Electronica 2012 and the PCB Marketplace

Electronica

In close cooperation with the ZVEI (Electrical and Electronics Manufacturers' Association), the PCB Marketplace communications platform is being initiated at electronica for the first time. Following its successful launch at productronica 2011, now the forum as well as a networking area will be a central gathering for the PCB industry at electronica. The International Trade Fair for Electronic Components, Systems and Applications takes place in Munich from November 13 - 16.

The PCB Marketplace features an extremely diverse lecture program at the forum and networking opportunities, and it invites visitors to participate in an intense exchange of information on the topic of PCBs, other circuit carriers and EMS. The Marketplace will be located in Hall C1. The exhibition sector will be located in Halls B1 and C1 and features companies such as FELA Leiterplattentechnik, Flextronics International Germany, Multek Europe, Italia, SANMINA - SCI Holding, Würth Elektronik and Zollner Elektronik.

Christoph Stoppok, Managing Director of the Electronic Components and Systems and PCB and Electronic Systems trade associations in the ZVEI: "The concept of the PCB Marketplace as a central communications gathering proved to be extremely effective, so we decided to introduce this successful model at electronica, as well."

The main themes of the lecture program include connectors, PCB & EMS (electronic manufacturing services), MCD (material content data) and IMDS (international material data systems). The first items on the agenda have already been announced: On November 14, the ZVEI will hold a panel discussion on "The World of Testing – Achieving the Desired Quality Safely". After that, representatives from companies such as Robert Bosch, Lackwerke Peters and Varioprint will discuss "PCB Reliability". A list of all lectures at the PCB Marketplace is available in the electronica event database.

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