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Press Release

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Melanie Daller
PR Manager
Tel. +49 89 949-21419
melanie.daller@messe-
muenchen.de

electronica 2020 to be held digitally

- **Virtual concept for *electronica virtual* will replace the in-person trade fair in Munich**
- **Expansion of digital offering**
- **Online conference program planned**

Messe München will organize the world’s leading trade fair and conference for electronics as a virtual event this year. The current travel restrictions in Europe, which are becoming more stringent, have required a re-thinking of planning. The digital format for electronica in November will give exhibitors the opportunity to book digital trade fair booths. electronica virtual will also provide all customers additional ways to interact and network. A large portion of the conference and supporting program will also be available digitally.

New developments related to the coronavirus pandemic prompted Messe München to decide to hold electronica as a virtual event this year. In light of travel restrictions that have been imposed by a large number of visitor and exhibitor countries, electronica would have lost its character as a world-leading trade fair if it had been held as an in-person event in November. Falk Senger, Managing Director of Messe München, said: “Even though an in-person trade fair could have been conducted with the help of our safety and hygiene concept, the latest developments related to travel restrictions in many countries forced us to rethink our plans. We are adapting these plans to this dynamic situation and are now focusing solely on our virtual format. International exhibitors and visitors are the heart of electronica. In light of current Covid-19 conditions, we would not have been able to meet the expectations with an in-person trade fair.”

Messe München GmbH
Messegelände
81823 München
Germany
messe-muenchen.de

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Kurt Sievers, the CEO of NXP Semiconductors and the Chairman of the electronica Advisory Board, added: “After reevaluating the situation, I consider the decision of Messe München to be very appropriate and responsible. We are pleased that, with electronica virtual, a concept is now offered for 2020 that allows exhibitors to reach their international customers, even in the continuing difficult pandemic period. Via this digital platform, exhibitors can present their innovations, learn about industry trends and efficiently network with customers and suppliers.”

Christoph Stoppok, the Head of Components, Mobility & Systems at the German Electrical and Electronic Manufacturers’ Association, said: “The electronics industry and the solutions it provides are one of the major driving forces behind digitalization. Let’s put the industry’s ingenuity to use and get together this year at a virtual fair. This is exactly the right time to foster a dialogue in the industry and generate economic momentum once again.”

Online trade fair with virtual product presentations and supporting program

The virtual format of electronica will provide the electronics industry with a platform for global industry discussions this November. Its opportunities will include virtual trade fair booths, which will enable exhibitors to continue to communicate with their international customers and sell them on their products and solutions. The virtual event will be complemented by a digital conference and supporting program. Individual talks and panel discussions on trend topics like the automotive industry, embedded systems, IIoT, 5G, medical electronics and smart energy will be available online.

You will soon find more information and offers on the trade fair’s website at:

www.electronica.de

About electronica

electronica is the world’s leading electronics trade fair and conference. The trade fair is the most important meeting point for the electronics industry internationally and also offers a supporting program with forums and conferences such as the electronica Automotive Conference (eAC), the electronica Embedded Platforms Conference (eEPC), the electronica Medical Electronics Conference (eMEC) and the Wireless Congress. In 2018, the electronica Experience with live

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demos and applications celebrated its premiere in Hall C6. Since 2016, electronica has presented the electronica Fast Forward Award, the fair's own platform for start-ups. electronica 2018 attracted more than 81,000 visitors and over 3,100 exhibitors. electronica has been held every two years in Munich since 1964.

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

Messe München is one of the world's leading networking platforms. In a reflection of the slogan "Connecting Global Competence," Messe München serves as a global networking platform and brings together decision makers from all parts of the world. Messe München's portfolio comprises more than 50 trade fairs for capital and consumer goods as well as new technologies that focus on the latest social issues. These trade fairs include the world-leading trade fairs bauma, BAU, IFAT and ISPO Munich. The roughly 200 events organized by Messe München each year attract about 50,000 exhibitors and 3 million visitors.

Messe München has one of the most modern exhibition grounds in the world and with its four locations in Riem, the ICM – Internationales Congress Center München, the MOC Veranstaltungszentrum München, and the Conference Center Nord, is able to fulfill all its customers' requirements individually. Messe München is very successful in its domestic market in Munich as well as in other countries. It is active in all important growth markets: China, India, South Africa, Brazil, Russia and Turkey. Overall, Messe München, with its network of associated companies and foreign agencies, is present in more than 100 countries.