

electronica 2006 Closes with Record Results

- **Approximately 78,000 electronics professionals attend**
- **60% of the exhibitors were from outside Germany**
- **Exhibitors and attendees give the show top marks**
- **Recipe for success: Focus on applications**
- **Successful start for “electronica automotive”**
- **Exhibitors expect outstanding post-show business**

During the four days on which it was held, electronica 2006 – the world’s leading trade show for electronic components, systems and applications – set new records. From 14 through 17 November 2006, the exhibitors recorded higher numbers of visitors at their booths. Furthermore, the quality of the attendees and the international mix among them rose significantly. The economic upturn made its presence felt in every hall. Both exhibitors and attendees alike gave the trade show top marks: According to a survey performed by TNS Infratest, 87% of the exhibitors and 94% of the attendees assessed electronica 2006 as “very good to good.” The survey also revealed that 89% of the exhibitors and 86% of the attendees expect that the economic upswing will carry on or that the current market situation will continue to hold.

Jürgen Weyer, managing director of Freescale Halbleiter Deutschland, comments: “At electronica 2006, we experienced the positive mood on the market. For us, this trade show is the definitive international platform for making high-value contacts. electronica 2006 enabled us to speak with our customers – all the way to the highest levels of management.”

The fine-tuned trade show concept and the positive tone on the market contributed to the fact that more electronics professionals attended electronica 2006 than attended the previous event. Approximately 78,000 industry experts (2004: 74,200) came to electronica 2006 and ensured that the trade show was bustling with activity for four days. This represents an increase of 5%.

The trend towards an increasing percentage of the attendees coming from outside Germany continued. Ralf Kuhlmann, managing director, Rittal Electronic Systems, comments: "We had 20% more traffic at our booth than in 2004. We were able to welcome a very international public, and many visitors from Asian countries." Compared to the last time that electronica was held, the share of international trade attendees rose by another percentage point to 45%. High growth rates were recorded for the USA, the Central and Eastern European countries, Russia, Israel, China, Japan, India and Brazil.

This was also noticeable at the AVX booth: "What was new this year was the high percentage of visitors from high-growth emerging markets like Eastern Europe," reported R. Craig Hunter, director of worldwide sales communications.

Once again, the organizers were able to increase the share of electronics professionals among the attendees and draw a more highly qualified group of attendees: 99.3% (2004: 98.7%) of the attendees were from the field of electronics. The percentage of electronica attendees who hold a position of leadership in their company rose to 72% (2004: 69%). Decision makers accounted for 93% (2004: 88%) of the attendees, and 29% (2004: 24%) have the final say in decisions.

The exhibitors were more than satisfied with the high caliber of their contacts: "electronica is the industry's meeting place and a genuine decision-maker trade show," said Lucio Bossi, managing director, STMicroelectronics.

Recipe for Success: Focus on Applications – “electronica automotive” Will Be Expanded Further

Another factor contributing to the rise in the number of attendees was electronica 2006's sharpened focus on applications. With “electronica automotive,” “electronica embedded,” “electronica wireless” and “electronica MicroNanoWorld,” the electronics industry's growth sectors present themselves on individual platforms. Their congresses, forums and dedicated exhibition areas attract many attendees. Mark Britton, European marketing & communications manager, Future Electronics, appreciates the new concept: “We like the new application orientation of electronica, as the whole industry is going towards applications.”

The “electronica automotive Conference” enjoyed a successful debut. It drew 230 delegates right from the start. In hall A6, “electronica automotive” presented the latest developments, innovations and trends in automotive electronics with its own exhibition area and forum. Joachim Kornmayer, product marketing, semiconductors automotive electronics at Robert Bosch GmbH was pleased with this presentation environment: “The concept for the automotive hall works. Our target group is here, and I would be very pleased if electronica would continue to cover the automotive sector in this form.”

The organizers for electronica will be fulfilling this wish. Klaus Dittrich, managing director of Messe München International: “With the new concept, the ‘electronica automotive’ segment was extremely well received. We will continue to expand this area.”

