



Messe München

Connecting Global Competence



MUNICH. CHINA. INDIA.

Global Electronics Network.

PARTICIPATE. SHARE. BENEFIT.



Control center of the electronics industry.

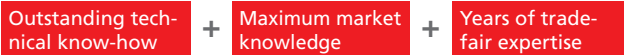
GLOBAL ELECTRONICS NETWORK. SUCCESS TO A POWER OF³.

The electronics community meets at our global exhibition network. Players of the electronics industry. With impetus for business. Direct. Strategic.

And along the entire value chain.

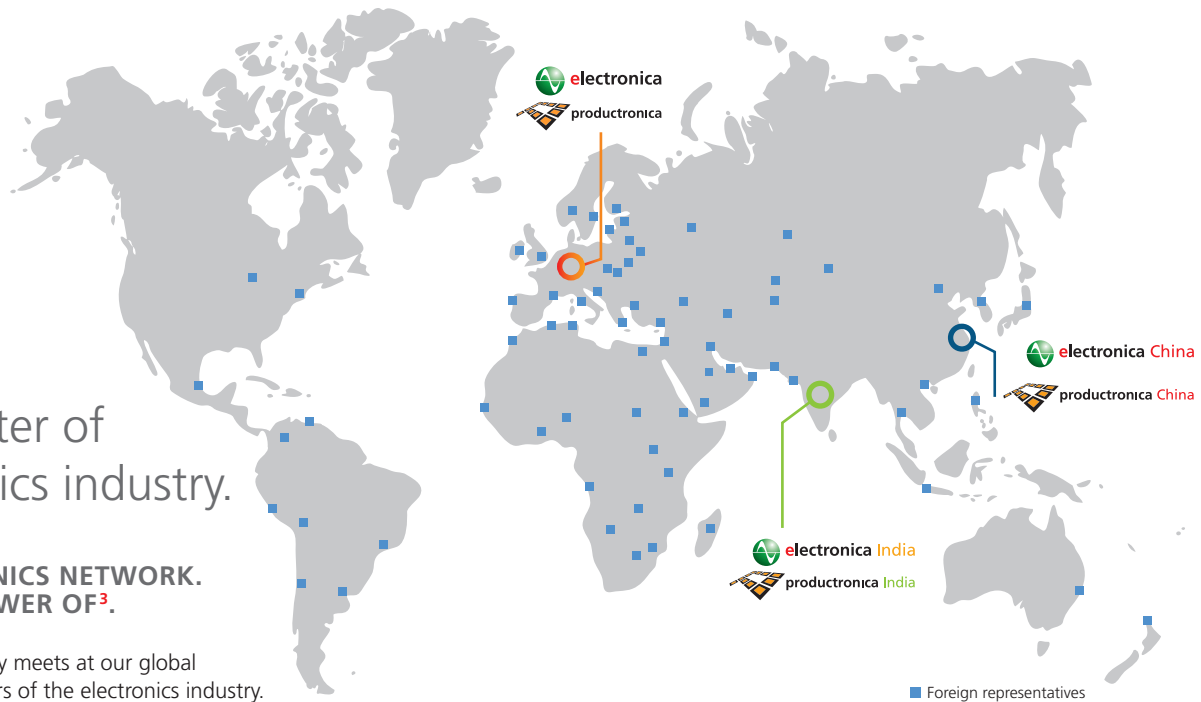
- Started with **electronica**—the World's Leading Trade Fair for Components, Systems and Applications; and **productronica**—the World's Leading Trade Fair for Electronics Development and Production.
- Made in Germany, further developed for the growing markets in China and India.
- Organized by Messe München and its subsidiaries abroad, with maximum quality and service standards.

RECIPE FOR SUCCESS: TO MASTER COMPLEXITY.



Because:

- The Global Electronics Network is the global control center for the electronics industry.
- On-site support is provided by local experts.
- Implementation and execution are reliable, flexible and service oriented.



ADDED VALUE IN THE EXHIBITION NETWORK: INTERACTION AND INSPIRATION.

Our global electronics network combines innovations and trends with country-specific main themes. Precisely adapted to the markets. With concrete impetus and ideas for the electronics business.

National. Global. For exhibitors and visitors.

CONNECTING GLOBAL COMPETENCE. WITH MESSE MÜNCHEN.

Over 5,800 exhibitors and 200,000 visitors at **electronica** and **productronica** in Munich, China and India speak for themselves: Our exhibition network provides maximum diversity. In terms of technology as well as people. After all, people are what give our trade fairs their unique added value.

Our exhibitors. Our visitors. Our employees in ten subsidiaries in Europe, Asia and Africa as well as 70 foreign representatives serving 123 other countries.

For your success at our global trade fairs.

Global Electronics Network.

ELECTRONICA'S PROFILE

The world's leading trade fair presents the latest electronic technologies, products and solutions for the challenges of the future—components, systems, applications and services. It also features technical forums and dialogue events with international experts.

electronica in Munich is the blueprint for our exhibitions in China and India. However, each exhibition has its own character and is tailored exactly to the conditions and needs of its booming economic region. They tap into the Asian market and give it an enormous boost.

