



Vicenza Expo Centre
18-19 May 2022



Focuson PCB

from design to assembly

Organized by:

NÜRNBERG MESSE

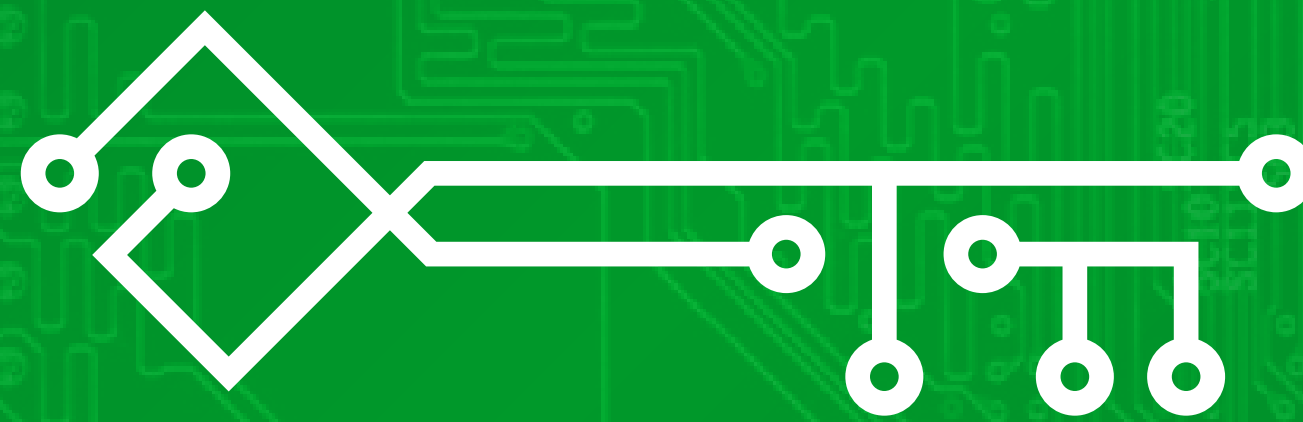
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**ITALIAN
EXHIBITION
GROUP**
Providing the future

The right key opens the door to new *opportunities*.



This is the chance
to gain *in-depth knowledge* of the *potential* of PCBs.

OVERVIEW

DATE:

18th and 19th May 2022 - annual frequency

LOCATION:

Pavilion 1 - Vicenza Expo Centre

FOCUS:

PCB & PCBA

ORGANIZER:

NürnbergMesse Italia

SPONSORED BY:

ANIE Componenti, Assodel



IN SHORT

ABSOLUTELY THE FIRST:

Focus on PCB is the first ever
European event fully
dedicated to PCB - PCBA

CONFERENCES:

a chance for an in-depth analysis
of the potential and the features
of a booming market

B2B:

a chance to encounter
the whole PCB supply chain,
and the final users

WORKSHOP:

an opportunity for all the
technicians and specialists to explore
the latest news and trends
in the PCB - PCBA arena

COMPACT:

