies for batteries and electrical energy storage, organic and printed electronics, 3D printing

The Overall Production Support area is the ideal spot for exhibitors of products and services that are relevant for the entire value chain to present themselves.

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**Details:**  
[productronica.com/exhibition-sectors](http://productronica.com/exhibition-sectors)

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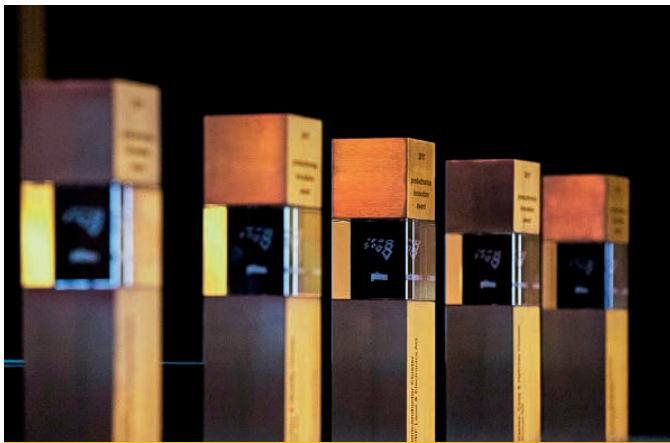


### **The supporting program focuses on inspiration, expert knowledge and dialog**

The main topics of the supporting program are technologies, trends, markets and solutions. Exhibitors, partners, international associations and media representatives are actively involved in the exchange of knowledge and showcase their innovations and visions in special shows. Participate in the exchange—new stimuli inspire.

Details:

**[productronica.com/supporting-program](http://productronica.com/supporting-program)**



### **Your innovations are award-worthy? Then why don't you compete in the Innovation Award?**

For the third time at productronica, the Innovation Award will be presented for the most innovative new products and production processes. An independent jury of experts will select the most groundbreaking entries in six categories and select the winners on the first day of the fair. Submit your innovation and compete for the industry's most prestigious award.

Details:

**[productronica.com/en/innovationaward](http://productronica.com/en/innovationaward)**



### **Co-event offers added value for exhibitors and visitors: SEMICON Europa**



Since 2017, SEMICON Europa, the European platform for the semiconductor manufacturing industry, has been held in Munich in conjunction with productronica and electronica. The close integration of SEMICON Europa and productronica offers trade fair visitors an even greater range of information.

As an annual event, SEMICON Europa focuses on everything relating to semiconductor production and also offers industry representatives an extensive supporting program with various conferences.

Details:

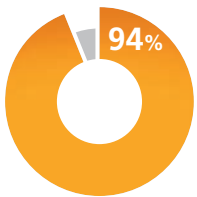
**[productronica.com/semicon](http://productronica.com/semicon)**

## Exactly the right specialist audience for your company

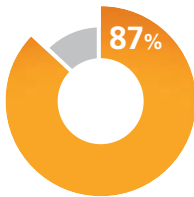
At productronica, you can reach trade visitors from almost all sectors and industries, including your relevant target audience. The trade fair sets standards in terms of quality and quantity.

According to the survey among exhibitors and visitors, the benefits of and the satisfaction with productronica 2017 is correspondingly high.

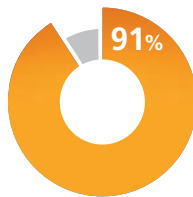
### Exhibitors gave a rating of "good" to "excellent"



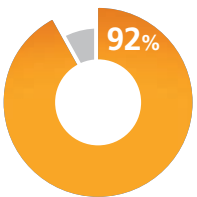
productronica overall



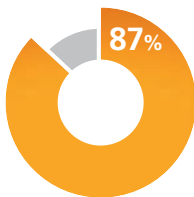
Fair's leading character/role



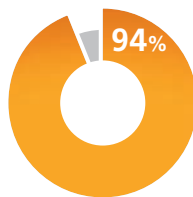
Internationality of visitors



Quality of visitors

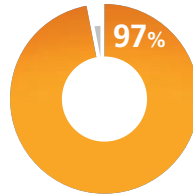


Quality of exhibitor services

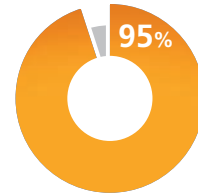


of exhibitors said that they probably to definitely will participate in the next productronica

