

05

Munich, 6. October 2020

## Presseinformation

# Digital business platform offering companies a strong market presence

Melanie Daller  
Brand Manager  
Tel. +49 89 949-21419  
melanie.daller@messe-  
muenchen.de

- **Flexible participation opportunities for exhibitors**
- **Four conferences for digital knowledge transfer**
- **CEO Round Table on the future of the electronics industry**

The digital format of electronica will take place from November 9 to 12, 2020 with digital product presentations and a comprehensive program of conferences and speeches. The platform also offers an outlook on the future of the electronics industry. During the CEO Round Table, representatives from the world's leading semiconductor manufacturers such as Infineon Technologies, NXP Semiconductors and STMicroelectronics will discuss the current and future developments in the industry.

The online format of electronica offers the global electronics industry a business platform for discussions, networking and knowledge transfer, even in times of intercontinental travel restrictions. The platform also allows companies to present their innovations, learn about industry trends and efficiently discuss and network with customers and suppliers across the world. The format offers interested customers [flexible participation opportunities](#) – be they small, medium or large virtual exhibition stand packages or individual booth packages. The registration deadline for the virtual standard package is October 19, 2020.

## Digital knowledge transfer

The four-day [conference and speech program](#) has many highlights to offer, including the renowned CEO Round Table. On November 10 (11:00 CEST),

Messe München GmbH  
Messegelände  
81823 München  
Deutschland  
messe-muenchen.de

**Press release** | 6. October 2020 | 2/2

representatives of the world's largest semiconductor manufacturers will meet up and discuss the questions that have arisen in the international electronics industry during the COVID-19 pandemic. Participants on the panel will include Dr. Reinhard Ploss from Infineon Technologies, Kurt Sievers from NXP Semiconductors and Jean-Marc Chery from STMicroelectronics.

The conference program will be kicked off by the [electronica Automotive Conference](#) (November 9) with top-class speakers including those from Audi, Google and ZF. The program will also feature the [electronica Medical Electronics Conference](#) (November 9 and 10), the [electronica Embedded Platforms Conference](#) (November 11 and 12) and the [Wireless Congress](#) (November 10 – 12).

### **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. 2020, the online format of electronica will take place from November 9 to 12.

### **electronica worldwide**

In addition to electronica, Messe München organizes electronica China, electronica South 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.