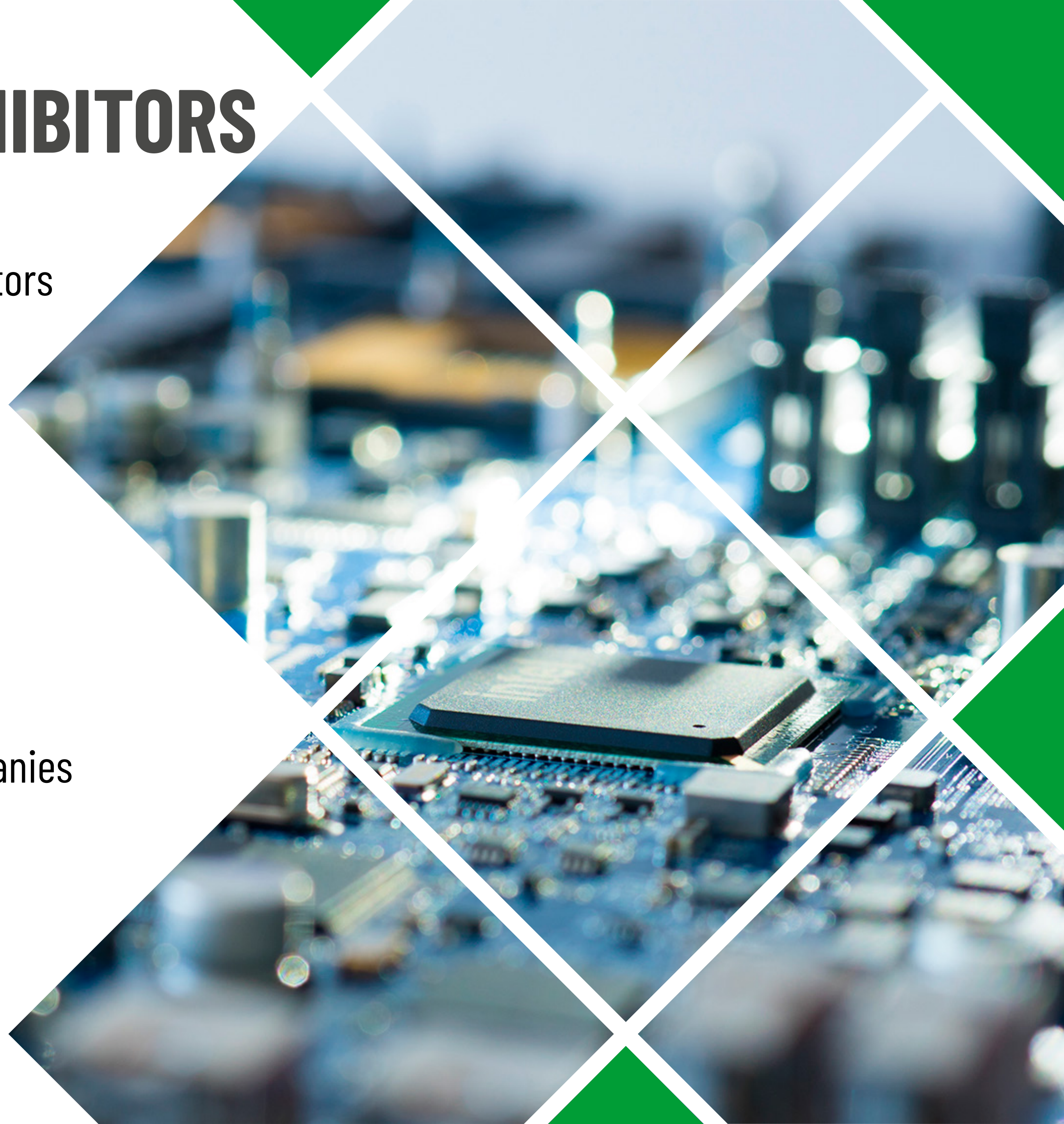
two-day of
focused and effective
full immersion





Target Group - **EXHIBITORS**

- PCB manufacturers and distributors
- Companies that process under contract
- EMS Industry
- Material suppliers for PCBs
- Service provider companies
- Service and/or tools for design
- PCB and PCBA accounting companies and institutions
- PCB and PCBA design studios
- PCB and PCBA testing and analysis laboratories



Target Group - VISITORS

- Medical
- Aerospace
- Military
- Automotive
- Railway
- Industrial sector
- Renewable energy and environmental systems
- Telecommunication and datacom
- Lighting
- Appliances and home automation
- Air conditioners and refrigerators
- Vending machines
- Video surveillance





CONFERENCES WORKSHOP

In addition to the exhibition area, Focus on PCB includes a rich program of *conferences, workshops and training sessions*, specially conceived to allow visitors to gain key updates on the latest trends, technological innovations (e-mobility, robotics, artificial intelligence and industrial production), as well as regulations.

COMMUNICATION CAMPAIGN

- Promotion of the Event on the trade and institutional press in cooperation with the whole NürnbergMesse Group's network
- LinkedIn campaign
- Articles on specialized online and offline magazines
- Direct marketing actions aimed at the different sectors
- Pre-exhibition radio commercials for visitors



THE ORGANIZER

NürnbergMesse – Nuremberg Trade Fair – is one of the **15 largest trade fair companies** in the world.

Its portfolio covers around 120 national and international trade shows and congresses in Nuremberg and worldwide.

Every year approximately 35.000 exhibitors and 1.5 million visitors from all over the globe take part in the events of NürnbergMesse Group, which is globally located, with subsidiaries in Italy, Austria, China, India, North America, Brazil and Greece.

NürnbergMesse Group's trade fairs cover the following thematic clusters: Building & Construction, Process Technology, Retail & Consumer Goods, Social & Public, and Electronics & Security, the latter now including Focus on PCB too.

“Here's NürnbergMesse's history in less than one sentence: Born in Nuremberg, grew up in Europe, at home in the world.”

Peter Ottmann & Dr. Roland Fleck, CEOs NürnbergMesse Group





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CONTACTS

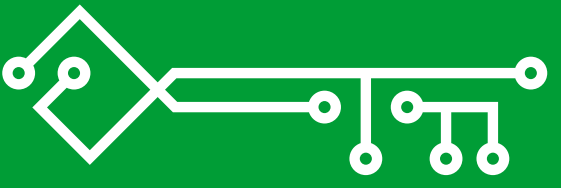
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