

The Pulse of Innovation

productronica and Schmoll

A review

50 years with productronica – A review and an outlook

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?

1975 and the 1970s in general were characterized by many small and medium-sized companies that came to Productronica with large numbers of employees. They were joined by Russian purchasing companies, which signed major contracts during this period.

50 years with productronica – A review and an outlook

What has motivated you/your company to be part of productronica year after year?

It is the meeting place for the European printed circuit board industry.

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What moment from the past decades has particularly stuck in your mind for your company/team?

When the trade fair was still held indoors, we always went straight to Hacker Keller with our customers afterwards... It was a very cozy atmosphere, with everything so close together.

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How has your company developed over the decades with the trade fair?

We have gradually expanded our presence at Productronica and are proud to be such a prominent participant at the trade fair.

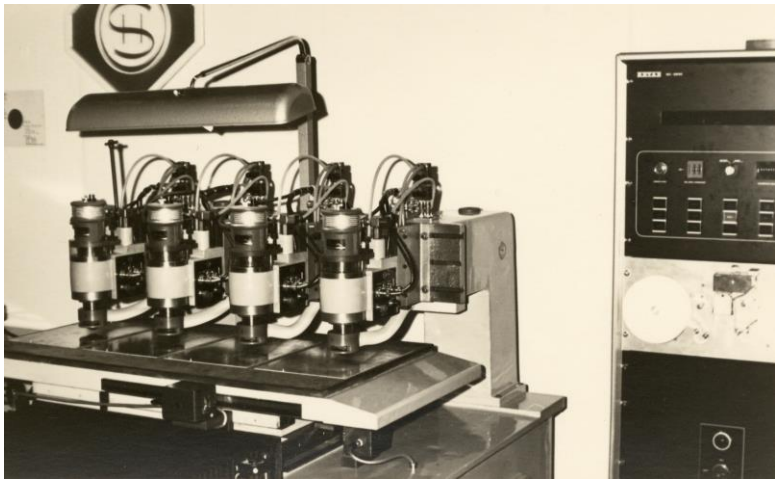
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How do you see the future—what are your hopes for the next 10 years of productronica?

That the trade fair retains its central function for European manufacturers and also attracts international customers.

Of course, the fact that international customers enjoy Bavarian hospitality and see this as a good opportunity to drink a beer also plays a role here.

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