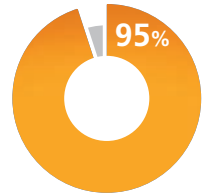
### Visitors gave a rating of "good" to "excellent":



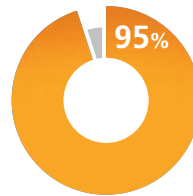
productronica overall



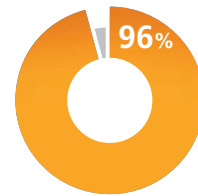
Fair's leading character/role



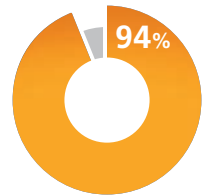
Presence of market leaders



Internationality of the exhibitors



Completeness and scope of exhibits



Transparency of arrangement/break-down by industries

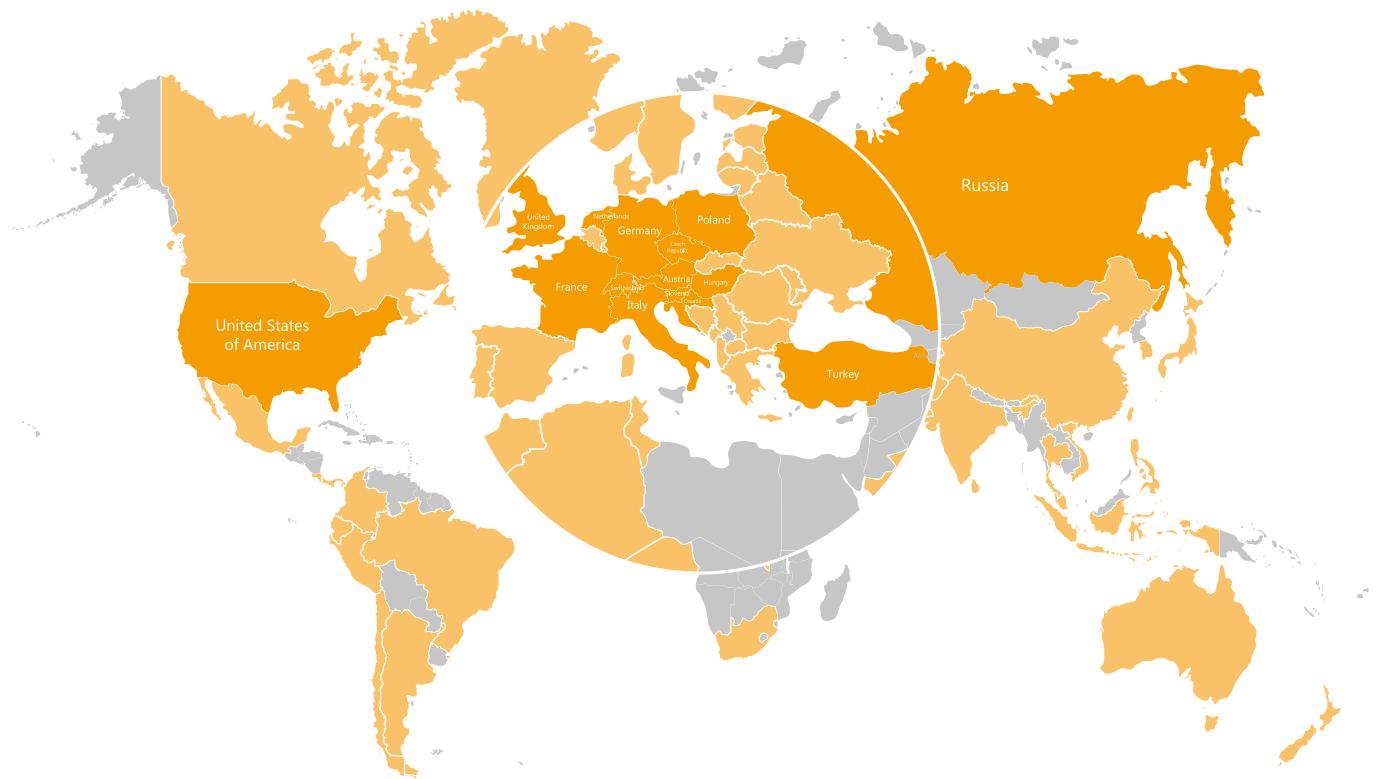
## Focal sectors

### productronica's visitors come from the following sectors:

- Industrial electronics manufacturing
- Automotive electronics manufacturing
- Communication and consumer electronics manufacturing
- Medical electronics manufacturing
- Military electronics manufacturing
- Semiconductor manufacturing
- PCB manufacturing
- Electrical engineering
- Precision mechanics and optics
- Micro-/nano-production
- Battery-/energy-storage manufacturing
- Machine/equipment manufacturing
- Measuring, control and automation technology
- Aviation/aerospace industry
- Automobile/vehicle manufacturing
- Metal industry, paper and printing industry, chemicals industry

## Top 15 visitor countries

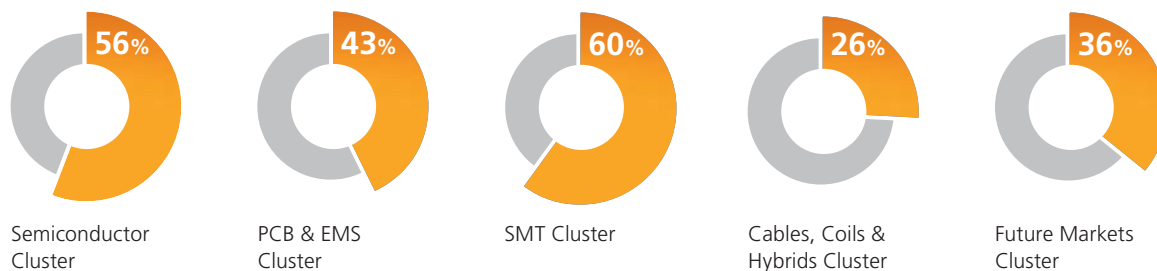
The visitors came from 85 countries on all continents. These are the top 15:



- |            |                  |                   |             |                 |
|------------|------------------|-------------------|-------------|-----------------|
