



productronica 2021

the Future of **Electronics Production**

By The Elektor Industry Editorial Team

Every two years, the productronica trade fair gives electronics companies, engineers, and product developers from around the globe a unique opportunity to network while discussing next-generation technologies. Barbara Müller, Exhibition Director at Messe München, talks about what we can expect in this year's biggest trade fair for electronics development and production, which will take place from November 16 to 19 in Munich, Germany.[1]

Elektor: Just a few months after productronica 2019, the COVID-19 pandemic started creating many of the challenges with which the electronics industry is still contending. How is your team preparing for productronica 2021 in this current environment?

Müller: The past months surely haven't been the easiest ones. However, our team mainly has been doing business as usual, speaking

with companies and customers as well as checking different options and approaches in order to prepare and organize productronica 2021 in the best possible way. Therefore, in addition to our show on the fairgrounds we also developed the idea of "productronica online" — a platform which will be online eight days prior to the show, starting on November 8, and lasting until November 26. This new tool gives our exhibitors and visitors the possibility to network prior, during and after the show.



Elektor: Can you talk about productronica's approach to safety this year? Perhaps you can explain the "VCR" concept?

Müller: The "VCR" concept of Messe München allows for only those who have been vaccinated, checked or recovered to attend the trade fair. In addition, digital registration and access systems, optimal ventilation, seamless contact tracing, space and capacity management, visitor guidance and professional testing concepts all contribute to safe trade fair operations.

Elektor: The productronica team works closely with a wide variety of companies that are focused on electronics development and production. Can you tell us about some of the challenges these companies have faced over the past few months?

Müller: I think that many industry sectors were facing challenging and somehow unstable times. However, as things are now, the feedback of the companies exhibiting at productronica 2021 is quite positive. For example, most of our customers ask for the same booth, which means they plan to present their company as they did before. The main problem which our customers will be facing is the travel restrictions. Hence, I expect that productronica 2021 will be a bit more "European" than usually.

Elektor: productronica 2021 will feature five clusters of electronics development and production: PCB (PCB & EMS Cluster), SMT (SMT Cluster), SEM (Semiconductors Cluster), FP (Future Production/Smart Factor Cluster), and CC (Cables, Coils & Hybrids Cluster). What attendees can expect?

Müller: For our attendees the big advantage is that the clusters present the whole production process strictly speaking all different production stages.

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Barbara Müller

Elektor: Each productronica trade fair includes supporting programs intended to inspire attendees to dive deep into technologies, trends, and markets. Can you tell us about the supporting programs planned for 2021?

Müller: We're still in the planning process of our supporting program. So, as it hasn't been finalized yet, it's a bit difficult to name certain highlights yet. However, we already do know that the VDMA as well as ZVEI will be organizing their forums again.

Elektor: Six companies won productronica Innovation Awards in 2019: Zoller + Fröhlich, F&S BONDTEC, Vision Engineer-

ing, Limata, ASM AMICRA, and Seho Systems. Are you planning for a productronica Innovation Award this year?

Müller: Yes, there will be an Innovation Award. For this award, the companies can apply by sending their ideas or their innovations. An independent jury then assesses all submitted ideas and chooses the best one in each category.

Elektor: Many innovative start-up companies are focused on electronics development and production. productronica fast forward 2021, the start-up platform powered by Elektor [2], is a global competition that enables such companies to showcase their solutions to industry. What was your impression of the previous productronica fast forward competition in 2019 [3], which the company Touchless Automation GmbH won?

Müller: In my opinion for start-ups competitions like that are always a great chance to present themselves to the respective industry. Additionally, I'd like to stress that productronica in general is a great platform for start-ups to meet potential business partners and establish contacts.

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2019 productronica Fast Forward winners

WEB LINKS

- [1] productronica, World's Leading Trade Fair for Electronics Development and Production: <https://www.productronica.com/>
- [2] productronica Fast Forward 2021: <https://www.elektormagazine.com/p-fast-forward-2021>
- [3] productronica Fast Forward 2019: <https://www.elektormagazine.com/productronica-fast-forward-awards>