



primentsp

the industry gathering—facts and figures

GOOD REASONS FOR YOU TO PARTICIPATE:

- **The electronics industry in its entirety:** the complete range, from components to systems, applications and services in all segments
- **International industry gathering:** Companies from the entire electronics industry and first-rate trade visitors from around the world including key decision-makers and buyers
- **Outstanding program of related events:** Forums as a special presentation platform for innovations, the exclusive Munich electronics summit including the CEO Round Table, events that promote future professionals and the job exchange
- **Conferences and discussions with prominent participants:** the electronica automotive conference and the Wireless Congress—technologies, markets, trends and networking

get the whole picture

24th International Trade Fair
New Munich Trade Fair Centre
09–12 November 2010
www.electronica.de



electronica 2010
components | systems | applications

electronica

the exhibition with the complete program

INTERDISCIPLINARY EXHIBITION THEMES:

- Semiconductors
- Embedded systems
- Displays
- micronano-systems
- Sensor technology
- Test and measurement
- Electronic design (ED/EDA)
- Passive components
- Electromechanics and system periphery
- Power supplies
- PCBs, other circuit carriers and EMS
- System components
- Automotive
- Wireless
- IT and services

DYNAMIC AND INNOVATIVE SECTORS:

- Photovoltaics and renewable energies
- E-mobility and power electronics
- Displays and e-signage
- Embedded systems and software
- Medical electronics and MEMS
- Automotive

Detailed list of exhibition themes:
www.electronicade.com/exhibitionfields

Held at same time as **electronica: hybridica**

- International Trade Fair for the Development and Manufacture of Hybrid Components
- B-to-B platform that covers the entire value-added chain for hybrid components
www.hybridica.de

EXHIBITION PROFILE* AT A GLANCE:

- 72,970** trade visitors from 113 countries
- 2,797** exhibitors from 46 countries
- 99%** share of trade visitors
- 52%** of visitors hold management positions
- 44%** of visitors and
- 58%** of exhibitors are from abroad
- 96%** of visitors and
- 83%** of exhibitors gave **electronica** a rating of good to excellent

160,000 m² exhibition space in 2008

Visitors' job positions*

Management positions:	52%
Of which, uppermost management:	20%

Considerable decision-making authority**

Share of decision-makers:	89%
Of which, major influence:	25%

electronica 2008: A leading media event

720 journalists from **34** countries
Approx. **2,550** press reports

HIGH SATISFACTION:

Exhibitor rating of "good to excellent"*

- Character as leading event **86%**
- Share of international visitors **83%**
- Quality of visitors **85%**
- Number of visitors at stand **66%**

Visitor rating of "good to excellent"*

- Scope and completeness of exhibits **97%**
- Share of international exhibitors **95%**
- Character/role as leading event **94%**
- Presence of market leaders **93%**
- Quality of visitor information **89%**
- Transparency/breakdown of exhibits **88%**

*Excerpt from TNS Infratest survey of exhibitors and visitors at **electronica 2008**.
**Multiple responses possible.



three main pillars: much more **e** than a program

The exhibition, the program of related events and conferences—**e**lectronica's three strong pillars. A superior, tried-and-tested concept with several advantages for exhibitors:

- Optimum presentation platforms
- Various chances to dialog and exchange information with customers
- Excellent networking opportunities

RELATED-EVENTS PROGRAM: EXHIBITION HIGHLIGHTS WITH GREAT APPEAL

Forums at the heart of it all: Innovation platforms

- automotive Forum
- embedded Forum
- e-Signage Forum
- **e**lectronica Forum
- ZVEI Forum

Main themes of the **e**lectronica Forum: Forward looking

- MEMS
- Medical electronics
- Wireless
- Organic Electronics
- Photovoltaics and renewable energies

munich electronics summit: A meeting for top management

- An exclusive gathering of leading executives from international companies in the electronics industry
- Features the public CEO Round Table on the industry's latest hot topics

Events for future professionals and a job exchange: Opportunities for everyone

- Student Day in conjunction with ZVEI
- Job exchange for the electronics industry

