



Messe München

Connecting Global Competence



MUNICH. CHINA. INDIA.

Global Electronics Network.

PARTICIPATE. SHARE. BENEFIT.



electronica



productronica



DRIVING THE FUTURE  
OF PRINTED ELECTRONICS

# Control center of the electronics industry.

## GLOBAL ELECTRONICS NETWORK. SUCCESS TO A POWER OF 3.

The electronics community meets at our global exhibition network. Players of the electronics industry. With impetus for business. Direct. Strategic.

And along the entire value chain.

- It started with **electronica**—the World's Leading Trade Fair and Conference for Components, Systems, Applications and Solutions and **productronica**—the World's Leading Trade Fair for Electronics Development and Production.
- Made in Germany, adapted and advanced for the growing markets in China and India.
- Organized by Messe München and its subsidiaries abroad, with maximum quality and highest service standards.

## RECIPE FOR SUCCESS: MASTER COMPLEXITY.

Outstanding technical know-how

+

Maximum market knowledge

+

Years of trade-fair expertise

### Because:

- The Global Electronics Network is the global control center for the electronics industry.
- On-site support is provided by local experts.
- Implementation and execution are reliable, flexible and service-oriented.



## ADDED VALUE IN THE EXHIBITION NETWORK: INTERACTION AND INSPIRATION.

Our Global Electronics Network combines innovations and trends with country-specific central themes. Precisely adapted to the markets. With specific impetus and ideas for the electronics business.

National. Global. For exhibitors and visitors.

## CONNECTING GLOBAL COMPETENCE. WITH MESSE MÜNCHEN.

Over 8,000 exhibitors and 300,000 visitors at our shows in Munich, China and India speak for themselves: Our exhibition network provides maximum diversity. In terms of technology as well as people. After all, people are what give our trade fairs their unique added value.

Our exhibitors. Our visitors. Our employees in twelve subsidiaries in Europe, Asia and Africa as well as 70 foreign representatives serving 123 further countries.

For your success at our global trade fairs.

# Global Electronics Network.

## ELECTRONICA'S PROFILE

The world's leading trade fair presents the latest electronic technologies, products and solutions for the challenges of the future—components, systems, applications and services. It also features technical forums and dialogue events with international experts.

electronica in Munich is the blueprint for our exhibitions in China and India. However, each exhibition has its own character and is tailored exactly to the conditions and needs of its booming economic region. They tap into the Asian market and give it an enormous boost.

All locations feature co-located trade shows, which generate synergy effects and added value for visitors. SEMICON Europa in Munich, productronica China, SEMICON China, Laser World of PHOTONICS China and Vision China in Shanghai, Hong Kong Electronics Fair (Autumn Edition) in Hong Kong (SAR), productronica India and Smart Cards Expo in New Delhi and Bengaluru.



**Market:** Global      **Location:** Munich  
**Frequency:** Every 2 years      **Founded:** 1964

**Highlights:** This is where manufacturers celebrate the world premieres of their products and technologies. Visions become tangible. A diverse range of expertise invites everyone to participate in a global exchange at conferences and in TechTalks. Network partners such as ZVEI and AMA create platforms. Additional program items are also a CEO Roundtable and live demos of product applications.

**Advantages:** This unique event provides future-oriented foundations for strategic decisions. It showcases the world's broadest range of products, applications and solutions. For thinkers and leaders who want to conduct future-oriented business.

electronica facts & figures

3,124 exhibitors from 53 countries

81,471 visitors from 101 countries\*

50% international visitors

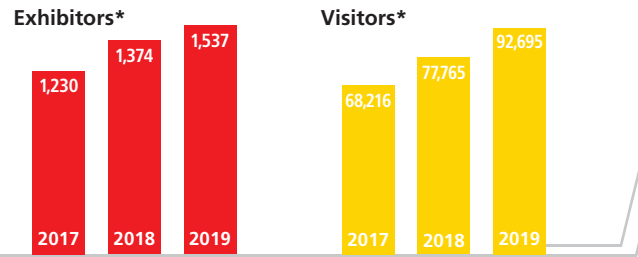
\* Visitor figures include numbers of SEMICON Europa



**Market:** China and Asia Pacific      **Location:** Shanghai  
**Frequency:** Every year      **Founded:** 2002

**Highlights:** Concentrated innovation forums for electric vehicles, power electronics, embedded systems, medical electronics, sensors, IoT and connectors. Plus Automotive Day, a whole-day conference. Joint pavillons for your cleverly planned entry into the Asian market.

**Advantages:** Identify specific trends and focal points. Actively grasp the opportunities to establish partnerships in the region. Meet decision-makers from the commercial and political sectors. The place to be for establishing and expanding business in China.



\* Figures include numbers from electronica China and productronica China.



