

Looking back on a successful premiere

hybridica 2008—Facts and figures



Applause all the way to the next exhibition

The premiere of the trade fair for hybrid components made of metal and plastic convinced exhibitors and visitors alike: this promising future technology finally has its own exhibition platform. Thanks to its clear-cut focus on the business-to-business sector, hybridica is a welcome gathering for domestic and international decision-makers that participants actively used for investments and contacts in 2008.

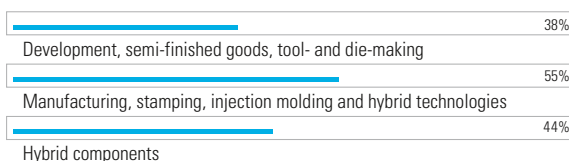
A new international gathering

- 10,000 m² in a single hall
- 130 exhibitors from 10 countries
- 7,832 visitors from 21 countries, of which:
 - 26% international
 - 74% from Germany
 - 92% decision-makers
 - 54% hold executive positions

Depicts the value-added chain in its entirety

- Metallic semi-finished goods and technical plastics
- Surface treatment
- Development and design
- Tool- and die-making
- Stamping, shaping and injection-molding solutions
- Production automation
- Hybrid components and their applications

Represented sectors:



Multiple responses possible. Source: TNS Infratest

Exhibitors—extremely satisfied from the beginning

Participating in the premiere was extremely worthwhile for our exhibitors. hybridica did a remarkable job of launching a successful future with 130 companies from 10 countries. 59% of all exhibitors gave the first hybridica a rating of good to excellent, 78% said that they were planning to attend hybridica in 2010, and 83% gave the fair a rating of good to excellent for the quality of its visitors.

What the exhibitors had to say

81% gave hybridica a rating of good to excellent as a platform for presenting their companies and their products

75% gave the fair a rating of good to excellent for being able to reach their goal of cultivating existing business ties

57% prepared post-fair business

54% reported establishing new business ties



Visitors who are looking forward to 2010

The high level of interest among trade visitors demonstrates how perfectly hybridica meets their needs. Developers and decision-makers in the industrial and research sectors took advantage of the opportunity to meet with market leaders and to exchange ideas and information with colleagues at hybridica 2008 in Munich. And they did so during the renowned electronica, the world's leading trade fair for components, systems and applications in electronics.

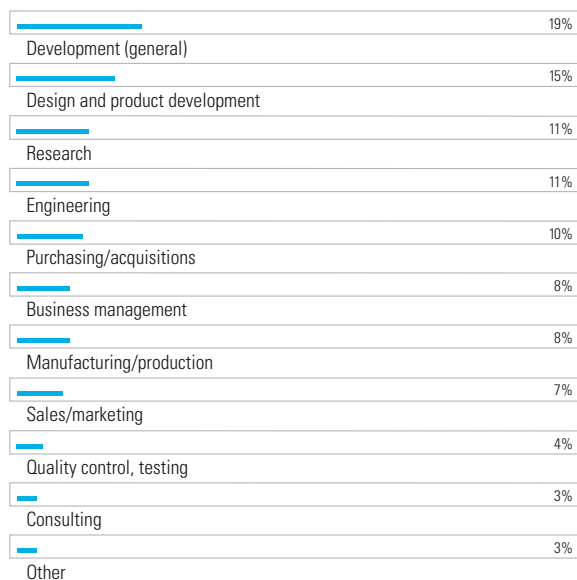
Ratings:

- 90% of all visitors would recommend hybridica to others
- 88% succeeded in establishing new business ties
- 86% consider a separate exhibition platform for hybrid components and hybrid technologies a good idea
- 86% prepared for investments at hybridica
- 83% of all visitors want to attend hybridica again in 2010
- 82% of all visitors gave the first hybridica a rating of good to excellent

Visitor profile

- 92% decision-makers, 20% of whom play key roles in that process
- 54% in management positions, 12% of them in uppermost echelon
- 32% users of hybrid components
- 27% research and development for hybrid components
- 18% manufacturers of hybrid components
- 17% service providers in this sector

Visitors' job positions



Visitor objectives

- 45% Gather information about suppliers' latest developments
- 35% General market orientation
- 27% Further education/expand technical knowledge
- 25% Establish new business contacts

The future concerns all industries

Because hybridica is a future-oriented exhibition, it takes technological change in major industry sectors into account completely. That is because companies that used to exclusively process metals and plastic have developed into specialty suppliers of hybrid parts and complex assemblies.

Visitor industries:

Electrical/electronics	37%
Automotive	30%
Industrial, mechanical and facility engineering	16%
Telecommunications/Communications	10%
Medical electronics/medical technology	8%
Consumer electronics/household and appliance technology	6%
Power engineering	5%
Optics/precision mechanics	5%
Services	4%
Building services/installation	3%
Aviation/aerospace	3%
Office, information and data technology	2%
Wholesale/retail trade	1%

New business contacts guaranteed

49% of all visitors do not attend other exhibitions that deal with topics related to metal/plastic or hybrid components. hybridica is the only trade fair that gives you an opportunity to establish new business contacts with this group of trade visitors.

