

**embeddedworld**

Exhibition & Conference

... it's a smarter world

**SHOW REPORT**

**21–23.6.2022**

**NUREMBERG | GERMANY**

## 1. STRUCTURAL DATA

	TOTAL	GERMANY	INTERNATIONAL
Exhibitors	723 (915)	309 (365)	414 (550)
Visitors	17,399 (13,796)	9,511 (7,199)	7,888 (6,597)
Total exhibition space (in m <sup>2</sup> )	44,000 (52,000)	— (—)	— (—)
Exhibitor stand space (in m <sup>2</sup> )	20,181 (20,264)	10,494 (10,809)	9,687 (9,455)

## 2. CONFERENCES

# 1,414

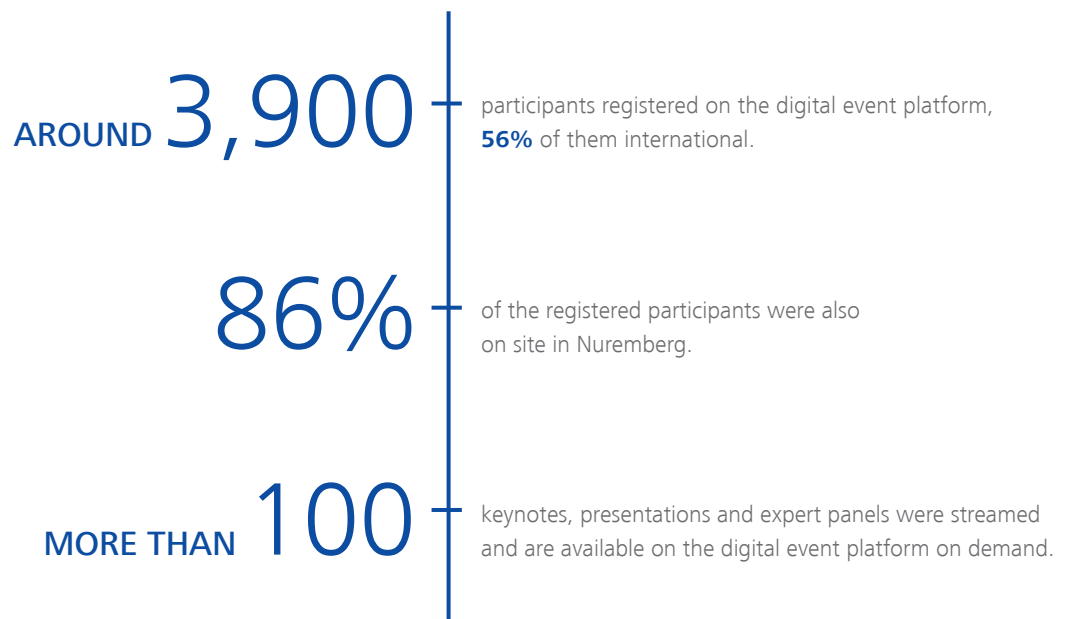
### PARTICIPANTS & SPEAKERS

from **42** countries sourced information at **11** keynotes, **76** sessions and **10** classes of embedded world Conference and electronic displays Conference.

The top themes were:

- Internet-of-Things
- Connectivity Solutions
- Hardware, Software & Systems Engineering
- Autonomous & Intelligent Systems
- Safety & Security
- Embedded OS
- System-on-Chip (SoC) Design
- Embedded Vision
- Embedded Human-Machine-Interface
- Display Technologies, Applications & Materials
- Automotive Display Electronics & Innovations
- Touch Systems, Innovations, Gestures & HMI
- Micro-LEDs & Other Display Technologies
- AR/VR

