Weltleitmesse und Konferenz der Elektronik 12.–15. November 2024, Messe München

World's Leading Trade Fair and Conference for Electronics November 12 –15, 2024, Messe München, Germany

electronica.de/en



Munich, November 15, 2024 **Final report** 

# electronica 2024: The world's leading trade fair impressively demonstrates the industry's innovative strength

- 3,480 exhibitors, about 80,000 visitors
- The world's leading trade fair more international than ever
- electronica presents itself as global platform for the All Electric Society

Where the future meets the present: At electronica 2024 in Munich, the international electronics industry impressively demonstrated in 18 exhibition halls that digital technologies are the key to achieving a carbon-neutral future. From November 12 to 15, 3,480 exhibitors presented their innovations across the entire spectrum of electronics to about 80,000 visitors at the world's leading trade fair. In addition to sustainability, key topics such as artificial intelligence, the future of mobility, and the development of young talent sparked lively discussions at the exhibition stands and throughout the extensive supporting program. The equally successful SEMICON Europa took place concurrently in two halls.

After four days at the trade fair, Dr. Reinhard Pfeiffer, CEO of Messe München, reflects on a very positive outcome: "For 60 years, electronica has been the central meeting place for the global electronics industry. This year's trade fair here in Munich, a leading technology hub, was once again an impressive demonstration of the industry's innovative strength. In the halls, visitors were able to see firsthand how future technologies are already taking shape—from intelligent energy solutions to smart mobility—and the vital role the electronics industry plays in making this happen."

Claudia Grzelke PR Manager Phone. +49 89 949-21498 claudia.grzelke@ messe-muenchen.de

Messe München GmbH Am Messesee 2 81829 Munich Germany

messe-muenchen.de



# Final report | November 15, 2024 | 2/4

Dr. Gunther Kegel, President of the German Electro and Digital Industry Association (ZVEI), commented on the industry's current situation, noting that although the electronics and digital industry has been experiencing challenging times, he believes that the current economic slowdown does not undermine the megatrends of electrification, digitalization and automation, or the vision of the All Electric Society. "I am confident that recovery is on the horizon, even for the electronic components sector, which has experienced a significant decline in sales after several strong years in Germany. What matters is that the framework conditions in Germany improve quickly."

## electronica spirit in the halls

"electronica 2024 was more international than ever. We are delighted that the trade fair was once again held at the same high level as before the pandemic and that the atmosphere was very positive despite the challenging times," says Exhibition Director Katja Stolle. "Walking through the halls and talking to people, you could once again feel the unmistakable electronica spirit," adds Caroline Pannier, Deputy Exhibition Director, who will take over the management of electronica in December. The results of the trade fair survey also confirm how satisfied the participants were with the trade fair. "electronica 2024 has set a new bar on its 60th anniversary: sold-out exhibition halls, qualified customer talks and excellent visitor numbers," says Philip Harting, Chairman of the electronica is THE beacon and dynamic, innovative driving force of the international electronics industry. We are already looking forward to electronica 2026."

## A top-class start to the trade fair

Two program highlights on the day before the trade fair set the stage for a strong start to electronica. The electronica Automotive Conference brought together international specialists and leaders from across the supply chain to discuss the current challenges facing the industry. This was followed in the evening by the renowned CEO Roundtable with CEOs Jean-Marc Chery (STMicroelectronics), Jochen Hanebeck (Infineon Technologies) and Kurt



# Final report | November 15, 2024 | 3/4

Sievers (NXP Semiconductors) along with special guest Barbara Bergmeier (Executive Director of Industrial Operations at Jaguar Land Rover). Among other things, they highlighted the crucial role of international cooperation in the semiconductor industry and discussed how artificial intelligence can help ensure stable supply chains.

## Knowledge transfer and the talents of tomorrow

The extensive supporting program at electronica offered a wealth of specialist insights and new impulses. Across six stages, experts shared their knowledge through application-oriented presentations on nearly every area of electronics. New focal points in the forum program included AI Machine Learning, Industrial Control, and Women in Tech. Sustainability and the circular economy were also prominent topics, featured in presentations, discussion rounds, and special tours. Another key focus was on the talents of tomorrow: The Fast Forward platform gave selected start-ups a stage to present their innovations, while the Career Area provided insights into career prospects in the electronics industry through personalized advice and an online job exchange. The Young Talents Day for pupils and students, held on the last day of the fair, was also met with great enthusiasm.

## SEMICON Europa complemented the trade fair

As a perfect addition to electronica, exhibitors at SEMICON Europa presented products and solutions for semiconductor manufacturing across two parallel halls. "SEMICON Europa, strategically co-located with electronica, brought together industry leaders from across the supply chain to share insights on the advancements driving sustainable growth in the semiconductor sector," said Laith Altimime, President of SEMI Europe. "Record attendance and a sold-out exhibition area — SEMI is thrilled with this year's results.

## electronica 2024 in figures

3,480 exhibitors traveled from 59 countries and regions, with 76 percent of them from abroad. There were around 80,000 visitors from around 100 countries and regions. The share of international visitors totaled 54 percent. After



Final report | November 15, 2024 | 4/4

Germany, the top 10 visitor countries were: Italy, China, France, Austria, United Kingdom, Switzerland, USA, Spain, Netherlands and Poland.

The next electronica will take place from November 10 to 13, 2026.

This press release including images is also available for download in 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 10 to 13, 2026 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 its about 90 trade fairs worldwide. These include twelve of the world's leading trade fairs such as bauma, BAU, IFAT and electronica. 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.