| 1. Germany | 4. Switzerland   | 7. France         | 10. USA     | 13. Poland      |
| 2. Italy   | 5. Great Britain | 8. Russia         | 11. Hungary | 14. Turkey      |
| 3. Austria | 6. Croatia       | 9. Czech Republic | 12. Romania | 15. Netherlands |

## Interest in the clusters

Visitors were interested in / were looking for the following exhibition sectors:



Details:

[productronica.com/facts-figures](http://productronica.com/facts-figures)

## For your trade fair presence to have a lasting effect

You can rely on our active support for everything from concept development to implementation. We have some 90 specialists from a wide range of sectors who distinguish themselves through their expertise and reliability and will ensure that every aspect of your participation in the trade fair runs smoothly. Add to that short distances and immediate reachability at the fair.

- Event services for your trade fair and related activities
- Discount fares from Deutsche Bahn and Lufthansa
- Shuttle service from the airport to the exhibition grounds
- Exhibitor Shop where you can obtain services quickly and conveniently
- Hotel and accommodation service for suitable accommodations
- and much more

### Free vouchers for your visitors

Invite important existing customers and potential new customers to the trade fair in an easy and targeted way—online or by mail. We will provide you an unlimited number of ticket vouchers to do so.

You can view the visitor data relating to the redeemed vouchers in the Exhibitor Shop before or after the fair.

