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Press Release

electronica Automotive Conference: A stopover on the way to electronica 2024

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Experts from the electronics industry discussed trends and challenges in vehicle architectures, new technologies and the entire supply chain in the automotive segment at the electronica Automotive Conference in Munich on December 7, 2023.

“Since the car is becoming increasingly digital, electronic components and software now play a hugely important role. With the electronica Automotive Conference, we offered the top experts in this fast-moving industry a platform to exchange ideas in the years between electronica,” as Katja Stolle, Deputy Executive Director for the New Technologies business unit at Messe München, explains. “The global automotive industry is undergoing a major transformation that entails significant changes for all companies in the value chain,” adds Peter Gresch, Chairman of the Program Committee and CEO of OptE GP Consulting. “That’s why the focus of electronica Automotive Conference 2023 was on bringing together specialists and managers from the entire supply chain for discussions.” Among them were representatives from Audi, BMW Group, Continental, Infineon Technologies, NXP Semiconductors, Robert Bosch, SAP, Wolfspeed, and ZF Group.

Electronics industry offers solutions

Azar Mottale, Director Mobility at the German Electrical and Digital Industry Association (ZVEI), which was part of the program committee, says: “The electrical and digital industry, with its members in the automotive supply industry, is an important solution provider on the path to sustainable, electrified and intelligent mobility, and is ready to actively help shape the next steps.”

Accordingly, electronic components and parts for the automotive sector are also

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highly relevant at electronica: In 2022, around 1,000 exhibitors showcased products and solutions for this sector.

Top-class exchange

Despite difficult travel conditions, specialists and executives from the industry came together at the Messe München Conference Center North on December 7. They spent a day discussing topics such as software-based EE architectures, AI, the circular economy, and more. One conclusion was that the transition to the software-defined vehicle required the ability to continuously develop software independently of the hardware, including cloud solutions. In software development, in turn, generative AI had an enormous impact, as modern cars generate increasingly complex amounts of data that need to be managed. The discussion participants also agreed that the circular economy would be one of the most important topics in the industry in the future and require collaboration between different sectors in order to be successful. “The electronica Automotive Conference clearly showed that the impending transformation in mobility and the challenges it entails can only succeed together with all the partners in the automotive value chain,” as Azar Mottale sums up.

The discussion will be continued at electronica 2024 in Munich (November 12 to 15): At the next electronica Automotive Conference which takes place at November 11, 2024, as well as in the forum program with topics such as AI, 5G, power electronics, connectivity, cyber security, embedded, industrial, measurement technology and PCB & EMS.

Further information: [electronica.de](https://www.electronica.de)

You can find this press release for download including press pictures at the [electronica newsroom](#).

About electronica

electronica is the most important international meeting place for the electronics industry. As the world's leading trade fair, it presents the entire spectrum of technologies, products and solutions in electronics and brings together experts and users from all over the world. The extensive supporting program with top-class conferences and practice-oriented forums provides deep insights into the

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latest trends from research to application and addresses current social issues. The next electronica will take place from November 12 to 15, 2024 at the Messe München Exhibition Center.

About electronica worldwide

In addition to electronica, Messe München organizes electronica China, electronica South China, electronica India, the SmartCards Expo and electronicAsia. The network of electronics trade fairs also includes productronica in Munich, productronica China, productronica South China, productronica India and LOPEC.

About Messe München

As one of the world's leading trade fair organizers, Messe München presents the world of tomorrow at its more than 80 trade fairs worldwide. These include eleven of the world's leading trade fairs such as bauma, BAU, IFAT, electronica, and ISPO. Messe München's portfolio comprises trade fairs for capital and consumer goods, as well as for new technologies. Together with its subsidiaries, it organizes trade fairs in China, India, Brazil, South Africa, Turkey, Singapore, Vietnam, Hong Kong, Thailand, and the U.S. With a network of more than 15 affiliated companies and almost 70 representations worldwide, Messe München is active in more than 130 countries. The more than 150 events held annually attract around 50,000 exhibitors and around three million visitors in Germany and abroad.