Facts & Figures

The leading international trade fair electronica and conference is the very first place to see which components, systems, applications and solutions make new developments such as smart homes and connected cars possible in the first place. Here visitors see the entire world of electronics.

electronica 2018—All figures at a glance

- **Visitors**: 81,471
- **Exhibitors**: 3,124
- **Journalists**: 512
- **Countries**: 101 (53 for exhibitors, 30 for journalists, 30 for conferences and forums)
- **International visitors**: 50%
- **International exhibitors**: 70%
- **Halls**: 17
- **Days**: 4

International business platform

electronica’s visitors come from nearly every consumer segment and user industry imaginable and include a large number of decision-makers with budgets to invest from Germany and abroad. As a result, electronica is an outstanding platform that allows exhibitors to make new and promising business contacts.

- Exhibitor and visitor surveys
- Visitor / exhibitor profiles

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"For me, what makes electronica special is its industry and application relevance. There are currently lots of competing trends in the public sphere. However, the importance of electronics for digitalization, for networking with the Internet of Things, and for new transmission standards is rarely examined in any detail. It is at electronica. Users and decision-makers interact with experts from trade and the industry, making the challenges and technical solutions more tangible."

Torsten Janwlecke, President of Device Connectors division, PHOENIX CONTACT, Germany

Comprehensive range of exhibits
From components to systems, applications and services: The range of exhibits at electronica covers technologies, products and solutions from the entire electronics industry. The fair focuses on industry trends and, in doing so, helps participants stay oriented in the global world of the electronics industry.

Extensive supporting program
electronica's extensive program of supporting events includes sixteen theme-oriented forums. They give participants an opportunity to exchange ideas and information about the latest developments with experts. There are also four conferences with prominent speakers that give visitors a chance to get in-depth knowledge in the sectors for Automotive, Embedded, Medical Electronics and Wireless.

We help talents stay oriented, network career engineers and professionals with leading employers and generate a great deal of attention for start-ups.

"With its focus on IoT, Industry 4.0, autonomous driving, edge computing, and AI/ML, electronica 2018 was an extremely important international forum for NXP. For me, a personal highlight was electronica Experience, a completely new format where electronic innovation is really brought to life for tech fans, from autonomous drones to electric racers."

Kurt Sievers, President of NXP Semiconductors & Managing Director of NXP Germany

Strong partners
electronica enjoys the support of strong international partners. They include trade associations and the Advisory Board, which represents the industry, as well as the industry's trade media. With the help of these partners, electronica analyzes international markets and adapts its exhibition concept and the supporting program to meet the industry's needs.

Global network
Besides electronica in Munich, Messe München organizes other leading electronics trade shows in rapidly growing markets.
electronica is unlike any trade fair of its kind. No other event gives you as many ways to showcase your company to such a large and appropriate audience. It also gives you an exclusive look at the future of electronics.

**In short: You can see the entire world of electronics here.**