CONFERENCES AND ROUNDTABLE DISCUSSIONS: EXPERTS POINT THE WAY

electronica automotive conference: The industry event

- Day 1: Strategy sessions with leading managers in the semiconductor, supplier and automotive industry
- Day 2: Latest developments for automotive-industry experts, OEMs, component manufacturers and software developers
- Strong presence in 2008: 300 participants from 23 countries

Wireless Congress: State-of-the-art technologies

- Prominent speakers including recognized industry specialists
- Focus on key developments involving current and future wireless technologies
- Proven partnerships with "Elektronik" magazine and ZVEI (German Electrical and Electronic Manufacturers' Association)

Organizations that collaborate with **e**lectronica

- CCPIT (China Council for the Promotion of International Trade)
- ERA (Electronics Representatives Association)
- TAITRA (Taiwan External Trade Development Council)
- VDE (German Association for Electrical, Electronic and Information Technologies)
- ZVEI (German Electrical and Electronic Manufacturers' Association)

Official **e**lectronica 2010 partners

- CEIEC (China National Electronics Import and Export Corporation)
- GIXEL
- Hong Kong TDC
- intellect
- iSuppli
- secartys
- semica careers

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a group of visitors with diverse interests

72,970 TRADE VISITORS:

REPRESENTING ALL DEPARTMENTS, DIVISIONS AND BRANCHES OF INDUSTRY

Sector/branch of industry

• Use/application of electronic components/assemblies/subsystems	22%
• Manufacture of electronic assemblies/subsystems	21%
• Manufacture of electronic components	15%
• Research and development	12%
• Sell/distribute electronic components/assemblies/subsystems	11%
• Service sector	9%
• Education/training	1%
• Government agencies/ministries	1%

Primary area(s) of interest

• Industrial electronics	35%
• Automotive	18%
• Electronics for other consumer goods	12%
• Medical electronics	10%
• Wired telecommunications	9%
• Wireless	9%
• Consumer electronics	8%
• Power engineering	7%
• Military electronics	7%
• Services	6%
• Aviation/aerospace technology	6%
• Specialty retail, retail, distribution	5%
• Office equipment, IT (OEM)	4%
• Railway technology	4%
• Banking/insurance	1%

Visitors' areas of responsibility

• Electronics development: Hardware	35%
• Electronics development: Software	16%
• Sales	15%
• Company/business/plant management	14%
• Purchasing/acquisition	14%
• Design	11%
• Manufacturing/production	10%
• Quality control, assurance, testing	7%
• Basic research	7%
• College/high-school students	7%
• Engineering	6%
• Marketing/advertising/PR	6%
• Consulting	5%
• Planning/work preparation	4%
• Administration/organization/HR and social affairs/education and training	2%
• Warehousing/materials management/logistics/transport	2%
• Information technology/telecommunications/DP	2%
• Finance/accounting/controlling	1%
• Repair/maintenance	1%

Visited areas

• Semiconductors	46%
• Displays	34%
• Test and measurement	33%
• Passive components	32%
• Sensor technology	29%
• Embedded systems (electronica embedded)	28%
• PCBs, other circuit carriers, EMS	27%
• Power supplies	27%
• electronica automotive	24%
• electronica wireless	22%
• Electronics design (ED/EDA)	20%
• Electromechanics/system periphery	20%
• System components	16%
• electronica micronano-systems	8%
• Information and services	6%

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services that will help you to optimize efficiency

Our range of services includes specially developed tools and measures that will help to make your exhibit a success. They are indispensable when it comes to rounding out and optimizing your marketing and communications activities for your exhibit. Here is a brief selection:

Invitation and contact management—make your stand a magnet

Guest tickets and e-guest tickets:

Invite your customers and other interested contacts to attend the fair by mail or using electronic admission vouchers. You know who has redeemed your invitation before the fair even begins and can respond accordingly.

Cost ceiling for guest tickets and e-guest tickets:

You pay for no more than 3 redeemed tickets per m² of stand space.

