

München, 29-Jun-2011

**Press release**

## The future of organic and printed electronics

**Frankfurt/Munich, 29 June 2011.** The leading European trade fairs and conferences on the hot topic of organic and printed electronics – LOPE-C and Printed Electronics Europe – are becoming one starting next year. The host and organiser of Europe’s biggest trade fair is to be Messe München. A cooperation on this has been announced by Messe München International (MMI), OE-A (Organic and Printed Electronics Association) and IDTechEx Ltd at LOPE-C in Frankfurt. The premiere of the new event will take place from 19 to 21 June 2012 at the New Munich Trade Fair Centre.

Norbert Bargmann, Deputy CEO of Messe München, commented: "We are looking forward to this cooperation with our partners which will enable us to offer a new and high-quality platform to all the manufacturers, industrial customers and research institutions engaged in the field of organic and printed electronics. With Messe München International as the host and organiser, all the players in this market will benefit greatly from our existing expertise in this sector, as we already have two successful leading trade-fair concepts in our portfolio – namely productronica and electronica – covering the broad spectrum of products and services in electronics and electronic applications."

Wolfgang Mildner OE-A board member and Managing Director of PolyIC GmbH and Co. KG, also welcomed the bringing together of the two events into a single leading European trade fair, to be held in Munich: "I am very pleased that the partners have come together and agreed on this grand solution. For the industry and for the further development of organic and printed electronics, a joint event is certainly the best and the strongest solution."

Raghu Das, CEO IDTechEx said: "The printed and organic electronics industry has asked for Europe’s two largest events on the topics to combine to better serve the needs of the industry. IDTechEx and OE-A are delighted to have achieved this, and now with the new partner Messe München International we will develop and grow the event for the industry in Europe." Das continued: "The printed electronics industry will become a tens of billions of dollars industry within the next decade, and our combined European event is more than just a showcase for the current pulse of the industry – it will act as a catalyst to promote and grow the sector."

### **Messe München International**

Messe München International is one of the world’s leading trade show companies. In Munich alone it organizes around 40 trade shows for capital and consumer goods, and

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key high tech industries. Each year more than 30,000 exhibitors and around two million visitors take part in the events held in the New Munich Trade Fair Center, the ICM – International Congress Center Munich, and in the MOC Event and Order Center. The leading international trade fairs of Messe München International are all FKM-certified, i.e. exhibitor and visitor numbers and the figures for exhibition space are collected in line with agreed standards and independently audited on behalf of the FKM (Gesellschaft zur Freiwilligen Kontrolle von Messe- und Ausstellungszahlen), a society for the voluntary monitoring of fair and exhibition statistics.

In addition, Messe München International organizes trade shows in Asia, Russia, the Middle East and South America. With six subsidiaries in Europe and Asia and more than 60 foreign representatives actively serving over 90 countries, Messe München International has a worldwide business network. The Group also takes a pioneering role as regards sustainability: It is the first trade show company to be awarded energy efficiency certification from the technical inspection authorities TÜV SÜD.