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## Press release

Munich, 30. July 2020

## Presseinformation

### Positive signal in the market

## The electronics industry will get together at electronica 2020

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- **Compact trade fair concept with digital offerings**
- **Industry hopes for recovery stimulus**
- **Safety and hygiene concept for safe trade fair visit**

**With electronica, being held from November 10 to 13, 2020, Messe München is sending a positive signal for the electronics industry. Due to the continuing travel restrictions in several countries, electronica is extending its program this year. Alongside a compact trade fair concept that includes all the topics covered by electronica, the event will be complemented by digital offerings.**

Falk Senger, Managing Director of Messe München, looks with confidence to the coming fall thanks to the adapted concept: “We are delighted that electronica can take place. Even though we are reducing the total exhibition area, we are offering exhibitors the opportunity with this format to present themselves to the global market both in the halls and digitally. At the same time, visitors can attend electronica as usual in Munich or take part virtually in the event worldwide.”

The additional offerings include digital trade fair stands and conference broadcasts. That way, customers can also find out about trends in the automotive, embedded, IIoT, 5G, medical electronics and smart energy fields even if they are unable to be in Munich in person. As it already did in 2018, SEMICON Europa will be complementing the electronica trade fair program with solutions from the field of semiconductor production.

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### **Digitally expanded electronica format – approval from the industry**

Exhibitors welcome the expansion of the trade fair concept to include digital offerings. Kurt Sievers, CEO NXP Semiconductors and Chairman of the Advisory Board of electronica, emphasizes: "electronica is indispensable as a meeting place for the industry. It is important for us as exhibitors to present our innovations and maintain intensive dialog with our customers, especially this year. In view of the current situation, the decision to digitize parts of the trade show offerings and thus to meet the special circumstances in an innovative manner is both right and important".

Christoph Stoppok, Head of Components, Mobility & Systems at the German Electrical and Electronic Manufacturers' Association (ZVEI), explains how great the impact of COVID-19 has been on the electronics industry: "The coronavirus pandemic has led to a decline in revenues for a number of companies. That makes it all the more important for electronica to provide the industry with a platform this year, as usual, to generate renewed business momentum."

The new membership survey conducted by the trade association shows that the coronavirus pandemic is having a tangible impact on companies' bottom line. Revenues are expected to drop by an average of 14 percent.

### **Safety and hygiene concept for safe visit to electronica**

Due to the current situation, special measures based on the rules in place for everyday life will be taken to ensure the protection and safety of everyone involved even in times of the coronavirus crisis. "Together with the Bavarian State Government, we have developed a very convincing protection and hygiene concept that allows trade fairs to be held successfully even in these times and gives the industry the opportunity to meet again face to face," as Falk Senger confirms.

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## **Service**

The site plan electronica 2020 can be found [here](#).

Further details about electronica 2020 are available on our [website](#).

## **About electronica**

electronica is the world's leading electronics trade fair and conference. The trade fair is the most important meeting point for the electronics industry internationally and also offers a supporting program with forums and conferences such as the electronica Automotive Conference (eAC), the electronica Embedded Platforms Conference (eEPC), the electronica Medical Electronics Conference (eMEC) and the Wireless Congress. In 2018, the electronica Experience with live demos and applications celebrated its premiere in Hall C6. Since 2016, electronica has presented the electronica Fast Forward Award, the fair's own platform for start-ups. electronica 2018 attracted more than 81,000 visitors and over 3,100 exhibitors. electronica has been held every two years in Munich since 1964. It will next be staged on November 10 to 13, 2020.

## **electronica worldwide**

In addition to electronica, Messe München organizes electronica China, electronica India, the SmartCards Expo and electronicAsia. The network of electronics trade fairs also include productronica in Munich, productronica China, productronica South China, productronica India and LOPEC.

## **Messe München**

Messe München is one of the world's leading networking platforms. In a reflection of the slogan "Connecting Global Competence," Messe München serves as a global networking platform and brings together decision makers from all parts of the world. Messe München's portfolio comprises more than 50 trade fairs for capital and consumer goods as well as new technologies that focus on the latest social issues. These trade fairs include the world-leading trade fairs bauma, BAU, IFAT and ISPO Munich. The roughly 200 events organized by Messe München each year attract about 50,000 exhibitors and 3 million visitors.

Messe München has one of the most modern exhibition grounds in the world and with its four locations in Riem, the ICM – Internationales Congress Center München, the MOC Veranstaltungszentrum München, and the Conference Center Nord, is able to fulfill all its customers' requirements individually. Messe München is very successful in its domestic market in Munich as well as in other countries. It is active in all important growth markets: China, India, South Africa, Brazil, Russia and Turkey. Overall, Messe München, with its network of associated companies and foreign agencies, is present in more than 100 countries.