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Press Release

electronica 2024 paves the way for the all-electric society

- **The entire diversity of the electronics industry in 18 exhibition halls**
- **Strong increase in international exhibitors**
- **Top issues: sustainability and artificial intelligence**

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As an established industry event, electronica has been bringing the international electronics industry together for 60 years – the next time will be from November 12 to 15, 2024 at the Munich Exhibition Center. In its anniversary year, the world-leading trade fair will be all about the all-electric society, whether with innovations in the exhibition area, application-oriented lectures in the extensive conference and forum program, or in sociopolitical discussions such as the CEO Roundtable with its top-class panel.

“The high level of exhibitor interest in electronica continues. In 2024, we will occupy all 18 exhibition halls for the first time, together with SEMICON Europa, being held in two halls at the same time. That means we are heading for the biggest electronica ever and will once again cover the entire range of products, technologies and solutions in the electronics industry,” says Exhibition Director Katja Stolle. Compared to previous events, the share of international exhibitors has risen again in 2024 and will be around 60 percent. The trade fair has seen especially strong growth among companies from the U.S., South Korea, Japan, Taiwan and China.

Global innovation platform

With exhibitors from a total of more than 50 countries and all sectors of the electronics industry, electronica will bring the entire industry together at the technology hub of Munich, ensuring an unparalleled density of innovation. Companies ranging from key players to startups showcase their innovations that

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are helping to pave the way for an all-electric society. Among them are also a number of companies that paused their trade fair participation in 2022 and have decided to return to electronica this year. The exhibition area will feature several new or expanded offerings: the EMS Pavilion, bringing together manufacturing service providers for electronic components, the Printed Electronics Pavilion, where suppliers of flexible and printed electronics will present themselves, and the Sensor Pavilion.

Stimulus, trends and practical knowledge

“Since electronica sees itself as THE innovation meeting point and driving force in the industry, we attach great importance to a comprehensive, future-oriented supporting program that leaves plenty of room for exchanging specialist knowledge and ideas,” as Caroline Pannier, Deputy Exhibition Director of electronica, explains. The focus will be on topics such as sustainability, artificial intelligence, e-mobility, smart energy, automation, or connectivity, which underline the significance of the electronics industry as an enabler for sustainable technologies. At the CEO Roundtable on the evening before the first day of the trade fair, top decision-makers from the industry such as Jochen Hanebeck (Infineon), Jean-Marc Chery (STMicroelectronics) and Kurt Sievers (NXP Semiconductors) will discuss the latest trends and challenges. At the accompanying conferences, experts will talk about current developments in the areas of automotive and wireless systems and applications.

The extensive forum program, which has been redesigned, will focus on practical knowledge. Existing topic areas have been expanded and new thematic focal points added such as AI, machine learning, and women in Tech, so that the electronica forums, which will take place right in the respective exhibition areas, cover practically all fields of application. The former Embedded Platforms Conference has become the Embedded Platforms & Industrial Control Forum, with an even stronger focus on mechanical engineering and automation. The [Call for Papers](#) for the conference, in which experts from industry and research can submit their presentations, is still open until the end of June. Another important part of the supporting program are initiatives and offers for career

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planning and promoting new talent in order to counter the ever-present shortage of skilled workers.

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 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.

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.

Messe München

As one of the world's leading trade fair organizers, Messe München presents the world of tomorrow at about 90 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.