The exhibition areas for semiconductors and for embedded systems also attracted many visitors.

The trade show was also a great success for the ZigBee Alliance, which was represented at “electronica wireless” with several member companies. Brent Hodges, vice president, marketing & business development: “We used ‘electronica wireless’ to introduce ourselves and the first ZigBee-certified products. We enjoyed having a very targeted audience.”

Approximately 800 participants visited the congresses for the automotive, wireless and embedded fields.

Summit Meeting for the Electronics Industry

The electronica trade show is considered an international summit meeting for the global electronics industry. As the world's leading trade show in this segment, it presents the entire spectrum of electronics and shows the latest trends and developments – for components and systems, and also for applications.

For electronica 2006, a total of 2,961 international exhibitors covered an overall exhibition area of 152,000 square meters of floor space spanning the New Munich Trade Fair Center's 14 halls. The percentage of companies coming from outside Germany rose to 60%. There was a significant rise in the number of exhibitors from China, the USA, Great Britain and Hong Kong.

Numerous companies utilized electronica to hold high-level management meetings. This fact was confirmed by Helga Miech, marketing communications controller, Renesas: "One third of our executive board from Japan was present. They used the trade show to speak with other board-level executives and chief purchasing officers."

At the CEO Round Table on the subject of "Driving Forces for Innovations in the Electronics Industry," which was held on the opening day of the trade show, major industry players discussed their views: Frans van Houten, president & CEO, NXP Semiconductors; Satoru Ito, chairman & CEO, Renesas Technology Corp.; Michel Mayer, chairman of the board & CEO, Freescale Semiconductors Inc.; and Dr. Wolfgang Ziebart, president & CEO, Infineon Technologies AG. This panel discussion generated strong audience interest. With over 200 industry experts in attendance, every seat in the forum was taken.

electronica 2008 will be taking place from 11 through 14 November 2008 on the grounds of the New Munich Trade Fair Center.

This press release is available at www.electronica.de/presse. Comprehensive photographic material for electronica 2006 is available for download at www.global-electronics.net/pressphotos.

About "electronica" and "Global electronics"

The "electronica" event is the world's leading trade show for the electronics industry. Since 1964, it has taken place every two years in Munich, Germany. Messe München International (MMI, Munich Trade Fairs International Group) organizes this trade show as part of its "Global electronics" network, which includes electronica and Productronica, which are the world's leading trade shows in their industry sectors and are held in Munich. The network also includes premier regional trade shows in Brazil, Hong Kong, China and India. With a total of over 8,000 exhibiting companies and more than 280,000 attendees for the "Global electronics" events, MMI is one of the world's leading trade show organizers in this sector. The www.global-electronics.net Internet portal is an online platform for the international electronics industry. It offers such resources as industry news, market data, product innovation updates, and application reports as well as information on the "Global electronics" trade shows. The www.ge-club.net "Global electronics Club" serves as the industry's worldwide networking platform.

About Messe München International (MMI)

Messe München International (MMI, Munich Trade Fairs International Group) is one of the world's leading trade-fair companies. It organizes around 40 trade fairs for capital and consumer goods, and key high-tech industries. Each year over 30,000 exhibitors from more than 100 countries, and over two million visitors from more than 200 countries take part in the events in Munich. In addition, MMI organizes trade fairs in Asia, Russia, the Middle East and South America. With four subsidiaries abroad and with 62 foreign representatives serving 86 countries, MMI has a truly global network.

For further information on the event

Messe München GmbH
Messegelaende
81823 Munich, Germany
PR: Angela Präg
Tel.: +49-89-949-20670
Fax: +49-89-949-20679
E-mail: praeg@messe-muenchen.de
Internet: www.messe-muenchen.de
Internet portal: www.global-electronics.net

Press relations

MEXPERTS AG
Trimbургstrasse 2
81249 Munich, Germany
Contact: Kurt Löffler
Tel.: +49-89-897361-10
Fax: +49-89-897361-11
E-mail: kurt.loeffler@mexperts.de
Internet: www.mexperts.de
Press portal: www.presseagentur.com