

28-Oct-2014

productronica tidies up.

The electronics industry is in a constant state of flux. Manufacturing requirements are changing, new focal points are being defined and future markets must be taken into account. The world's leading trade fair productronica has collaborated closely with its exhibitors and trade associations to optimize the exhibition: A new cluster structure gives visitors a unique overview of the entire value chain in electronics manufacturing. This new structure is also reflected by the hall assignments: Individual segments are bundled more clearly, which will make attending the fair more efficient than ever.

Just in time for productronica's 40th anniversary, the world's leading trade fair has been given a makeover. The 19 different segments that used to make up the fair have been restructured into five new clusters along the value-added chain. The five new clusters are as follows:

PCB & EMS cluster

- PCB and other circuit carrier manufacturing
- Electronic manufacturing services (EMS)

SMT cluster

- Component mount technology
- Soldering and joining technology for PCBs
- Test and measurement, quality assurance
- Product finishing
- Production subsystems
- Production logistics and material-flow technology

Semiconductor cluster

- Semiconductor manufacturing
- Display manufacturing, LEDs and discrete devices
- Photovoltaics manufacturing
- Micro-/nano-production
- Cleanroom technology
- Materials processing

Save the date

productronica | World's Leading Trade Fair for
Electronics Development and Production

Date: Nov 12 - 15, 2019

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Cables, Coils & Hybrids cluster

- Technologies for cables processing and connectors
- Coilware production
- Hybrid component manufacturing

Future Markets cluster

- IT to Production, Industry 4.0
- Technologies for batteries and electrical energy storage
- Organic and printed electronics
- 3D printing, additive manufacturing

Christian Rocke, productronica's Exhibition Director, explains: "The breakdown of exhibits into narrowly defined segments no longer reflected developments in the electronics manufacturing industry. These clearly defined clusters allow us to bring together what belongs together." The new structure runs through the entire exhibition concept like a common thread. The fair's forums were also restructured. In the future, each cluster will have its own Speakers Corner (in Halls A1, B1, B2 and B3).

Rainer Kurtz, Chairman of the productronica Technical Advisory Board, Chairman of the Sector Group Productronics within VDMA and CEO of the Kurtz Ersa Group, says: "On behalf of the industry, I welcome the fact that the fair is developing further. Thanks to this change, the fair gives participants an optimum overview of the diversity in the manufacturing sector."

The website also got an extensive facelift. It features a simpler navigation structure, which allows users to move through the various information areas in a manner that is more direct and focused.

www.productronica.com

The next productronica takes place in Munich from November 10 – 13, 2015.

The new fairgrounds map for productronica 2015. We would be pleased to send you one in print-ready resolution upon request.

www.productronica.com/fairground-map.html