

# automotive

in numbers, facts and figures



**electronica** 2012

inside tomorrow

25th International Trade Fair  
for Electronic Components,  
Systems and Applications  
New Munich Trade Fair Centre  
November 13–16, 2012  
[www.electronica.de](http://www.electronica.de)

## Excellent trade-fair concept with three strong pillars

Companies that are represented at **e**lectronica automotive profit from the fair's unique three-pillar concept, which consists of the exhibition itself, the automotive Forum and the **e**lectronica automotive conference.

### **Automotive: a complete success**

**Strong presence:** 1,280 companies at **e**lectronica with innovations in the automotive sector

**Great acceptance:** 20,212 visitors—or 28 % of all **e**lectronica visitors, were at **e**lectronica automotive

**High satisfaction:** Expectations satisfied, trade fair received outstanding ratings

### **automotive Forum: Outstanding innovation platform**

**Perfect location:** At the heart of the automotive exhibition sector

**Latest hot topics in 2012:** Innovations from e-mobility to power electronics

**Appealing attraction:** Highly frequented, great deal of attention

### **e**lectronica automotive conference: Strategy plus technology

Indispensable for the entire automotive industry, OEMs, component manufacturers and software developers:

**Day 1 of conference:** Presentations about markets and strategies by leading executives in the component, supply and automotive industries

**Day 2 of conference:** Important developments from pioneering technology sectors at all technical levels

**Overwhelming interest in 2010:** Industry well represented with 337 participants, 43 % of them from abroad

## Diversity that leaves nothing to be desired

### **e**lectronica automotive topics

- Drive trains (engines and transmissions)
- Chassis/steering
- Brakes
- Interior/comfort
- Car body/safety
- Active safety
- On-board electrical network
- Design and testing

## Ratings: Why exhibitors and visitors come—and come again

### **Rating of good to excellent by exhibitors in the “e**lectronica automotive” sector

<b>94 %</b>	Quality of visitors
<b>93 %</b>	Quality of exhibitor services provided by organizer
<b>90 %</b>	Transparency/breakdown of exhibits
<b>89 %</b>	Fair's leading role in the industry
<b>89 %</b>	Fair's program of related events (conferences, forums, CEO Roundtable, etc.)
<b>86 %</b>	Share of international visitors



**Visitor rating:**

electronica automotive’s exhibitors have a high opinion of the fair in general and of the automotive sector in particular.

- 98 % gave the automotive Forum a rating of good to excellent
- 98 % gave the electronica automotive conference a rating of good to excellent
- 97 % gave electronica a rating of good to excellent for the scope and completeness of its exhibits
- 93 % gave the electronica automotive sector a rating of good to excellent

**Plan to attend the next electronica:**

79 % of the visitors in the electronica automotive sector said that they would probably or definitely attend the next electronica.

**Visitor profile:**

The 20,212 visitors in the electronica automotive sector practically represent the entire electronics industry—and in all the key categories.

**Job position**

- 20 % Department/team/group/division head
- 14 % Self-employed entrepreneur, partner/  
freelance professions
- 8 % Managing director/board member
- 8 % Project director with managerial authority
- 31 % Other employees, skilled workers, civil servants

**Area of responsibility**

- 30 % Development: Hardware
- 21 % Development: Software
- 18 % Company/business/plant management
- 16 % Sales/marketing
- 14 % Purchasing/acquisitions

**Branches of industry**

- 22 % Electronics assembly/subsystem manufacturing
- 18 % Applications/use of electronic components/  
assemblies/subsystems
- 17 % Electronic component manufacturing
- 14 % Students
- 11 % Research and development
- 9 % Services
- 5 % Trading electronic components/assemblies/  
subsystems

**Primary sectors**

- 58 % Automotive
- 34 % Industrial electronics
- 15 % Wireless
- 13 % Electronics for other consumer goods
- 13 % Telecommunications, wired
- 12 % Medical electronics
- 12 % Power engineering
- 10 % Military/defense electronics
- 9 % Consumer electronics
- 9 % Electronics for aviation/aerospace technology
- 6 % Services

