

Electronica 2010 - electronics industry shows its future capability

- electronica 2010 to show the importance of the electronics industry in coping with economic and environmental challenges
- electronica automotive conference with the key topics of electromobility, driver assistance, communication and global growth markets
- More than just a trade fair: CEO Round Table, munich electronics summit and five forums for knowledge transfer, purposeful discussions and contact cultivation

Energy efficiency, environmental compatibility, cost reduction and flexibility are just some of the challenges facing the electronics industry today. At electronica 2010, the global electronics industry will demonstrate how it will rise to these challenges in the following months and years. The show will be held at the New Munich Trade Fair Center from November 9 to 12, 2010. Over a period of four days, the exhibition halls will once again be the place where companies meet at the world's most important trade fair for electronics.

Automotive with the main theme of electromobility, displays and e-signage or digital signage, embedded systems with hardware and software, medical electronics, MEMS, photovoltaics and renewable energies are just some of the topics that will dominate this year's trade fair.

electronica will cover the entire spectrum of technologies, products and solutions of the electronics industry: from semiconductors, sensors, measuring and testing, electronics design, passive components, power supply, PCBs and other non-mounted circuit carriers through to EMS.

hybridica 2010 will be staged alongside electronica 2010 with close synergy effects and will present the latest developments and production processes regarding hybrid components.

Automotive - the future of markets and technologies in the trade fair, forum and conference

With a 3-pillar concept including the trade fair itself, the automotive forum and the electronica automotive conference, electronica 2010 will feature a wide range of automotive information.

The key topics of the electronica automotive conference on November 8 and 9, 2010 will be electromobility, driver assistance, communication and global growth markets. The first day will be dominated by strategy lectures by leading managers in the semiconductor, supply and automotive industries. The second day will be reserved for pioneering technology developments and will be aimed, in particular, at technical executives.

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Published on Electronic Component News (<http://www.ecnmag.com>)

Wireless Congress - wireless applications as a driving-force for research and development

The conference program on the following days will be devoted to the topic of wireless. The "Wireless Congress 2010: Systems & Applications" will clearly illustrate the special importance of wireless applications as a driving-force for research and development in the electronics industry.

CEO Round Table and munich electronics summit - top-level networks

Top executives will exchange ideas and opinions during the CEO Round Table, a public podium discussion, during electronica 2010. The CEO Round Table will again be one of the highlights of electronica 2010.

electronica will be directed at business leaders from large international enterprises through a new event entitled "munich electronics summit". An exclusive fireside discussion has been created solely for this group of persons and will be an opportunity for CEOs and managing directors to informally exchange ideas and network with one another.

Forum program - geared towards the needs of the industry

The talks during electronica 2010 will be spread over a total of five forums: the automotive forum, the embedded forum, the e-signage forum, the electronica forum and the ZVEI forum.

Technical talks and discussions will be the focal points of the application-oriented forums. The electronica forum and ZVEI forum will concentrate on general technology topics and other applications such as MEMS, medical electronics, wireless, organic electronics, photovoltaics and renewable energies.

Trade Fair Success Initiative - optimum use of the trade fair budget

The aim of the new exhibitor service is to continually increase the positive effects for companies through attendance at a trade fair. The service package includes a trade fair-related program of workshops, online training courses, IT-based work tools and numerous services to help exhibitors prepare, implement and follow up their participation in a trade fair.

A large number of services from the Trade Fair Success Initiative are offered free of charge in order to ensure maximum success for all trade fair participants through optimum support.

Source URL (retrieved on 03/11/2014 - 10:20pm):

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