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## Press release

### International survey for electronica 2024

# Consumers see high potential for climate protection and sustainability

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- **More than 60 percent expect affordable and clean energy**
- **Different degrees of openness to technology**
- **Respondents tend to see their everyday life made easier through electronics and digitalization**

Digital technologies enable companies to effectively address sustainability goals. Even though there are some considerable differences in the acceptance and usage intensity of the smart home and smart mobility, consumers in Europe, the U.S., and Asia see similarly high potential for climate protection through digital technologies. That is the conclusion reached by a representative survey by the world-leading trade fair electronica, which is taking place in Munich from November 12 to 15, 2024. In July 2024, Merkle Research & Insights surveyed a total of 3,000 people from Germany, France, Italy, the UK, the U.S., and China.

### Significant advantages through digitalization and networking

64 percent of respondents in Germany, the U.S., and China expect digital solutions to provide affordable and clean energy. Likewise, 64 percent of Germans see that as an important element for sustainable cities and municipalities; China tops the list with 78 percent. In China, 89% of respondents are convinced that digitalization and networking also offer considerable advantages in the private sphere. Germany, however, achieved the lowest value here of all five countries surveyed. Only 66 percent of Germans agree with the statement that smart home helps them make their own home more energy efficient and consume fewer resources.

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**Press release** | October 28, 2024 | 2/4

“Networking and electrification, for example, through electromobility, undoubtedly fuel the path to a climate-neutral society,” says Dr. Reinhard Pfeiffer, CEO of Messe München. “The survey shows that there is still a need for information, which is why we need to discuss how we can get society more enthusiastic about digital solutions. As an international industry get-together, electronica offers the ideal platform for promoting openness to technology.”

### **Achieving green and digital transformation with innovative technologies**

ZVEI, the German Association of the Electronics and Digital Industry, sees the three megatrends of electrification, digitalization and automation as the key levers in the transition to a climate-neutral industrial society. “The green and digital transformation that Europe and Germany are striving for can only be achieved if we consistently apply the huge effective power of the three megatrends,” says ZVEI President Dr. Gunther Kegel. “To accomplish that, it is important for the regulatory requirements to be better attuned than before. Instead of pursuing over-regulation down to the last detail, politicians should create a framework that favors entrepreneurial initiative and trusts technological innovation.”

### **China: More than one in two already drive cars with alternative drives**

The electronica study impressively demonstrates how much more established cars with alternative drives already are in China. While 51 percent of respondents there drive electric or hydrogen cars, the figure in Germany is 13 percent. Usage is only even lower in France (10%) and Italy (9%). A similar picture emerges with regard to the acceptance of sharing offers for mobility. 67% of Chinese make active use of them, but only 17% of Germans; the lowest figure is in the UK at 9%.

Even though there are different degrees of openness to technology depending on the country, respondents in all the countries in the electronica survey agree that electronic developments and digital technologies make their everyday life easier. Compared to everyday life 15 years ago, 59 percent of Germans tend

**Press release** | October 28, 2024 | 3/4

to see things getting easier. Italy comes out on top with 64%, followed by China in second place with 62%.

### **All Electric Society as the main topic**

At electronica, taking place in Munich from November 12 to 15, 2024, the path to the All Electric Society<sup>1</sup> will be a focal point through corresponding innovations, application-oriented presentations, and socio-political discussions such as the high-profile CEO Roundtable. The great response to the trade fair also shows just how topical the subject is. For the first time, the exhibitors at electronica 2024 from more than 50 countries will occupy all 18 halls (together with SEMICON Europa taking place in parallel in two halls).

More information on electronica 2024 can be found at [electronica.de](https://www.electronica.de). This press release including graphics is also available for download in the [electronica newsroom](#).

### **About electronica**

electronica is the most important international meeting place for the electronics industry. As a world-leading trade fair, it presents the entire range of technologies, products and solutions for 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 in-depth insights into the latest trends from research to application, and addresses current social issues. The next electronica will be held 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 include 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 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

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<sup>1</sup> The goal of the forward-looking vision of an All Electric Society is a carbon-neutral and sustainable society whose energy requirements are generated entirely from renewable sources. The electronics industry and its innovations are an essential prerequisite for any sustainable technology. Digital technologies also help boost the share of renewable sources of electrical energy, hence paving the way for a sustainable society. More information: [All Electric Society \(zvei.org\)](https://www.zvei.org)

**Press release** | October 28, 2024 | 4/4

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 over 15 associated companies and almost 70 offices 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.