Success speaks many languages

hybridica has positioned itself as an international trade fair. It addresses activities on the global market and has had a highly qualified range of visitors from around the world from the very beginning: 26% of all visitors were from abroad; they came from a total of 21 countries.

Countries with the largest contingents of visitors:

- Austria ■ Switzerland ■ Italy ■ France
- Great Britain ■ Slovenia ■ The Netherlands ■ Denmark
- Slovak Republic ■ Russia ■ Belgium ■ Hungary





2010 will be your year

The next hybridica will offer exhibitors several ways to showcase their companies and gather information, make business contacts and generate qualified leads. Take advantage of this unique opportunity to introduce your company and your products to an audience of interested industry professionals in 2010. No other event offers your exact branch of industry—and that of your visitors—a more perfect platform.

hybridica 2010 from November 9–12,
in conjunction with electronica



Well-known exhibitors (excerpt)

/H&B/ Electronic | Accumold | AMI DODUCO | Bernecker Umformtechnik | Bogner | Bruderer | Brush Wellman | Chen Wey | CONTTEK | Enayati | Fraunhofer Gesellschaft | G. RAU | Gebr. Kemper | Geiger-Gruppe | Geissler Präzisionswerkzeuge | Grieshaber | Hans Huonker | hapema Christmann + Bechtle | Härter Stanztechnik | HEKUMA | Hock Sachsen | HÖLZEL | Hubert Stüken | IMO Oberflächentechnik | Karl Enghofer | Karl Jungbecker | Kleiner Stanztechnik | KME Germany | Kummer | Leicht + Müller Sycotec | Leicht Stanzautomation | Lichau | Lumberg Connect | M. E. Bruderer + Co | MECADAT | MPE-Garry | NGK Deutsche Berylco | OTB Oberflächentechnik | PRYM INOVAN | PRYMETALL | Röchling Technische Teile | Rohwedder | Roth Werkzeugbau | Schempp & Decker | Scheuermann & Heilig | Schulz | Spritzguß Müller | Söhnergroup | Stansomatic | Sundwiger Messingwerk | Swoboda | Taller | TB & C Outsert Center | TICONA | Victor Rehm | Vollmer | Wagner | Wieland-Werke | ZIMK

A complete list of exhibitors is available online at www.hybridica.de

Visitors with budgets to invest (excerpt)

3M Deutschland | ABB | ACO Severin Ahlmann | Alfred Kärcher | Alpine Electronics R&D Europe | Amphenol Tuchel Electronics | AREVA Energietechnik | Bizerba Automotive | BMW | Böllhoff Verbindungstechnik | Bosch | Braun | Brose Fahrzeugteile | BSH Bosch und Siemens Hausgeräte | Cherry | Continental | Daimler | Danfoss A/S | Dornier | DuPont de Nemours Deutschland | EADS Military Air Systems | Eichenauer Heizelemente | EPCOS | Escha Bauelemente | Eurocopter Deutschland | Evonik Degussa | Farr electronic & optic | Faurecia Autositze | FCI Connectors Deutschland | Festo | fischer automotive systems | Fr. Sauter | Freudenberg Mekttec Europa | GARDENA Manufacturing | Giesecke & Devrient | Harman Becker Automotive Systems | HARTING Electronics | HAWE Hydraulik | Hella | Hilti | Hirschmann Automotive | Hoffmeister Leuchten | Infineon Technologies | Jäger Automobil-Technik | Kontron Embedded Computers | KraussMaffei Technologies | KS Gleitlager | KUKA Roboter | Landis+Gyr | MAN Nutzfahrzeuge | maxon motor | Mercedes Benz Technology | MHH Solartechnik | Miele & Cie. | Mitsubishi Electric Europe | NEC Electronics Europe | Nokia | Océ Printing Systems | Oechsler | Osram | Otto Bock Healthcare | PARI Pharma | Philips | Procter & Gamble | RAFI | REHAG Elektronik | Rehau | Robert Bosch | Schaeffler | SCHOTT | Siemens | Simons-Voss Technologies | ThyssenKrupp Nirosta | Toshiba | TRUMPF Werkzeugmaschinen | Tyco Electronics | Varta Microbattery | Vishay Semiconductor | VOGT electronic | Volkswagen | W.C.Heraeus | WABCO | WAGO Kontakttechnik | WANDERER Mechatronische Systeme | Webasto | Wincor Nixdorf International | WISI Automotive | Yamaichi Electronics Deutschland | ZF Electronics

Source: Visitor registration

Organizer: hybridica | Messe München GmbH | Messegelände | 81823 München | Germany

Exhibition Team: Tel. (+49 89) 9 49-2 03 70 | Sales: Tel. (+49 89) 9 49-2 05 63

Fax (+49 89) 9 49-2 03 79 | E-mail: info@hybridica.de | Website: www.hybridica.de



hybridica 2008 at a glance





Other images from hybridica 2008 are available in the online photo gallery at www.hybridica.de