All three locations feature co-located trade shows, which generate synergy effects and added value for visitors. SEMICON Europa and IT2Industry in Munich, productronica China, SEMICON China and LASER World of PHOTONICS China in Shanghai and productronica India, LASER World of PHOTONICS India in New Delhi and Bangalore.



Market: Global **Location:** Munich
Frequency: Every 2 years **Founded:** 1964

Highlights: This is where manufacturers celebrate the world premieres of their products and technologies. Visions become tangible. A diverse range of expertise invites everyone to participate in a global exchange at conferences and in TechTalks. Network partners such as ZVEI and AMA create platforms. There are also CEO Roundtables and one-on-one dialogue formats.

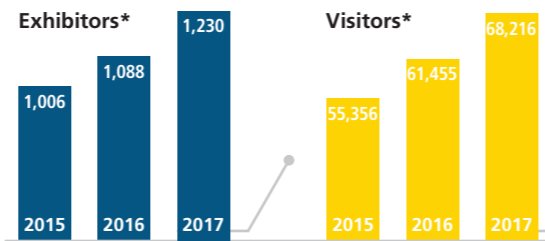
Advantages: This unique event provides future-oriented foundations for strategic decisions. It showcases the world's broadest range of products, applications and services. For thinkers and leaders who want to conduct future-oriented business.



Market: China and Asia Pacific **Location:** Shanghai
Frequency: Every year **Founded:** 2002

Highlights: Concentrated innovation forums for electric vehicles, power electronics, embedded systems, medical electronics, sensors, IoT and connectors. Plus Automotive Day, a whole-day conference. Join pavilions for your cleverly planned entry into the Asian market.

Advantages: Recognize specific trends and focal points. Actively grasp the opportunities to establish partnerships in the region. Meet decision-makers from the commercial and political sectors. The place to be for establishing and expanding business in China.



* Figures include numbers from electronica China and productronica China.



Market: India **Location:** New Delhi and Bangalore (alternating)
Frequency: Every year **Founded:** 2000

Highlights: Take advantage of the pioneering spirit in this market full of opportunities. With government programs such as "Make in India" and "Invest India". Network at the Buyer-Seller Forum and make valuable contacts at conferences such as the automotive conference. Use the country pavilions as an ideal and affordable springboard.

Advantages: Recognize potential early and tap into it to meet needs. Through a direct exchange with leading institutions, companies and trade associations. At the high-profile locations of New Delhi and Bangalore. For high-quality business in India.



Market: China and Asia Pacific **Location:** Shanghai
Frequency: Every year **Founded:** 2002

Highlights: Electronics manufacturing, wire harness, adhesive technology und flexible printed electronics are presented in innovative technical forums. Including the SMT Innovation Point featuring production demo lines. Pavilions are a cost-effective opportunity to make contacts in the commercial and administrative sectors.

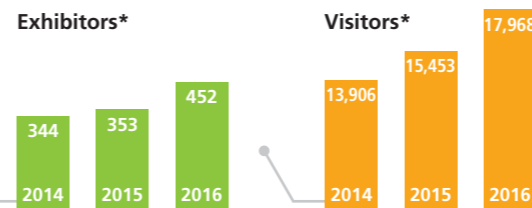
Advantages: Develop direct contacts with decision-makers of leading players in Asia. Use professional networking to assess and tap into business fields and sales markets more easily.



Market: India **Location:** New Delhi and Bangalore (alternating)
Frequency: Every year **Founded:** 2000

Highlights: Exchange with government organizations and trade associations. Learn about government subsidy programs. Establish business contacts at the Buyer-Seller Forum and workshops at conferences such as IPC Technical and India PCB Tech. Plus pavilions for an uncomplicated market entry.

Advantages: Get diverse insights into country-specific aspects of doing business also by alternating locations between New Delhi and Bangalore. Seize the opportunity to enter into business partnerships and build networks.



* Figures include numbers from electronica India and productronica India.

PRODUCTRONICA'S PROFILE

The unrivaled world's leading trade fair showcases everything related to electronics production—products and solutions along the entire value chain. It is an international trade show at the highest level. With a diverse range of exhibitors and extremely engaged visitors.

productronica in Munich is an unparalleled knowledge platform for future business. productronica China is one of the leading events in Asia and presents market-oriented innovations. productronica India emphasizes the special characteristics of the Indian economic region.

All three locations feature co-located trade shows, which generate synergy effects and added value for visitors. SEMICON Europa and IT2Industry in Munich, electronica China, SEMICON China and LASER World of PHOTONICS China in Shanghai and electronica India, LASER World of PHOTONICS India in New Delhi and Bangalore.



Market: Global **Location:** Munich
Frequency: Every 2 years **Founded:** 1975

Highlights: Strong partners such as VDMA, ZVEI, IPC and EIPC open all doors. A comprehensive range of products and solutions and a supporting program that focuses on know-how. Includes the productronica innovation award and the Future Markets sector.

Advantages: Experience live pioneering new developments from industry, research and the media. Take advantage of the international innovation show to strengthen your know-how edge and initiate real business.



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