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## **New start for trade fairs from September**

### **Green light for productronica 2021**

- **In-person event with digital supplement**
- **Comprehensive safety and hygiene concept in place**
- **Registration still open for exhibitors**

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**Trade fair events will once again be possible in Bavaria as of September 1, 2021. This was announced last week by the Bavarian Ministry of Economic Affairs together with Messe München. As a result, the world's leading trade fair for electronics development and production can take place as planned from November 16 to 19 in Munich. Companies still have the possibility to take part in productronica 2021 as exhibitors.**

The in-person event next fall will also feature a digital supplement in the form of online offerings. Industry representatives will have the opportunity to take part in productronica in person or virtually, regardless of the conditions in place. Falk Senger, CEO of Messe München, is optimistic about the industry meeting in November: "In the past few months we have been working hard on the safety standards and are now excellently prepared for the new start with an optimal safety and hygiene concept. We are looking forward to once again welcoming lots of exhibitors and visitors to productronica in person."

### **Comprehensive safety and hygiene concept**

Messe München has developed a comprehensive safety and hygiene concept in close cooperation with the relevant authorities: This includes important new elements in addition to basic provisions, such as maintaining the minimum distance, the wearing of FFP-2 masks and the traceability of all participants. This includes the VCR concept: Access to the exhibition grounds is only granted to people who have been proven to have been vaccinated, checked or recovered. These data can already be entered at the online registration stage. In addition, Messe München is making test capacities available on site. Modern

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ventilation systems that guarantee a regular and reliable supply of fresh air provide additional protection for exhibitors and visitors in the exhibition halls.

### **Positive signals from the industry**

The current development in the area of electronics development and production gives hope for a successful event in fall, as Rainer Kurtz, CEO of the Kurtz Ersa Group and Chairman of the Advisory Board of productronica explains: “In the first half of 2021 incoming orders in the industry developed very well for the most part. As the pandemic slows down, exhibitors expect a continued positive business trend for this year and the next. In this respect, productronica 2021 has every chance of being a wonderful reunion for the entire global electronics production industry.”

Thilo Brückner, CEO of the trade association Electronics, Micro and New Energy Production Technologies (EMINT), shared a similar comment at VDMA: “As an ideal sponsor of productronica we are counting on a successful trade fair in November. Personal contact with customers and networking are the key ingredient for a successful trade fair business.

This only works with an in-person event.”

### **More than 500 exhibitors registered**

Nearly five months until the start of the event, more than 500 companies have already confirmed their participation: leading key players such as ASM Assembly Systems, F&K Delvotec, Komax, as well as Kurtz Ersa and Rohde & Schwarz will be represented at productronica 2021. Interested companies still have the possibility to register for this trade fair in November.

### **More information:**

[www.productronica.com](http://www.productronica.com)

### **productronica**

productronica is the world’s leading trade fair for electronics development and production and is supported from a conceptual and technical perspective by the Productronics Association of the VDMA (German Mechanical Engineering Industry Association). 1,544 exhibitors from 44 countries and 44,000 visitors from 96 countries took part in and attended productronica 2019. The trade fair has been held in Munich every two years since 1975 and the next productronica is due to take place from November 16 to 19, 2021. For more information, visit [www.productronica.com](http://www.productronica.com)

### **productronica worldwide**

In addition to productronica, Messe München organizes productronica China, productronica South China and productronica India. The network of electronics trade fairs also includes electronica in Munich, electronica China, electronica South China, electronica India, SmartCards Expo, electronicAsia 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.