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Press Release

Premiere of electronica Automotive Conference 2025 as part of IAA MOBILITY

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- Cross-industry exchange of experts
- Focus on electrification and sustainable mobility
- New impetus for future mobility

The electronica Automotive Conference will be premiering as part of the IAA MOBILITY, the world's leading mobility platform, on September 10, 2025 in Munich. The renowned conference is organized by electronica, the world's leading trade fair for electronics. The co-location brings the conference even closer to central developments and decision-makers in the mobility and automotive industry. After all, semiconductors, sensors and other electronic components have long been key technologies for connected and sustainable mobility.

In addition to the shorter distances and a top-class network, exhibitors and visitors benefit from the thematic proximity of the two events: "The co-location of the electronica Automotive Conference bridges two of the world's leading industry events. The result is real added value: Experts from the electronics and automotive industries come into direct contact with each other – for innovative solutions that will shape our mobility of tomorrow," says Caroline Pannier, Exhibition Director of electronica.

"We are delighted that the electronica Automotive Conference is being integrated into IAA MOBILITY as a specialist event. This will create valuable collaboration under the umbrella of Messe München and generate important thematic synergies between the semiconductor and mobility industries," adds Christine von Breitenbuch, Exhibition Director of IAA MOBILITY at Messe München.

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Since 2006, the electronica Automotive Conference has been bringing together leading experts from the entire automotive value chain to discuss trends and challenges in the industry. On the main stage of the IAA Conference, electronica will also host a discussion panel on the top innovations in automotive electronics.

Focus on new requirements due to electrification

The automotive industry is in the middle of a profound transformation of its global business model, which calls for new solutions. Stimulus is coming from the electronics industry, for the areas of IoT and big data, charging infrastructure, and smart mobility, among others. At the electronica Automotive Conference 2025, experts will address topics such as the requirements for the electrification of all vehicle classes, the interior and exterior lighting of a vehicle, which is coming increasingly to the fore as a distinguishing design and functional feature, and the future challenges of a carbon-neutral, sustainable and circular supply chain along the vehicle life cycle. Among the speakers are experts from Audi, Continental, Infineon, Microsoft, NXP and Vishay. The keynote speakers include among others Peter Schiefer (President Automotive, Infineon), Philip Ibele (Executive Vice President E-Mobility, Bosch) and Georg Doll (CTO Automotive & Mobility, Microsoft).

The detailed conference program and online registration will be available at the end of June at electronica.de/en/automotive-conference

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 10 to 13, 2026 at the Messe München Exhibition Center.

electronica worldwide

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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 around 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 1,300 employees in the group and associated companies, it organizes trade fairs in China, India, Brazil, South Africa, Turkey, Singapore, Vietnam, Hong Kong, Thailand and the USA. With an international network of affiliated companies and foreign representatives, Messe München is active worldwide. Each year, more than 150 events attract around 50,000 exhibitors and around three million visitors in Germany and abroad. This makes Messe München an important economic engine that generates billions in purchasing power.