

the industry gathering

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



Participating in the fair gives you a competitive edge:

- World's leading trade fair for electronics: Internationally recognized and unrivaled in its form
- Comprehensive range of products and services: Covers the entire portfolio, from components to systems, applications and services
- Global business platform: First-rate potential for new business thanks to the high quality of its visitors including decision-makers from Germany and abroad with large investment budgets
- Engaging program of related events: Additional presentation alternatives in the forums
- **e**lectronica automotive conference and Wireless Congress: Conferences and roundtable discussions on the latest technologies and innovations with first-rate panels of speakers

The exhibition with the comprehensive program

Interdisciplinary exhibition themes

- Semiconductors
- Embedded systems
- Displays
- Micronano-systems
- Sensors
- Test and measurement
- Electronic design (ED/EDA)
- Passive components
- Electromechanics/System peripherals
- Power supplies
- PCBs, other circuit carriers and EMS
- System components
- Automotive
- Wireless
- Information gathering and services

Dynamic and innovative topics

- E-mobility/Automotive
- Embedded solutions
- Smart-energy solutions
- Power electronics

Exhibition themes in detail:

www.electronica.de/en/2012

At the same time as **e**lectronica: hybridica

- International Trade Fair for the Development and Manufacture of Hybrid Components
- B2B platform for the entire value chain for hybrid components

www.hybridica.de

Exhibition profile at a glance:

72,185 trade visitors from 76 countries

2,578 exhibitors from 46 countries

98 % share of trade visitors

47 % of visitors and

59 % of exhibitors from abroad

98 % of visitors and

90 % of exhibitors gave **e**lectronica an overall rating of good to excellent

142,500 m² of exhibition space in 2010

Visitors' job positions

57 % hold management positions

21 % of them in upper management

Considerable decision-making authority

90 % share of decision-makers

30 % of which are key decision-makers

electronica 2010: Leading trade fair in the media

541 journalists from **32** countries filed some **2,000** reports



Indications of high satisfaction

Rated as good to excellent from exhibitors

89 %	Character as leading exhibition
85 %	Share of international visitors
92 %	Quality of visitors
90 %	Transparency/breakdown of exhibits

Rated as good to excellent by visitors

97 %	Completeness/scope of exhibitors
97 %	Share of international exhibitors
95 %	Character/role as a leading exhibition
94 %	Presence of market leaders
91 %	Transparency/breakdown of exhibits

95 % of visitors feel that they benefitted substantially to quite substantially from having attended **electronica 2010** when it comes to their professional lives.

91 % of visitors feel that **electronica** gives them a moderate to quite substantial advantage compared to other events.

96 % of visitors plan to attend **electronica** again.

Three main pillars: Much more than a related-events program

Exhibition, related-events program and conferences—**electronica's** three main pillars. A superior, tried-and-tested concept with plenty of advantages for exhibitors:

- Optimum presentation platforms
- Various ways to address customers and exchange information
- Excellent networking opportunities

Related-events program: Trade-fair highlights with strong appeal

Forums at the heart of it all: Innovation platforms

- automotive Forum
- embedded Forum
- **electronica** Forum
- ZVEI Forum
- 5,880 forum participants in 2010

Events for future professionals and Job Day:

Opportunities for everyone

- Students day in conjunction with the ZVEI
- Job Forum for the electronics industry in cooperation with semica

Congresses and forums

Received ratings of good to excellent

100 %	ZVEI Forum
98 %	electronica automotive conference
98 %	automotive Forum
92 %	electronica Forum
91 %	embedded Forum

Conferences and roundtable discussions:

Experts show the way

electronica automotive conference: the industry event

- Day 1: Strategy presentations from leading executives in the component, supply and automotive industry
- Day 2: Current developments for technical experts from the automotive industry, OEMs, component manufacturers and software developers with an emphasis on components
- Strong presence in 2010: 337 participants, 43 % of them from abroad

Wireless Congress: State-of-the-art technologies

- Recognized industry specialists as leading speakers
- Focuses on key developments involving current and future wireless technologies
- Proven cooperation with "Elektronik" magazine and the ZVEI (German Electrical and Electronic Manufacturers' Association)

Trade associations that collaborate with **electronica** (excerpt)

- CCPIT (China Council for the Promotion of International Trade)
- ERA (Electronics Representatives Association)
- oe-a (Organic Electronic Association—a working group of the VDMA)
- secartys
- TAITRA (Taiwan External Trade Development Council)
- TEEMA (Taiwan Electrical and Electronic Manufacturers' Association)
- ZVEI (German Electrical and Electronic Manufacturers' Association)