**Visitors according to company size (number of employees)**

- 13 % 1 to 9
- 17 % 10 to 49
- 19 % 50 to 249
- 7 % 250 to 499
- 10 % 500 to 999
- 34 % 1,000 and more

**Influence on purchasing / acquisition decisions**

- 27 % Help to decide
- 24 % Advisory capacity
- 23 % Primary decision-maker

# Advantage for exhibitors: More chances to get new customers

## Activate additional sales potential

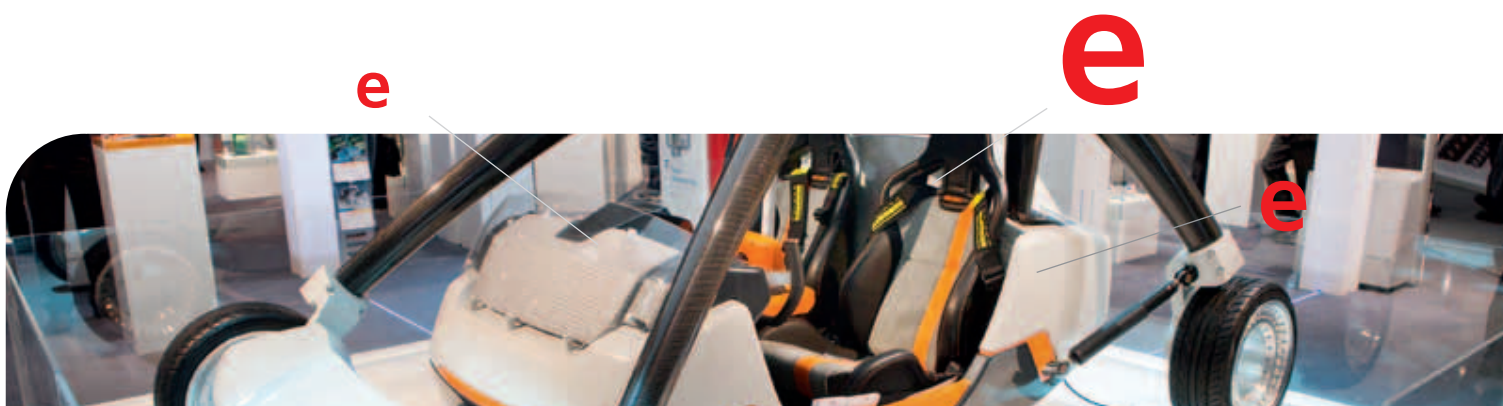
Visitors from other exhibition sectors come to **e**lectronica automotive in large numbers. Exhibitors in this sector can expect a high level of acceptance and to tap new sales potential.

	Share of visitors from other exhibition sectors who also visited <b>e</b> lectronica automotive	Visitors in management positions	Gave <b>e</b> lectronica automotive a rating of good to excellent
Wireless	41 %	53 %	94 %
Sensors	39 %	53 %	94 %
Electronic design (ED/EDA)	33 %	55 %	96 %
Embedded systems	35 %	51 %	94 %
Displays	33 %	49 %	93 %
Test and measurement	31 %	50 %	95 %
Semiconductors	31 %	53 %	94 %
Passive components	27 %	55 %	93 %
Power supplies	30 %	56 %	95 %
PCBs, other unpopulated circuit carriers and EMS (electronic manufacturing services)	33 %	50 %	93 %

