

Press release

Final report

Strong signal for the industry: productronica 2025 drives positive industry trend

21. November 2025

- More than 47,000 visitors
- Internationality reaches record level
- Exhibitor and visitor satisfaction at the highest level

From November 18 to 21, over 1,600 exhibitors from 52 countries met at productronica to present innovations in electronics development and production. Compared to the previous edition, this year's event saw an increase of around 20 percent in exhibitor numbers and more than 10 percent in the number of visitors. The key topics included advanced packaging, power electronics, and reliable microelectronics.

The sharp rise worldwide in demand for electronic components has thrust the topic of trusted microelectronics further into the industry spotlight. productronica 2025 picked up on this trend and showed how new technologies, testing solutions, and manufacturing approaches are helping improve transparency and security along the entire value chain. The trade fair thus sent a clear signal for the future viability of the industry.

Messe München CEO Dr. Reinhard Pfeiffer underscores the event's significance: "productronica 2025 has impressively demonstrated how important it is for global electronics manufacturing. Record internationality and the strong partnership with SEMICON Europa create a vibrant environment for innovation. The outstanding feedback from our exhibitors and visitors affirms its status as the industry's most important meeting place."

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Internationality among exhibitors hits record level

productronica 2025 was more international than ever before. The share of exhibiting companies from abroad was around 58 percent (2023: 54 percent). In a ten-year comparison, the internationality of exhibitors even rose by more than ten percentage points (2015: 46 percent). In addition to Germany, the top exhibitor countries at productronica 2025 included China, Italy, the Netherlands, the United Kingdom, France, Japan, Switzerland, Austria, and South Korea.

In total, more than 47,000 visitors from 98 countries came to Munich for productronica 2025. Alongside Germany, the top visitor countries were Italy, Austria, France, the United Kingdom, Switzerland, China, Poland, Spain, the Netherlands and the Czech Republic.

Rainer Kurtz, Chairman of the productronica Advisory Board, was thoroughly impressed with the anniversary edition: “A family get-together for global electronics manufacturers: That is what productronica has been for the last 50 years. What was special about this year’s trade fair was the increased presence of international visitors and the explosion of innovations. Munich did well again.”

Thilo Brückner, CEO of VDMA Electronics, Solar and Battery Production, shares a similar view: “The anniversary edition of productronica was a resounding success for VDMA ESB and Productronic with, among others, the highly acclaimed Special Exhibit Area. Our exhibiting members reported a strong volume of leads, and there was a sense of much optimism in the packed halls despite the challenging times.”

As the conceptual partner of productronica, VDMA Productronic provided intensive support in selecting the focus topics and for the special show featuring practical examples from the fields of electromobility and autonomous driving.

Exhibitor and visitor satisfaction at the highest level

In the overall rating, both exhibitors and visitors were once again very satisfied with productronica. According to a survey carried out by the market research institute Gelszus, 98 percent of the visitors rated the event as excellent to good. In addition, 95

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percent of the visitors surveyed said that productronica had lived up to their expectations regarding innovations.

productronica also received top marks from exhibitors. For 91 percent of companies, the trade fair was excellent to good. 90 percent of the exhibitors praised the high quality of the visitors.

According to project manager Barbara Müller, these top-level marks confirm the strength of the trade fair concept: “The positive ratings by exhibitors and visitors clearly reflect productronica’s strong international appeal. The trade fair is a global networking platform that highlights relevant innovations and enables business success.”

50 years of productronica – half a century of the world-leading trade fair in Munich

productronica celebrated its anniversary this year. Originally launched as an exhibition area at electronica, productronica was first held as an independent event in Munich in 1975. What began back then with 94 companies from twelve countries and 3,900 visitors evolved within a few years into the leading platform for electronics development and production. To mark productronica’s 50th anniversary, Messe München honored companies that have been there right from the start. Among the very first exhibitors are AAT Aston, Brady, Konradin, Kurtz Ersa, Rohde & Schwarz, Komax Group/Schleuniger, and Schmoll Maschinen.