Mobile lead retrieval:

A handy barcode reader is a convenient way to call up the particulars of visitors at your stand. Information is available immediately.

Marketing services that allow you to activate key potential

- **Marketing packages:** Bundling carefully coordinated individual services with a discount
- **Company entries:** Ensures targeted presence in all fair-related media
- **Advertising:** Exclusive advertising alternatives at highly frequented locations at the fair
- **Online presence:** Inform prominent industry representatives about your news the entire year
- **Press contacts:** Take advantage of opportunities to make headlines in the media
- **Job exchange:** Your chance to recruit specialists and entry-level workers for your company

Other attractive services

electronica and more than 90 service companies provide extensive support to ensure that your exhibit runs smoothly.

For example:

- Stand construction with plenty of alternatives to meet any requirements
- Technical services for your stand
- Event services for your fair-related activities
- Free use of public transportation
- German railway tickets at reduced rates
- Shuttle-bus service from the airport to the trade-fair center
- Web shop where you can call up services quickly and easily
- Conference rooms for perfect press presence
- Hotel and room service for suitable accommodations

More at: www.electronica.de/ExhibitorServices

mebom

trade-fair center and halls as modern as needed for a leading international event



- A1** Electronic design (ED/EDA)
- A1** Test and measurement
- A2** micronano-systems
- A2** Servo-technology/drive elements
- A2** Sensor technology
- A3** Displays
- A3 A4 A5 A6** Semiconductors
- A4** Wireless
- A6** Automotive
- A6** Embedded Systems
- B1** PCBs, other circuit carriers and EMS
- B2** Power supplies
- B3 B4 B5 C3** Electromechanics/system peripherals
 - Interconnection components/systems
 - Switches, relays, keyboards
 - Casing technology
- B5 B6** Passive components
- C4** Joint national exhibits from Asia
 - Passive components
 - Electromechanics/system peripherals
- in all halls** Information gathering and services, Assemblies and subsystems

Exhibitors (excerpt):

