

The Pulse of Innovation

# productronica and Konradin

A review

## 50 years with productronica – a look back and a look ahead

**Your company has been part of productronica from the very beginning – do you have any memories of your company/team's first participation in 1975?**

The trade journal EPP has been covering productronica since its debut in 1975. Back then, according to an early interview with the founders Gerd von Hövel (MMG management board) and Dr. Ekkehard Süss (Chairman of the Exhibition Advisory Board), the trade show was seen as a "bold experiment": an independent platform for electronics manufacturing—separate from electronica for the first time. The EPP editorial team commented on the trade show boom in Munich with a wink: in addition to economic motives, "the charming city with its friendly people and cultural, gastronomic, and sporting activities" also contributed to its appeal.

# 50 years with productronica – a look back and a look ahead

## What has motivated you/your company to be part of productronica time and again over the years?

Direct exchange with manufacturers, developers, and users enables us to identify trends early on and provide well-founded journalistic coverage. The trade show's consistent focus on electronics manufacturing is a key factor in its success—both then and now.

# 50 years with productronica – a look back and a look ahead

## Which moment from the past decades has been particularly memorable for your company/team?

The German reunification in 1989/1990 was a defining moment: overnight, the trade show opened its doors to trade visitors and exhibitors from eastern Germany as well as Central and Eastern Europe. productronica became the hub of European electronics expertise.

Another milestone was the move to the new exhibition ground in Munich-Riem in 1998—modern halls, improved infrastructure, and more space for innovation gave the trade show new impetus.

# 50 years with productronica – a look back and a look ahead

## How has your company developed over the decades with the trade show?

The EPP editorial team has evolved in terms of content and structure—from a national trade journal to an international trade medium with multimedia formats. productronica has often been a source of inspiration: many of our most important contacts, topics, and reports have their origins here.

# 50 years with productronica – a review and an outlook

## How do you see the future – what are your hopes for the next 10 years of productronica?

We hope that the trade show will continue to expand its role as a platform for exchange and innovation in electronics manufacturing, with a focus on digitalization, automation, sustainability, and promoting young talent. Especially in times of profound change, direct dialogue between industry and trade visitors is more important than ever.

## 50 years with productronica – A look back and a look ahead

**Looking back over the last 50 years, is there a product, technology, or historical milestone that we should highlight in particular?**

The introduction of surface mount technology (SMT) was a turning point: it enabled miniaturization and automation in electronics manufacturing. Equally groundbreaking was the continuous development of test and inspection technologies—key components for quality and reliability in production.

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