### Reach your customers online all year round

TrustedTargeting lets you reach your target group which you also meet at the trade fair—online, anytime and anywhere, even when there is no ongoing exhibition.

Our performance marketing technology supports you in targeting B2B decision-makers on the Internet—no matter what website they visit: You simply provide us with your online advertising materials.

We implement the online campaign based on our B2B data and potential customers visit your website.

Details:

[productronica.com/trusted-targeting](https://productronica.com/trusted-targeting)



### You can count on it: we are there for you

productronica's "Your key to trade-fair success" initiative will support you in making your trade fair participation perfect. From technical services to marketing services. And not just before and during the fair—even after the fair is over.

### Among other things, our services include:

- Assistance planning your stand
- Lead management solutions
- Exhibitor workshops
- Practical tips and checklists
- Reminder service
- Trade fair budget planner
- Further services on demand

Details:

[productronica.com/trade-fair-success](https://productronica.com/trade-fair-success)



## Get your own stand easily—starting from EUR 6,980

If you do not want to manage your exhibition stand yourself, our partner MEPLAN can offer you attractive system stand solutions that you can customize individually. Just as your budget allows.

For 6,980 euros you can already get the all-inclusive package Connect with 20 m²! We will be happy to provide you with more detailed information.

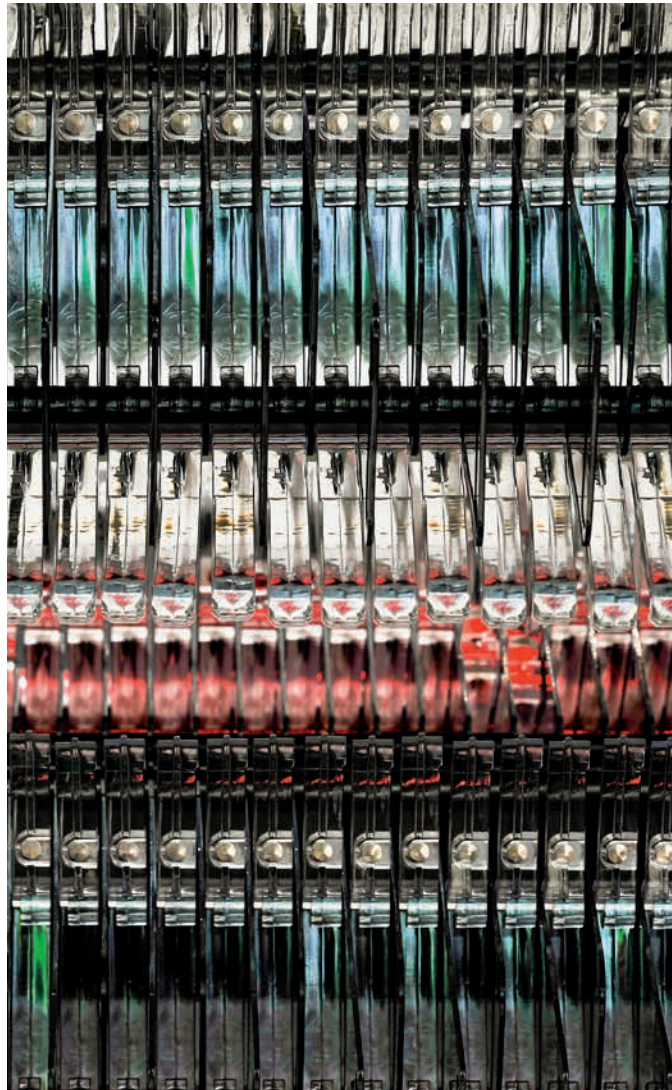
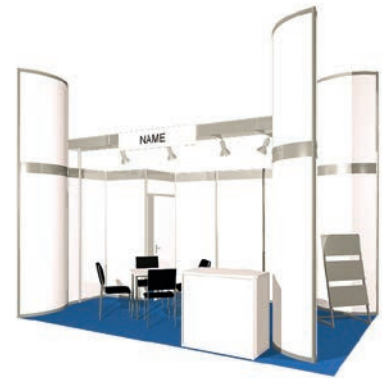
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Details:  
[productronica.com/prices](http://productronica.com/prices)

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### Attractive participation opportunities

Whether it is constructing your stand under your own direction, complete packages including assembly and dismantling or combined packages—at productronica, it is up to you to decide. Our participation opportunities offer you the greatest possible flexibility.