**Market:** China      **Location:** Shenzhen  
**Frequency:** Every year      **Founded:** 2020

Heritaged from electronica China, the first electronica South China will be unveiled under the umbrella of LEAP Expo at Shenzhen World Exhibition & Convention Center on November 3-5, 2020. Exhibition space will cover 40,000 sqm and feature 500+ exhibitors, targeting the markets in South and Southwest China as well as Southeast Asia. electronica South China will focus on electronic components, systems, applications and solutions, and innovative applications in smart mobility, smart factory and smart life.



**Market:** India      **Location:** New Delhi and Bengaluru (alternating)  
**Frequency:** Every year      **Founded:** 2000

**Highlights:** Take advantage of the pioneering spirit in this market full of opportunities with government programs such as “Make in India” and “Invest India”. Network at the Buyer-Seller Forum and make valuable contacts at conferences such as the automotive conference. Use the country pavilions as an ideal and affordable springboard.

**Advantages:** Recognize potential early and tap into it to meet needs. Through a direct exchange with leading institutions, companies and trade associations. At the high-profile locations of New Delhi and Bengaluru. For high-quality business in India.

electronic India and productronica  
India facts & figures

673 exhibitors from 18 countries  
26,310 visitors



Smart Cards Expo is India's only trade fair for smart card technologies and their applications. The technology segments all have synergies and were therefore launched as co-located trade fairs, namely IoT India Expo, e-Security Expo, RFID India Expo, Biometrics India Expo, e-Payments Expo and Mobile Payments India, over time. The trade fairs were acquired by Messe Muenchen India in 2018, with the new addition Artificial Intelligence Expo.

**Market:** India      **Location:** New Delhi and Bengaluru (alternating)  
**Frequency:** Every year      **Founded:** 1999

**Highlights:** Only trade fairs in India offering the latest technologies for identification, authentication, security, digital payment, trusted transaction, Internet of Things, and artificial intelligence. Conferences on IoT, fintech innovation, smart technologies, e-governance.

**Advantages:** Meet the top-most buyers of technology from vast industries including banking and finance, retail, government, transport and logistics, healthcare etc. at a common platform.



Co-organized by MMI Asia Pte Ltd. and the Hong Kong Trade Development Council (HKTDC), electronicAsia is the ideal platform to source electronic components from premier exhibitors and learn about emerging industry trends.

**Market:** Global      **Location:** Hong Kong (SAR)  
**Frequency:** Every year      **Founded:** 1997

**Highlights:** electronicAsia responds to current market trends by placing special emphasis on display technologies, sensor technologies, power supplies, PCB and EMS sectors. Events program offering added value to the trade fair, including seminars on latest technologies and trends delivered by distinguished international speakers, along with the Hong Kong Electronic Forum, where local industry veterans will join in to inspire audiences.

**Advantages:** Perfect timing, autumn is most preferred sourcing season. Runs concurrently with Hong Kong Electronics Fair (Autumn Edition), providing a fertile field of potential business partners for component manufacturers and distributors. The international profile of these two events offers participants a valuable global overview of markets, technology and trends.

electronicAsia facts & figures

570 exhibitors from 9 countries  
23,000 international buyers

Smart Cards Expo facts & figures

115 exhibitors from 11 countries  
7,196 visitors

## PRODUCTRONICA'S PROFILE

The unrivaled world's leading trade fair showcases everything related to electronics production—products and solutions along the entire value chain. It is an international trade show at the highest level. With a diverse range of exhibitors and extremely engaged visitors.

productronica in Munich is an unparalleled knowledge platform for future business. productronica China is one of the leading events in Asia and presents market-oriented innovations. productronica South China focuses on advanced electronics assembly manufacturing technology. productronica India emphasizes the special characteristics of the Indian economic region.

All locations feature co-located trade shows, which generate synergy effects and added value for visitors. SEMICON Europa in Munich, **electronica China**, SEMICON China, LASER World of PHOTONICS China and Vision China in Shanghai, Electronics Manufacturing Automation Expo (EMA), **electronica South China**, South China Laser Technology and Application Exhibition and Vision China in Shenzhen, **electronica India** and Smart Cards Expo in New Delhi and Bengaluru.



**Market:** Global      **Location:** Munich  
**Frequency:** Every 2 years      **Founded:** 1975

**Highlights:** Strong partners such as VDMA, ZVEI, IPC and EIPC open all doors. A comprehensive range of products and solutions and a supporting program that focuses on know-how. Includes the productronica innovation award and the Future Markets sector.

**Advantages:** Experience pioneering new developments from industry, research and the media live. Take advantage of the international innovation show to strengthen your know-how edge and initiate real business.