### 3. DIGITAL EVENT PLATFORM

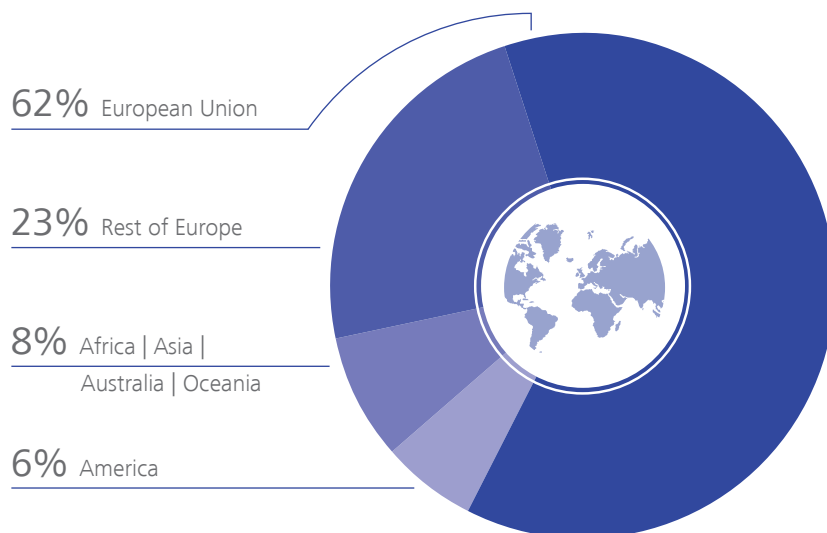


## 4. SELECTED RESULTS OF VISITOR REGISTRATION

### 4.1 ORIGIN OF VISITORS

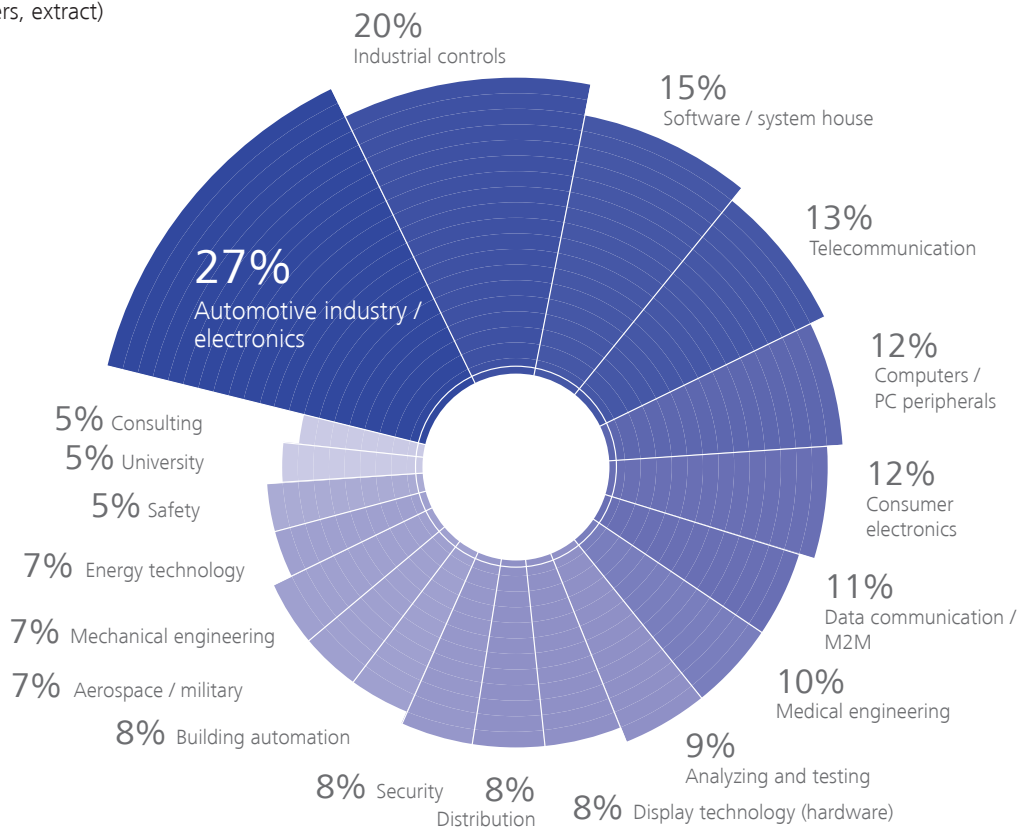


### STRUCTURE OF INTERNATIONAL VISITORS



## 4.2 VISITORS' BRANCHES OF INDUSTRY

(Multiple answers, extract)



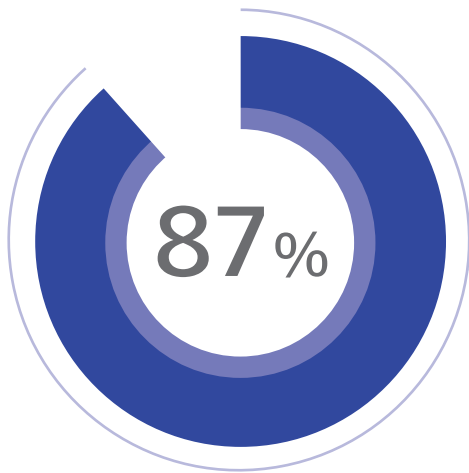
## 4.3 AREA OF RESPONSIBILITY

Research and development	44%
Management	16%
Marketing / Distribution	13%
Design	5%
Purchasing, procurement	5%
Project management	4%
Technical support / maintenance	3%
Training	2%
Production / manufacturing / QA	2%
Other area	7%

## 5. SELECTED RESULTS OF VISITOR SURVEY

### 5.1 DECISION-MAKERS

How important would you rate your influence on decisions on purchasing and materials management?