## All branches of industry under a single roof

### Companies represented at **e**lectronica automotive (excerpt from 2010)

AB Elektronik GmbH • Acculogic GmbH • Agilent Technologies GmbH • Aimmet Industrial Co., Ltd. • Analog Devices • Autossplice Europe GmbH • Bertrandt AG • BMZ Batterien-Montage Zentrum • Brose Fahrzeugteile GmbH & Co. KG • cms electronics gmbh • Dassault Systemes Deutschland GmbH • Delphi Deutschland GmbH • DIPTRONICS MANU-FACTURING INC. • EAO Automotive GmbH & Co.KG • Electronic Relays (India) Pvt. Ltd. • Elektrobit Automotive GmbH • Elmos Semiconductor AG • ept GmbH • ETRI Electronics and Telecommunications • Fairchild Semiconductor GmbH • Flextem GmbH • Frechem GmbH & Co. KG • Freescale Halbleiter Deutschland • Heraeus Sensor Technology GmbH • Hitachi High-Technologies Corp. • Huntsman Advanced Materials GmbH • INTECS SpA • IQD Frequency Products (Automotive) Ltd • kEN Projekt und Vertriebs GmbH • Konfektion E • KOSTAL Kontakt Systeme GmbH • Kristronics GmbH • Kunze-Folien GmbH • Lucius & Baer GmbH • MathWorks GmbH • Maxwell Technologies Inc. • Mektec Europe GmbH • MPE-Garry GmbH • ODU Automotive GmbH • OmniVision Technologies, Inc. • Parasoft • pls Programmierbare Logik & Systeme GmbH • Provertha • Renesas Technology Europe GmbH • Robert Bosch GmbH Automotive Electronics • ruwido austria gmbh • SAE International • SCHWEIZER ELECTRONIC AG • Silicon Micro Sensors GmbH • Stansomatic A/S • STMicroelectronics • TDK-EPC Corporation • Tyco Electronics AMP GmbH • VARTA Microbattery GmbH • Vector Informatik GmbH • Vectron International • WEVO-CHEMIE GmbH • Xilinx (Automotive) Inc. • ZF Electronics GmbH (CHERRY) • Zollner Elektronik AG • ZSI technology GmbH



## Hall assignments at a glance



Hall diagram from 2010

- A1** Electronic design (ED/EDA)\*
- A1** Test and measurement
- A2** Micronano-systems
- A2** Servo-technology/drive elements
- A2** Sensors
- A2** Electromechanics/System peripherals—casing technology
- A3** Displays
- A4** Semiconductors
- A5 A6** Semiconductors
- A4** Wireless
- A6** Automotive
- A6** Embedded systems
- B1 C1** PCBs, other circuit carriers and EMS
- B2** Power supplies
- B3 B4** Electromechanics/System peripherals—Interconnection components/systems
- B5** Electromechanics/System peripherals—Relays, switches, keyboards and cables
- B5 B6** Passive components
- in all halls** Information gathering and services, System components

### electronica automotive

- ICM** electronica automotive conference
- A6** electronica automotive Forum Exhibition

### electronica embedded

- A6** electronica embedded Forum Exhibition
- A3** electronica Forum
- B5** ZVEI: Forum
- ICM** Wireless Congress Systems & Applications

\* Exhibitors in this exhibition sector located throughout Hall A1

## Participation alternatives and stand construction

### Stand concepts to your specifications in the electronica automotive exhibition sector:

Whether you build your own stand or prefer a package stand that includes setup and dismantling or an automotive combination package: Our participation alternatives give you the greatest flexibility possible.

Additional information is available on our "Price list" at: [www.electronica.de/en/2012](http://www.electronica.de/en/2012)

### Presentation timeslot in the automotive Forum:

As an exhibitor, you can also reserve a presentation timeslot (30 min.) in the automotive Forum to showcase your products and services with an optimum presentation in prominent surroundings.



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## Helpful information

### Exhibition

November 13–16, 2012

Times:

Tuesday–Thursday: 9 a.m.–6 p.m.

Friday: 9 a.m.–5 p.m.

New Munich Trade Fair Centre, Germany

### Setup

From Wednesday, November 7, 2012 (8 a.m.)

to Monday, November 12, 2012 (6 p.m.)

24 hours a day

### Dismantling

From Friday, November 16, 2012 (6 p.m.)

to Tuesday, November 20, 2012 (6 p.m.)

24 hours a day

### Organizer / Information

Messe München GmbH, Messegelände

81823 München, Germany

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Fax +49 89 949-20339

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### Foreign representatives

With subsidiaries operating around the world and foreign representatives serving 90 countries, Messe München International (MMI) has a global network. An up-to-date list of addresses is available at [www.electronica.de](http://www.electronica.de) > Exhibitors > Contact

### Network of fairs in the electronics industry's growth markets

In addition to eelectronica, Messe München International (MMI) organizes other leading electronics trade fairs in Asia and South America. As a result, exhibitors profit from MMI's know-how in other regions of the global electronics market.

[www.electronica.de/electronicnetwork](http://www.electronica.de/electronicnetwork)



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