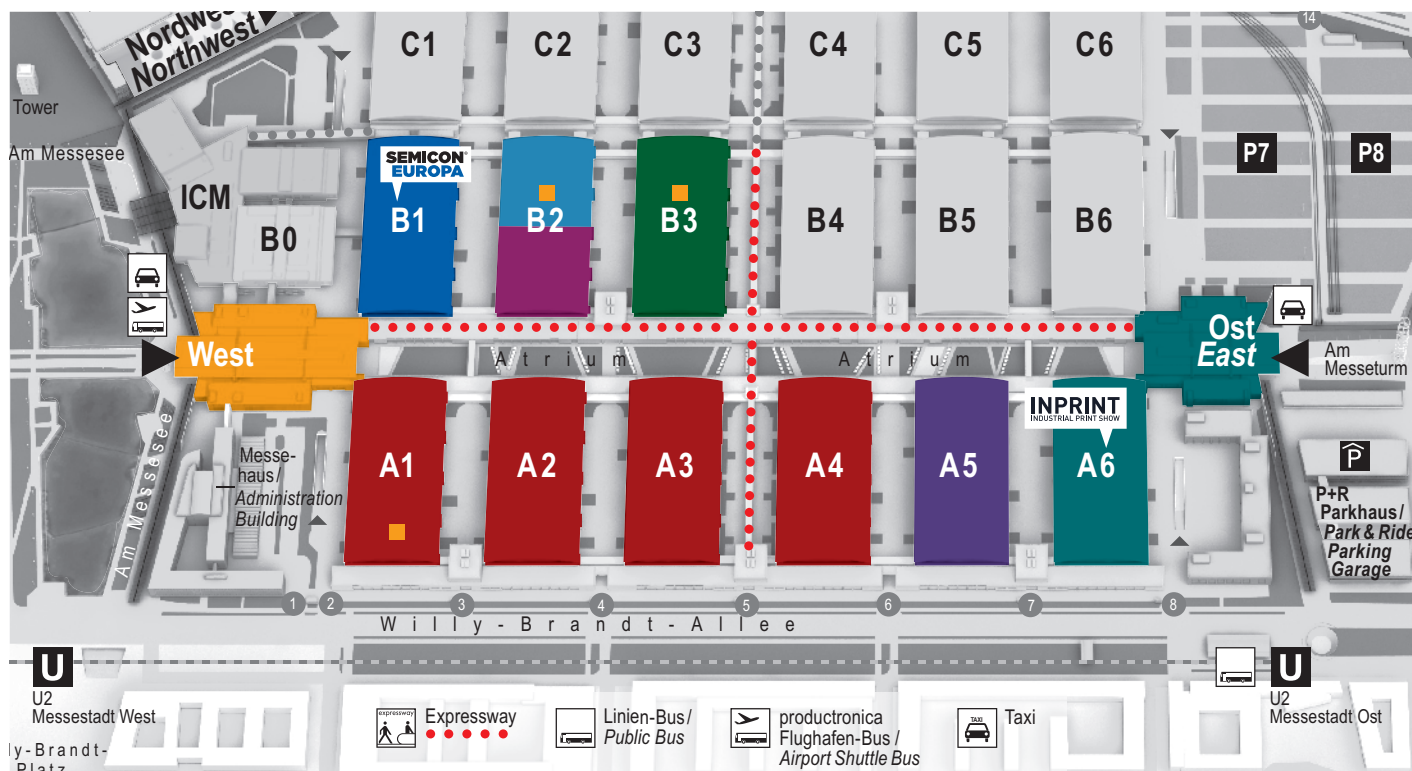
“

productronica is a great opportunity for us to network with our existing customers, to present our company and to explain our instruments to new contacts. productronica 2017 is fantastic, we have closed numerous deals and had many conversations with potential customers.

