electronica 2010 - impressions of the show

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After four years of attending Messe München shows (productronica and electronica), I came away with special impressions of this year's electronica 2010.

Electronica 2008 was the first of the "bad" years, with exhibitor and attendance down 30% due to the worldwide economic crises. Companies pulled back on spending, and that was made very evident in Munich. However, the number of attendees and exhibitors at electronica this year remained essentially constant from 2008. At least thing are not getting worse. Many
2008 exhibitors that returned this year opted for a smaller exhibit space.

My impression was the halls were very full and active on all three days of the show. I heard many attendees and exhibitors say that they were very pleased with the level of activity. The sessions (forums) were generally well-attended.

Having spent my entire professional career in the Silicon Valley, I was very curious to hear what semiconductor CEOs had to say during the Roundtable discussion, "What lesson have we learnt (sic) from the crisis? Interesting common response: unlike previous downturns caused by the "normal"
semiconductor cyclicality (which I came to hate in my professional life), the CEOs laid the blame for their most recent industry downturn on lack of capital in the financial services industry, not by miscalculation by the semiconductor firms.

All-in-all, I thought the show was a success; despite the continuing worldwide economic malaise, the show was well attended. Maybe we have "turned the corner"?

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