3M Deutschland GmbH • Advanced Micro Devices • Advantech Europe GmbH • AEG MIS Gesellschaft für moderne Informationssysteme GmbH • Agilent Technologies Sales & Services GmbH & Co. KG • Alcatel-Lucent Deutschland AG Components Division Dunkermotoren • ALPS ELECTRIC EUROPE GmbH • Analog Devices Ltd. • Ansoft Corporation • Arrow Central Europe GmbH • AT & S Austria Technologie & Systemtechnik AG • AVAGO Technologies GmbH • Avnet EMG GmbH • AVX CZECH REPUBLIC s.r.o • Beck IPC GmbH • BINDER GmbH • Bobinados de Transformadores S.L. • Bopla Gehäuse Systeme GmbH • Bourns GmbH • DATA MODUL AG • Delphi Deutschland GmbH • Digital-Logic AG • ebm-papst Muldingen GmbH & Co. KG • EGSTON System Electronics Eggenburger GmbH • ELESTA relays GmbH • Elma Treenew Electronic GmbH • Elmos Semiconductor AG • embedded-Logic GmbH • Endrich Bauelemente • EnOcean GmbH • EPCOS AG • EPSON Europe Electronics GmbH • EURO CIR S.A. • Everlight Electronics Europe GmbH • Fairchild Semiconductor GmbH • FLEXTRONICS SPECIAL BUSINESS SOLUTIONS • Freescale Halbleiter Deutschland GmbH • Freudenberg Mektex Europa GmbH • Fujitsu Components Europe B.V. • Future Electronics • Glyn GmbH & Co. KG • Green Hills Software GmbH • Hamamatsu Photonics Deutschland GmbH • Harting Deutschland GmbH & Co. KG • Heraeus Sensor Technology GmbH • Hilscher Gesellschaft für Systemautomation GmbH • Hitachi Europe Ltd. Display Products Group • HONGFA Europe GmbH • Infineon Technologies AG • Intersil Corporation • ITT Cannon Interconnect Solutions • Jabil • Jenoptik Polymer Systems • KEMET Electronics Corp. • Knürr AG • Kontron AG • KOSTAL Kontakt Systeme GmbH • Kyocera Fineceramics GmbH • Laird Technologies GmbH • Lear Corporation GmbH • LEMO Elektronik GmbH • LEONI Kabel Holding GmbH • Linear Technology GmbH • Lumberg Connect GmbH • Microchip Technology Inc. • Murata Elektronik GmbH • National Instruments Germany GmbH • National Semiconductor GmbH • NEC Corporation Nano Electronics Research Laboratories • NUMONYX B.V. • ODU Steckverbindungssysteme GmbH & Co. KG • OKW Odenwälder Kunststoffwerke Gehäusesysteme GmbH • Omron Electronic Components • ON Semiconductor • OSRAM Opto Semiconductors GmbH • Panasonic Electric Works Deutschland GmbH • Panasonic Industrial Europe GmbH • Phoenix Contact GmbH & Co. KG • Power-One AG • Preh GmbH • Premier Farnell Group • Premo Group • RAFI GmbH & Co. KG • Renesas Technology Europe GmbH • Rittal GmbH & Co. KG • Robert Bosch GmbH • ROHDE & SCHWARZ GmbH & Co. KG • RS Components GmbH • RUTRONIK Elektronische Bauelemente GmbH • Samsung Electro-Mechanics • SANMINA - SCI Holding GmbH & Co. KG • Sanyo Component Europe GmbH • Schott Solar GmbH • Schroff GmbH • SCHWEIZER ELECTRONIC AG • SHARP Electronics (Europe) GmbH Microelectronic • SOMACIS S.p.A • Sonceboz S.A. • Song Chuan Europe GmbH • Spansion EMEA • STELCO GmbH Electronic Components • STMicroelectronics N.V. • Suyin GmbH • TDK Electronics Europe GmbH • TDK-Lambda Germany GmbH • Tecnotron Electronics GmbH • Texas Instruments Deutschland GmbH • The MathWorks GmbH • TQ Components GmbH • TT electronics plc. • TTI, Inc. • Tyco Electronics AMP GmbH • Vacuumschmelze GmbH & Co. KG • VARTA Microbattery GmbH • Vector Informatik GmbH • Vishay Electronic GmbH • WAGO Kontakttechnik GmbH & Co. KG • Weidmüller Interface GmbH & Co. KG • WÜRTH ELEKTRONIK GMBH & Co. KG • Xilinx Inc. • YAMAICHI ELECTRONICS Deutschland GmbH • Zollner Elektronik AG

electronica automotive

ICM electronica automotive conference

A6 electronica automotive Forum
Exhibition

electronica embedded

A6 electronica embedded Forum
Exhibition

A2 electronica Forum

A3 e-Signage Forum

B4 ZVEI Forum

ICM Wireless Congress
Systems & Applications

hybridica

Visitors (excerpt):