Exhibition partners for **electronica 2012** (excerpt)

- AMA Service GmbH
- Bayern Innovativ
- CEIEC (China National Electronics Import and Export Corporation)
- GIXEL
- Hong Kong TDC
- intellect
- iSuppli
- semica careers



An audience of visitors with diverse interests

72,185 trade visitors: from all areas of responsibility, company departments and branches of industry

Main branches of industry

25 % Use of electronic components/
assemblies/subsystems

25 % Electronic assembly/subsystem manufacturing

15 % Electronic component manufacturing

13 % Research and development

12 % Trading electronic components/
assemblies/subsystems

8 % Services

2 % Education and training

1 % Government agencies/ministries

Primary sectors (excerpt)

41 % Industrial electronics

22 % Automotive

16 % Medical electronics

13 % Electronics for other consumer goods

13 % Wireless

13 % Power engineering

12 % Telecommunications, wired

12 % Military/defense electronics

9 % Railway technology

8 % Aviation/aerospace technology

7 % Consumer electronics

7 % Office/data-systems technology (OEM)

Visitors' areas of activity (excerpt)

37 % Electronics development: Hardware

21 % Electronics development: Software

17 % Company/business/plant management

16 % Purchasing/acquisition

15 % Sales

14 % Design

12 % Basic research

11 % Manufacturing/production

8 % Engineering

7 % Quality control, assurance, testing

6 % Marketing/advertising/PR

6 % Consulting

6 % Planning/work preparation

Exhibition sectors visited

50 % Semiconductors

40 % Passive components

35 % Test and measurement

34 % Displays

34 % Sensors

31 % Embedded systems (e)lectronica embedded)

31 % Power supplies

29 % PCBs, other circuit carriers and EMS

28 % e)lectronica automotive

28 % Electromechanics / System peripherals

27 % e)lectronica wireless

24 % Electronic design (ED/EDA)

19 % System components

10 % e)lectronica micronano-systems

7 % Information gathering and services

Top 25 visitor countries (according to number of visitors)

Besides Germany: Italy • Austria • Switzerland • Great Britain and Northern Ireland • France • Israel • USA • Netherlands • Poland • Czech Republic • Sweden • Russian Federation • Spain • Slovenia • Denmark incl. Greenland • Finland • Hungary • Turkey • Belgium • China, PR • Taiwan • Republic of Korea • Norway • Japan • India

Services to help you optimize your efficiency



To help you profit from the fair to the greatest extent possible, we have effective services available to support you during every phase—i.e. planning, participating in and following up on the fair. Use our services and optimize your exhibit with little expense.

Simple and uncomplicated—our invitation and contact management

Vouchers for one-day tickets:

The quick and targeted way to invite important existing customers and potential new ones—online or by mail

Cost limit for vouchers for one-day tickets:

We will invoice you for a maximum of 3 redeemed tickets per square meter of your booked stand space.

Mobile tracking:

For quick access to your visitor's particulars

Professional and comprehensive—our marketing services

Marketing packages:

Select products/services that meet your individual needs and budget.

Company entries:

The only way to ensure that you are visible to your target group in all fair-related media

Advertising:

Use the fair's heavily frequented surroundings for your advertising.

Online presence:

The newsletter and the fair's website are target-group-oriented instruments for added attention.

Press contacts:

Get the industry's most important journalists to focus on your company.

Job forum:

Get specialists and entry-level employees excited about your company.

Thought out and attractive—

Our other services

electronica and more than 90 service companies can provide a wide range of support to ensure that your exhibit runs smoothly. For example:

- Stand construction with an extensive range of alternatives and to meet any needs
- Technical services for everything related to your stand
- Event services for fair-related and other activities
- Reduced fares for German Railway and Lufthansa tickets
- Shuttle service from the airport to the trade-fair center
- Web shop for ordering services quickly and conveniently
- Room and hotel service for suitable accommodations

Additional information: www.electronica.de/en/2012

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Hall assignments at a glance



Hall diagram from 2010

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

* Exhibitors in this exhibition sector located throughout Hall A1



All branches of industry under a single roof

Represented companies (excerpt):

