

Final Report, November 12, 2004

## **The electronica 2004 Trade Show Boosts the Industry's Optimism**

- **Future market trend assessed as "excellent to good" by 85 % of exhibitors and attendees.**
- **International mix among attendees strengthens significantly (42 %); high quality of contacts.**
- **Exhibitors and attendees highly satisfied with the way that the trade show went.**
- **Trade show focal points and user forums with accompanying conferences were very well received.**
- **Applications demonstrate the industry's ability to innovate.**
- **Targets met: 3,017 exhibitors and 75,000 attendees from the trade.**

The tenor at electronica 2004 was clear: electronica is the meeting place for the international electronics industry, and it serves as a communications platform for engineers and executives alike. The trade show has given the industry's optimism a boost. This can be seen in the results of the survey performed by the market-research company TNS Infratest: 85 % of the exhibitors and attendees assess the market's future trend as "excellent to good."

The trade show's international mix has become significantly stronger. The percentage of trade attendees from outside Germany rose to 42 % (2002: 32 %). The share of attendees that were from the field of electronics was again 99 percent, which ensures the high quality of the contacts made at the show. Among the

attendees from the trade: 86 % wield decision-making authority in their company, and 55 % have an executive position.

Lee O'Toole, European marketing communications manager for Omron Electronic Components Europe comments on this point: "The level of visitors and quality of sales leads has been excellent. The variety of visitors spans many countries making this a truly international show." This fact was also emphasized by Gerhard Scharf, key-account manager at Sharp Microelectronics Europe: "The rise in the international participation was very noticeable, especially from Eastern Europe and Russia." The number of attendees from the USA rose significantly compared to electronica 2002.

The number of visitors from the field of industrial electronics also rose sharply. Their share increased from 39 % in 2002 to 49 % in 2004. Automotive electronics accounted for 11 % of the attendees. For Hans-Peter Ziegler, director of corporate communications for EPCOS AG, these are extremely important target groups: "The international mix among the visitors has increased. The participation of attendees from industrial and automotive electronics was also positive, since these sectors are important pillars for us."

The exhibitors and attendees were highly satisfied with the way that electronica 2004 went: 95 % of the attendees and 84 % of the exhibitors evaluate the trade show as "excellent to good." Jürgen Weyer, general manager, Freescale Semiconductor Deutschland, recorded a successful trade show: "Our decision to take part in electronica 2004 proved to be absolutely right."

In total, 3,017 exhibitors and 551 additionally represented companies took part in electronica 2004. On the attendee side, 75,000 electronics professionals visited the New Munich Trade Fair Center from November 9 – 12, 2004, to gain information on the trends and innovations in the field of electronics.

### **Applications Reveal the Industry's Innovative Capabilities**

Among both exhibitors and attendees, electronica's sharpened focus on applications was very well received. Peter Hecktor, CEO of Data Modul AG underlined this fact: "I am very pleased with the intensification of applications. In my opinion, the automotive

area is an important further development.” The “Automotive Electronics” user forum recorded significantly more attendees than was the case two years ago, which is significant in light of the fact that automotive electronics is considered a growth market, especially for semiconductors. A congress on “Error-free Automotive Electronics” discussed software and hardware solutions for reliable electronics in motor vehicles.

For specialists in the area of microelectromechanical systems, “The World of MEMS” proved to be tremendously attractive as an exhibition and presentation arena. Erik Jung from the Fraunhofer Institute for Reliability and Microintegration registered very positive market signals: “For us, the numerous questions about advanced applications indicate that the companies are again looking into the future with optimism and are, therefore, looking for possibilities for integrating these technologies.”

The “Embedded in Munich” area dedicated to embedded technologies was located in Hall A6. Here, too, optimism prevailed. Christopher Smith, vice president of marketing, Green Hills Software, confirmed this: “For us, electronica remains a strategically important trade show.” The three-day “Embedded in Munich” congress that was held in conjunction with the “Embedded Conference, Munich” rounded off the offering of exhibits and presentations with additional offerings for gaining further training and information.

Another focal point on applications was the “Wireless Communications” user forum. The “Wireless Congress 2004: Systems & Applications” event was held in the International Congress Center, Munich (ICM) in parallel with the trade show. This was the first time that this congress was held, and it was immediately very well received.

Overall, the lively reception that all the user forums and congresses received emphasized that fact the electronica trade show concept has been developing in the right direction. The application-orientated approach establishes a platform that enables companies to demonstrate their ability to create innovative solutions.

As the world's leading electronics trade show, electronica presents the industry's entire spectrum. For exhibitors, the event is an outstanding platform for making and maintaining contacts and for image building. Jörg Strughold, vice president of sales, Europe, at Infineon Technologies exploits these benefits in a well-targeted manner: "At electronica, we present ourselves as an overall company with our very broad range of solutions and products. For us, the trade show is an outstanding communications platform for meeting with our customers and partners."

The electronica 2006 trade show will be taking place from 14 – 17 November 2006 on the grounds of the New Munich Trade Fair Center.

This text is also available on the Internet at [www.electronica.de/presse](http://www.electronica.de/presse). Numerous photographs from electronica 2004 are available in the picture data base.

#### **About electronica and "Global electronics"**

The "electronica" fair is the world's leading trade show for components, assemblies and high-growth applications in the electronics industry. Munich Trade Fairs International (MMI) organizes this event as part of its "Global electronics" network, which includes trade shows around the world and an Internet portal. The electronica, Productronica, and LASER.World of Photonics events – which are the world's leading trade shows in their relevant industry sectors – and the FiberComm international trade show present the major global trends at MMI's location in Munich, Germany. The leading regional trade shows electronicAmericas, electronicAsia, electronica & Productronica China, and componex/electronicIndia build upon the expertise gained in the Munich-based events and open up the electronics markets of the future. The product groups at these shows are adapted to match local market requirements.

#### **About Munich Trade Fairs International (MMI)**

Munich Trade Fairs International ([www.messe-muenchen.de](http://www.messe-muenchen.de)) is one of the world's leading trade show organizers. The company stages approximately 40 fairs a year in the areas of investment goods and consumer goods, as well as high-tech trade shows in the areas of electronics, photonics, information technology, analysis, and product engineering. In 2003, over 30,000 exhibitors from 105 countries and approximately 1.8 million attendees from 177 countries participated in the events in Munich, Germany. Beyond this, MMI organizes trade shows in Asia and South America.

This press release is available on the Internet at [www.electronica.de/presse](http://www.electronica.de/presse).

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