SEMICON Europa, which occupied three halls as a co-located event, also celebrated its 50th anniversary.

With regard to that, Ajit Manocha, CEO SEMI, praised the cooperation between the two trade fairs: “We greatly value the strong partnership between SEMI and Messe München, and look forward to deepening our collaboration in Munich and globally for many years to come. productronica, electronica, and SEMICON Europa together provide the most impactful trade show platform in Europe for the semiconductor and electronics industries, and we are grateful for the opportunity to continue this promising growth trajectory together.”

More exhibitor statements on productronica 2025 (in alphabetical order by company):

Günter Lauber, CSO and SMT Segment Chairman ASMPT:

“For 50 years, productronica has been the leading global trade fair for our industry and a central platform for reinforcing the innovative strength and competitiveness of the European location in the increasingly convergent semiconductor and electronics manufacturing landscape. productronica 2025 clearly exceeded targets and expectations. We were especially pleased with the enthusiasm of our visitors from Asia and America, who had the opportunity to see our completely newly developed SIPLACE V platform for the first time live in action.”

Stefan Janssen, CEO Fuji Europe Corporation:

“The fact that productronica has endured for 50 years in such a dynamic industry underscores its importance as a central decision-making forum for electronics manufacturing. Once again, the trade fair gave us the perfect setting to discuss the latest developments in assembly with customers and partners directly on our demonstration line. The strong interest at the trade fair reassures us that the transition to AI-driven, networked production systems has long become reality.”

Frank Berthaux, Sales Director Germany Keysight:

“productronica brings together the people shaping the future of electronics. Keysight is proud to be here supporting our customers with the tools and insights they need to design, test, and deliver with confidence.”

Matijas Meyer, CEO Komax Group:

“productronica was one of this year’s highlights for us. We were able to showcase our products and services to numerous existing and potential new customers and demonstrate how we offer them real added value. We were especially pleased to win the productronica Innovation Award in our anniversary year – celebrating 50 years of Komax and 50 years of Schleuniger.”

Clemens Otte, Director of Microelectronics & Cables at ZVEI:

“productronica was an important signal that radiated optimism and confidence. Our industry has a future. The electronics industry drives and sets the pace for innovation and prosperity by decisively advancing megatrends such as automation, digitalization, AI, and renewable energies.”

The next productronica will be held in Munich from November 16 to 19, 2027.

You will find photos from this year's productronica in the [media database](#).

More information: [productronica.com](https://www.productronica.com)

productronica

productronica is the world's leading trade fair for electronics development and production and is supported from a conceptual and technical perspective by the Productronics Department of the VDMA (German Mechanical Engineering Industry Association). The trade fair has been held in Munich every two years since 1975 and the next productronica is due to take place from November 16 to 19, 2027.

productronica worldwide

In addition to productronica, Messe München also organizes productronica China and productronica India. The network of electronics trade fairs also includes electronica in Munich, electronica China, as well as electronica India, Smart Tech Asia, electronicAsia and LOPEC.

Messe München

As one of the world's leading trade fair organizers, Messe München presents the world of tomorrow at its around 90 international trade fairs. These include twelve of the world's leading trade fairs such as bauma, BAU, IFAT, and electronica. Its portfolio comprises trade fairs for capital and consumer goods, as well as for new technologies. Together with its 1,300 employees in the group and the affiliated companies, it organizes trade fairs in China, India, Brazil, South Africa, Türkiye, Singapore, Vietnam, Hong Kong, Thailand, and the U.S. With an international network of affiliated companies and foreign representatives, Messe München is active worldwide. The more than 150 events held annually attract around 50,000 exhibitors and around three million visitors in Germany and abroad. This makes Messe München an important economic driver, triggering purchasing power effects in the billions.

With the LOCATIONS OF MESSE MÜNCHEN, it offers a variety of spaces for a wide range of events: These are the exhibition grounds, the ICM – International Congress Center Messe München, the CCN – Conference Center North and the MOC – Event Center Messe München in Munich-Freimann.