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| ­**­Press release** | 01 March 2022 |
| SMTconnect - the heartbeat of electronic production to meet in Nuremberg | Vineeta Manglani  Tel. +49 711 61946-297  Vineeta.manglani@mesago.com  [smtconnect.com­­](https://www.mesago.de/en/SMT/home.htm) |

**Getting back into the fair halls this spring, the SMTconnect community looks forward to the sound of whirring exhibits, deep exchanges and expert talks after two years of predominantly digital encounters. From 10 –12 May, the team from Mesago Messe Frankfurt will be welcoming exhibitors, trade visitors, the press and high profile specialists. The who’s who in the field eagerly awaits the opportunity to connect, create and drive the industry forward – the heartbeat of electronic production is in Nurnberg.**

Personally greeting customers and reconnecting, presenting their companies, products, solutions as well as providing trade visitors insights into their technologies is at the heart of the event for exhibitors this year: "No web-based conferencing technologies can beat meeting our customers personally," comments Brian Craig, Managing Director of Indium Corporation's European operations.

Once again, the fair features a host of prominent companies such as Asys Automatisierungssysteme GmbH, AAT Aston GmbH, FUJI Europe Corporation GmbH, smartTec GmbH, YAMAHA Motor Europe N.V.

Fraunhofer Institute for Reliability and Microintegration IZM will be presenting a much-anticipated update to their Production Line. Dialoguing with other experts in the field is vital for such developments, as Ulf Oestermann Business Developer Fraunhofer IZM Berlin, notes on the SMTconnect: "It’s really an industry-wide cross-section meeting for all engineers, which you just don't get any other way."

Further highlights at this year’s fair include the Forum which will be featuring a range of interesting trends and product developments, the

IPC hand soldering competition, the joint stands PCB Meets Components as well as the EMS Park.

The pairing of the fair with the PCIM Europe and SENSOR+TEST is an added benefit for the industry. Markus Wille, Product Manager from Unimicron Germany GmbH adds: "The combination of the SMTconnect with the two concurrent exhibitions PCIM Europe and SENSOR+TEST is a particularly attractive opportunity to present yourself as a company."

Anthula Parashoudi, Vice President of the SMTconnect underlines the key value of the fair: "Another year of the pandemic has shown us how irreplaceable personal encounters are: Discussions, inspirational exchange and the dynamics of being together make my heart beat faster. I have so missed the atmosphere of the SMTconnect in the past 2 years and am looking forward to this personal reunion!"

Petra Haarburger, President of Mesago Messe Frankfurt reflects: Walking through the halls of a trade fair is an unparalleled experience”, she notes. “The sound of the machines and demonstrations, people in animated conversations creates an atmosphere and buzz which only takes place when like-minded people get together and discuss what they are passionate about. Digital connections are here to stay but there is nothing as electrifying as the feeling of people connecting”.

Further information can be found under: [www.smtconnect.com](http://www.smtconnect.com).

**About Mesago Messe Frankfurt**

Mesago, founded in 1982 and located in Stuttgart, specializes in exhibitions and conferences on various topics of technology. The company belongs to the Messe Frankfurt Group. Mesago operates internationally and is not tied to a specific venue. With 160 members of staff Mesago organizes events for the benefit of more than 3,300 exhibitors and over 110,000 trade visitors, conference delegates and speakers from all over the world. Numerous trade associations, publishing houses, scientific institutes and universities work with Mesago closely as advisers, co-organizers and partners. ([mesago.com](https://www.mesago.de/en/Mesago/home.htm))

**Background information on Messe Frankfurt**

Messe Frankfurt is the world’s largest trade fair, congress and event organiser with its own exhibition grounds. The Messe Frankfurt Group employs around 2,500\* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250\* million in 2020 after having recorded sales of €738 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers’ business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group’s key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

**\*** preliminary figures 2020