

Press release

1 October 2018

## SMTconnect – Building on proven strengths: The event in a new look

Vineeta Manglani  
Tel. +49 711 61946-297  
Vineeta.manglani@mesago.com  
smtconnect.com

**SMT Hybrid Packaging becomes SMTconnect. As from 2019, the well-established event on electronic assemblies and systems will be held under a new name and feature diverse changes – based on its proven, solution-oriented concept.**

The name of any event is designed to immediately communicate the main subject plus its unique features. At the same time, the needs of the community should be mirrored in order to maintain value over a longer period. When it comes to the former "SMT Hybrid Packaging", these unique features include the bridges and connections built by the trade exhibition. Not only the connections between people and technology and the link between the varying technologies in the supply chain, but also the valuable networking that takes place between people attending the event. This event creates contacts and connections and will therefore be named "SMTconnect" as from 2019.

The new name expresses the fact that the exhibition brings together the entire SMT community; this includes end-users, suppliers, service-providers and customers. This expert community gathers in one place and space is given for them to exchange ideas. With the aim of reaching new target groups thus providing the community with even more opportunities to connect and master the challenges posed by the industry, the SMTconnect will be proactively addressing promising topics. This will include the new staging of the electronic manufacturing services – in the new action zone "EMS Park" as from 2019.

Further elements of the event will also be adapted. The subline has been updated to "Solutions for electronic assemblies and systems." In addition, changes have been made to the look of the event with the new design language ensuring a fresher appearance.

"The event has been a constant on the market for 30 years. With the further development of the name and look as well as the new staging of

Mesago Messe Frankfurt GmbH  
Rotebuehlstr. 83 – 85  
70178 Stuttgart, Germany  
mesago.com

Board of Management:  
Petra Haarburger  
Martin Roschkowski

Register Court: Local Court Stuttgart,  
HRB 13344

EMS, we do not only want to attract new target groups but also offer our existing exhibitors even more opportunities for high-caliber business relationships, as well as a solution-oriented exchange, summarized Anthula Parashoudi, Division Manager at Mesago Messe Frankfurt GmbH.

The SMTconnect will be taking place from 07. – 09.05.2019 in Nuremberg. Current information on the event can be found under [smtconnect.com](http://smtconnect.com).

#### **Background information on 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 140 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](http://mesago.com))

#### **Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,400 employees at 30 locations, the company generates annual sales of around €669 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A 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. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters 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) | [www.congressfrankfurt.de](http://www.congressfrankfurt.de) | [www.festhalle.de](http://www.festhalle.de)