### productronica facts & figures \*

**1,560** exhibitors from **43** countries  
**44,987** visitors from **96** countries  
**57%** international visitors

\* Figures include numbers of SEMICON Europa



**Market:** China and Asia Pacific      **Location:** Shanghai  
**Frequency:** Every year      **Founded:** 2002

**Highlights:** Electronics manufacturing, wire harnesses, adhesive technology and flexible printed electronics are presented in innovative technical forums, including the Smart Factory Concept Area featuring production demo lines. High-quality technical forums feature leading experts and insights of the market.

**Advantages:** Develop direct contacts with decision-makers of leading players in Asia. Use professional networking to assess and tap into business fields and sales markets more easily.



productronica South China is one of four newly launched co-located exhibitions under the umbrella of LEAP (South China Advanced Electronics, Automation and Laser Expo) in Shenzhen. LEAP covers intelligent manufacturing solutions, robotics & automation, cable processing & connection production, electronics assembly and laser processing technology.

**Market:** South China      **Location:** Shenzhen, China  
**Frequency:** Every year      **Founded:** 2018

**Highlights:** South China is one of the most important production bases of the electronics and information industry. productronica South China aims to support "China's manufacturing 2025 strategy" and "Guang-dong-Hong Kong-Macao Greater Bay Area strategy", to promote upgrading of the electronics information and manufacturing industry, to achieve intelligent automation manufacturing processes, to optimize the production and manufacturing efficiency via intelligence-oriented supply, manufacturing and sales processes.

**Advantages:** productronica South China focuses on advanced electronics assembly manufacturing technology, explores the impact of intelligent factories for the manufacturing industry, forecasts the industrial challenges and opportunities brought by the Internet of Things, and provides intelligent and automation solutions for the electronics manufacturing industry.

### LEAP facts & figures

**285** exhibitors from China  
**17,523** visitors from **30** countries  
and regions

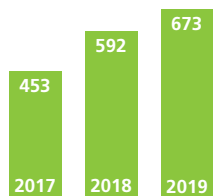


**Market:** India **Location:** New Delhi and Bengaluru (alternating)  
**Frequency:** Every year **Founded:** 2000

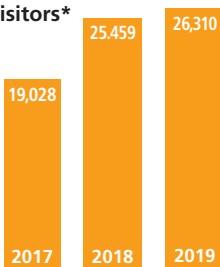
**Highlights:** Participate with the leading manufacturing technology brands. Meet the biggest electronics manufacturing firms. Establish business contacts at the Buyer-Seller Forum and forums / conferences such as CEO Forum, India PCB Tech. Plus pavilions for an uncomplicated market entry.

**Advantages:** Get diverse insights into country-specific aspects of doing business also thanks to the alternating locations New Delhi and Bengaluru. Seize the opportunity to enter into business partnerships and build networks.

#### Exhibitors\*



#### Visitors\*



\* Figures include numbers from eelectronica India and productronica India.

## LOPEC'S PROFILE

**Printed electronics:** It is one of the key technologies of the 21st century, whether in automotive, power generation, medicine and pharmaceuticals, or in our everyday electronic devices. With its unique combination of the world's leading exhibition and the most important international conference, LOPEC brings together all the key players in this field on one platform—from science and technology to business models.

LOPEC is organized jointly by the OE-A (Organic and Printed Electronics Association) and Messe München GmbH.



**Market:** Global **Location:** Munich  
**Frequency:** Every year **Founded:** 2009

**Highlights:** In the field of printed electronics, the LOPEC Conference is the world's most important communication platform for research, knowledge and solutions. Through talks given by some of the industry's leading figures, as well as renowned research institutes from across the globe, the LOPEC Conference provides access to valuable insider knowledge.

**Advantages:** Your benefits: In-depth expertise on the latest research in the field of printed electronics. Get ahead by boosting your knowledge. Discover ideas for new products and innovative applications.

#### LOPEC facts & figures

**163** exhibitors from **19** countries  
About **2,700** participants from **44** countries  
**200** conference presentations from **25** countries

## CONTACTS

**electronica Munich**  
Messe München GmbH  
**electronica.de**

**electronica China**  
Messe Muenchen Shanghai  
**electronica-china.com**

**electronica India**  
Messe Muenchen India Pvt. Ltd.  
**electronica-india.com**

**electronica South China**  
Messe Muenchen Shanghai  
**e-southchina.com**  
**leapexpo.com**

**Smart Cards Expo**  
Messe Muenchen India Pvt. Ltd.  
**smartcardsexpo.com**

**electronicAsia**  
MMI Asia Pte. Ltd. & Hong Kong  
Trade Development Council (HKTDC)  
**event.hktdc.com/fair/electronica-**  
**sia-en/electronicAsia/**

**LOPEC**  
Messe München GmbH  
**lopec.com**

electronica and productronica  
social media channels:

**productronica Munich**  
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**productronica China**  
Messe Muenchen Shanghai  
**productronica-china.com**

**productronica South China**  
Messe Muenchen Shanghai  
**p-southchina.com**  
**leapexpo.com**

**productronica India**  
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