Andrea Doldini, Market Segment Manager  
Keysight Technologies

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## For your orientation: Plan of the trade fair grounds and exhibition areas



The West Entrance will be open for productronica 2019 and SEMICON Europa 2019. The East Entrance will be used for productronica 2019 and the parallel event InPrint 2019.

Last update: 09/2018

- A1 SMT Cluster**  
Test and measurement, quality assurance  
■ SMT Speakers Corner
- A2 SMT Cluster**  
Test and measurement, quality assurance  
Component mount technology  
Production logistics and material-flow technology
- A3 SMT Cluster**  
Component mount technology
- A4 SMT Cluster**  
Soldering and joining technology for PCBs  
Product finishing
- A5 Cables, Coils & Hybrids Cluster**  
Technologies for cables processing and connectors  
Coilware production  
Hybrid components manufacturing

**A6 InPrint 2019**  
November 12–14, 2019  
**INPRINT**  
INDUSTRIAL PRINT SHOW

- B1 SEMICON Europa 2019**  
November 12–15, 2019  
**SEMICON® EUROPA**
- B2 Future Markets Cluster**  
IT to Production, Industry 4.0  
Technologies for batteries and electrical energy storage  
Organic and printed electronics  
3D printing, additive manufacturing  
■ Innovation Forum
- B2 Semiconductors Cluster**  
Semiconductor manufacturing  
Display manufacturing, LEDs and discrete devices  
Photovoltaics manufacturing  
Micro-/nano-production  
Cleanroom technology  
Materials processing
- B3 PCB & EMS Cluster**  
PCB and other circuit carrier manufacturing  
Electronic manufacturing services (EMS)  
■ PCB & EMS Speakers Corner

## Worldwide service network

Take advantage of the worldwide service network of Messe München to establish business contacts all over the world: our subsidiaries and foreign representatives serve over 123 countries.

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The current addresses can be found at: **[productronica.com/service-network](http://productronica.com/service-network)**

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### The international productronica cluster

productronica and its partner events take place not only in Germany but also in China and India. Take the opportunity to establish contacts at the international counterparts of the world's leading trade fair at an early stage and to tap into new markets.

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**[productronica.com/globalnetwork](http://productronica.com/globalnetwork)**

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## productronica is looking forward to seeing you

- Present your innovative strength to the global electronics manufacturing market.
- Talk to investment decision-makers from virtually all industries and segments.
- Meet highly qualified and highly satisfied participants.

We will help you to achieve your trade fair success.



## Contacts Germany

**Dominik Eri**

**Sales Manager**

Tel. +49 89 949-20556

Fax +49 89 949-9720556

dominik.eri@messe-muenchen.de

**Oliver Bittl**

**Sales Consultant**

Tel. +49 89 949-20553

Fax +49 89 949-9720553

oliver.bittl@messe-muenchen.de

**Erich Winter**

**Sales Director**

Tel. +49 89 949-20554

Fax +49 89 949-9720554

erich.winter@messe-muenchen.de

## Event

November 12–15, 2019

### Opening hours:

Tuesday to Thursday, 09:00–18:00

Friday, 09:00–16:00

**Book your stand at**

**productronica 2019 now:**

[productronica.com/application](http://productronica.com/application)

Get the early bird rate until November 30, 2018

### Organizer and information:

**Messe München GmbH**

Messegelände

81823 München, Germany

Tel. +49 89 949-11438

Fax +49 89 949-11439

management@productronica.com

## Contact worldwide

[productronica.com/service-network](http://productronica.com/service-network)

### Conceptual and technical advisor:



 [twitter.com/productronica](https://twitter.com/productronica)

 [youtube.com/productronica](https://youtube.com/productronica)

 [linkedin.com/company/productronica-messe](https://linkedin.com/company/productronica-messe)