3M • ABATEC Electronic AG • ABB • ACCEL ELEKTRONIKA • ACD Elektronik GmbH • Adam Opel AG • ADAXYS SA • AEG Hausgeräte GmbH • Aeromaritime Systembau GmbH • Agfa Gevaert Healthcare GmbH • AIRBUS France SAS • Alcatel-Lucent Deutschland AG • Alpine Electronics R&D Europe GmbH • AMS Software & Elektronik GmbH • APtronic AG • AUDI AG • Audi Electronics Venture GmbH • Austrian Aerospace • Autoflug Steuerungs und Sensortechnik • Autoliv Electronics AB • AutosplICE Europe GmbH • Bachmann electronic GmbH • Balluff Elektronika Kft. • BASF SE • Bauknecht Hausgeräte GmbH • BDT AG • Becker Antriebe GmbH • Becom Electronics GmbH • BINDER GmbH • BIOPTRON AG • Blaupunkt GmbH • BMW AG • Bosch Sensortec • Braun GmbH • Brose Fahrzeugteile GmbH & Co. KG • BTR NETCOM GmbH • Cablex-M d.o.o. • catem GmbH & Co. KG • Coil Technology Corporation • Commend International GmbH • COMPEL ELECTRONICS SPA • Continental Automotive Systems • Crypto AG • Danfoss Silicon Power GmbH • DB Fahrzeuginstandhaltung GmbH • Denso Automotive Deutschland GmbH • Diehl AKO • E.E.P.D. GmbH • RE+E Elektronik • EADS Defence & Security Systems Belgium NV • Electrolux • ELFA AB • EloZBw • Emerson Network Power GmbH • Endress+Hauser Conducta GmbH+Co. KG • Enics Schweiz AG • Epsom Europe Electronics GmbH • ETAS GmbH • FAGOR ELECTRONICA S. COOP • Festo AG & Co KG • Fracarro SpA • FRANCISCO ALBERO, S.A. • Fresenius AG • Freudenberg Forschungsdienste KG • Fujitsu Microelectronics Europe • GE Fanuc Intelligent Platforms • GES-ELECTRONICS, a.s. • Grundig IM GmbH • Harman/Becker • Hirschmann Car Communication GmbH • Honeywell • HSG-IMIT • Iskratel Electronics d.o.o. • ITT Cannon Interconnect Solutions • IVM GmbH • Jenoptik Polymer Systems • Johnson Controls Automotive Electronics GmbH • Kathrein Austria Ges.m.b.H. • LAKE Communications Ltd. • Lear Corporation GmbH • Leica Camera AG • Letron electronic GmbH • Leuze electronic assembly • Liebherr Elektronik GmbH • Loewe Opta GmbH • LRE Medical GmbH • Magna Donnelly Engineering GmbH • Max-Planck-Institut • Metrohm AG • Metz Werke GmbH & Co. KG • Miele & Cie. KG • Motorola Israel Ltd. • NOKIA GmbH • OMICRON electronics GmbH • PerkinElmer • Philips Consumer Lifestyle • Prodrive B.V. • Rebound Electronics • Robert Bosch GmbH • RRC power solutions GmbH • Saab AB • ŠC PET • Selco Elektronikai Kft. • SEW-Eurodrive GmbH & Co KG • SG Automotive d.o.o • Siemens AG • Sigmatek GmbH & Co.KG • ŠKODA ELECTRIC a.s. • Softing AG • Stäubli Sargans AG • Storz Medical AG • SWISSPHONE TELECOM AG • Swisstronics AG • TAKOSAN OTOMOBIL GOSTERGELERI A.S. • Tecnotron Electronics GmbH • Telemotive AG • THALES Defence Deutschland • Theben AG • ThyssenKrupp Presta • TRW Automotive • Valeo • VD MAIS • Vectronix AG • VIP-VIRANT d.o.o. • Vossloh-Schwabe Optoelectronic • Xenterio GmbH • ZAT a.s. • ZF Friedrichshafen AG • Ziehm Imaging GmbH

PARTICIPATION ALTERNATIVES AND STAND OFFERS

Whether you build your own stand, order a complete package including setup and dismantling or prefer a theme-oriented combination package—our participation alternatives give you the greatest flexibility possible.

Additional information is available in the “Offers” flyer and at: www.electronica.de/stand



IntqLen

other helpful information

Exhibition

09–12 November 2010

Hours:

Tuesday–Thursday, 9 a.m.–6 p.m.

Friday, 9 a.m.–5 p.m.

New Munich Trade Fair Centre, Germany

Setup

From Wednesday, 03 November 2010 (8 a.m.)

to Monday, 08 November 2010 (6 p.m.)

24 hours a day

Dismantling

From Friday, 12 November 2010 (6 p.m.)

to Tuesday, 16 November 2010 (6 p.m.)

24 hours a day

Foreign representatives

With six foreign subsidiaries and 66 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 > Exhibitor > Contact

Network of exhibitions in rapidly growing electronics markets

Besides **electronica**, Messe München International (MMI) organizes other leading electronics exhibitions in Asia and South America. As a result, exhibitors in other regions of the global electronics market also profit from MMI's extensive know-how.

www.electronica.de/electronicnetwork

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