AB Elektronik GmbH • Agilent Technologies • Analog Devices Ltd • Arrow Central Europe GmbH • ASM Automation Sensorik Messtechnik GmbH • AT & S Austria Technologie & Systemtechnik AG • ATMEL Corporation • Avnet Abacus • AXON' Kabel GmbH • Berliner Glas KGaA • Bertrandt AG • BMZ Batterien-Montage Zentrum GmbH • Bopla Gehäuse Systeme GmbH • Brose Fahrzeugteile GmbH & Co. KG • CODICO GmbH • congatec AG • Dassault Systemes Deutschland GmbH • DATA MODUL AG • Delphi Deutschland GmbH • Digi-Key Corporation • Dspecialists • Dunkermotoren GmbH • ebm-papst Mulfingen GmbH & Co.KG • Elektrobit Automotive GmbH • Elektrosil Systeme der Elektronik GmbH • Endrich Bauelemente Vertriebs GmbH • EnOcean GmbH • EPSON Europe Electronics GmbH • erfi Ernst Fischer GmbH & Co. KG • ERNI Electronics GmbH • EUROCIR S.A. • Everlight Electronics Europe GmbH • Fairchild Semiconductor GmbH • Farnell GmbH • FCI S.A. • FCT electronic GmbH • Flextronics International Germany GmbH & Co. KG • FlowCAD EDA-Software Vertriebs GmbH • Franz Binder GmbH & Co. elektrische Bauelemente KG • Freescale Halbleiter Deutschland GmbH • Future Electronics Ltd. • Glyn GmbH & Co.KG • GMS mbH-Ges. für Module und Display Systeme • Hamamatsu Photonics Deutschland GmbH • Harting Deutschland GmbH & Co. KG • Hilscher Gesellschaft für Systemautomation mbH • Hirose Electric Europe B.V. • HONGFA Europe GmbH • IMST GmbH • Infineon Technologies AG • INOVA Semiconductors GmbH • JENOPTIK Polymer Systems GmbH • KEMET Electronics Corporation • Konfektion E Elektronik GmbH • Kontron Embedded Modules GmbH • KOSTAL Kontakt Systeme GmbH • Kyocera Fineceramics GmbH • Laser Components GmbH • Leister Process Technologies • LEMO Elektronik GmbH • Linear Technology GmbH • LPKF Laser & Electronics AG • Lumberg Connect GmbH • Marvell Semiconductor, Inc. • MathWorks GmbH • Maxim Integrated Products • Mekttec Europe GmbH • MEV Elektronik Service GmbH • Microchip Technology GmbH • Micronas GmbH • Microsoft Deutschland GmbH • Mitsumi Electric Co., Ltd • Molex Deutschland GmbH • Murata Elektronik GmbH • National Instruments Germany GmbH • NCAB Sweden AB • NXP Semiconductors Netherlands B.V. • ODU Steckverbindungssysteme GmbH & Co. KG • ON Semiconductor • OSRAM Opto Semiconductors GmbH • Panasonic Electric Works Europe AG • Panasonic Industrial Europe GmbH • Phoenix Contact GmbH & Co.KG • POLYRACK Tech-Group Holding GmbH & Co. KG • Power-One GmbH • RAFI GmbH & Co. KG • Renesas Electronics Europe GmbH • RIA CONNECT GmbH • Robert Bosch GmbH • ROHDE & SCHWARZ GmbH & Co. KG • ROHM Semiconductor GmbH • Rosenberger Hochfrequenztechnik • RS Components GmbH • RUTRONIK Elektronische Bauelemente GmbH • Samsung Electro-Mechanics • Samtec Europe GmbH • Schroff GmbH • SCHWEIZER ELECTRONIC AG • SE Spezial-Electronic AG • Seoul Semiconductor Europe GmbH • Spansion Inc. • STMicroelectronics N.V. • Suyin GmbH • TDK-EPC • TDK-Lambda Germany GmbH • Texas Instruments Deutschland GmbH • TQ Systems GmbH • Tronic's Microsystems • TTAF Elektronik San ve Tic. Ltd. Sti. • TTI, Inc. • TE Connectivity • Vacuumschmelze GmbH & Co. KG • Vector Informatik GmbH • Vicor • Vishay Electronic GmbH • WAGO Kontakttechnik GmbH & Co. KG • Weiss Umwelttechnik GmbH • Würth Elektronik GmbH & Co. KG • YAMAICHI ELECTRONICS Deutschland GmbH • ZF Electronics GmbH • Zitzmann GmbH • Zollner Elektronik AG

Participation alternatives and stand construction

Whether you build your own stand or prefer a package stand that includes setup and dismantling or a combination package for theme-oriented joint exhibits: Our participation alternatives give you the greatest flexibility possible. Additional information is available on our "Price list" at: www.electronica.de/en/2012





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

info@electronica.de

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 > Exhibitors > Contact

Network of fairs in the electronics industry's growth markets

In addition to **e**lectronica, 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



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All figures from the TNS Infratest survey of exhibitors and visitors at **e**lectronica 2010. Multiple responses possible in some cases.
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