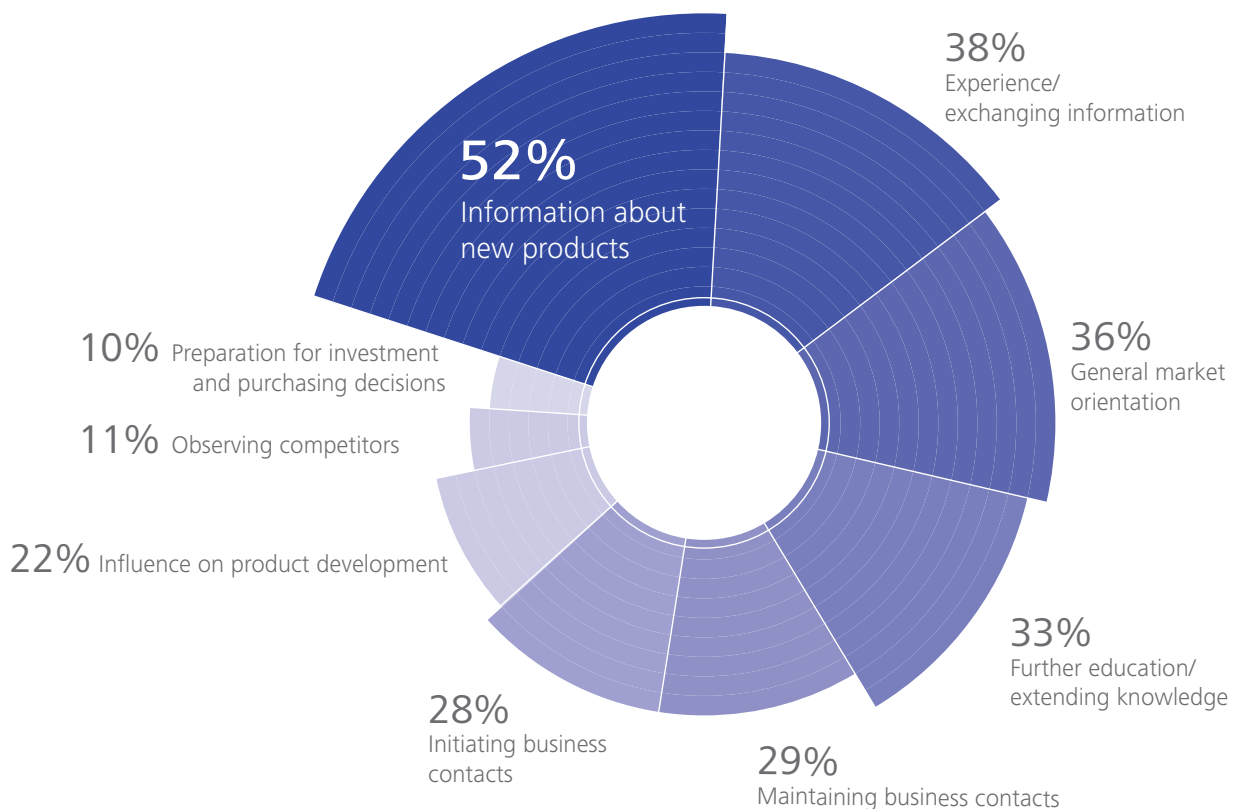


of the visitors are ...

involved in purchasing decisions in their company.

### 5.2 MAIN REASON FOR VISIT

What are the main reasons for your visit to embedded world 2022? (Multiple answers, extract)



### 5.3 PRODUCT GROUPS (main interest of visitors)

Which product groups mainly interest you at embedded world 2022? (Multiple answers, extract)

#### HARDWARE:

Components		34%
Embedded Computing Modules		30%
Sensor- and Test Modules		23%
Hardware Modules for Secure Embedded Systems		22%
Electronic Displays		22%
Communications & M2M Modules		18%
Electromechanical Components		16%
Interface & Peripheral Modules		15%
Embedded Vision		15%
Memory Modules		13%
Energy Supply Modules		9%
Optoelectronic Modules		9%
Embedded Radar		8%
Modules for Localization		7%

#### TOOLS:

Software		21%
Hardware		20%

## SYSTEM & APPLICATION SOFTWARE

IoT-Software		25%
Operating Systems		18%
Artificial Intelligence		17%
Embedded Software for Data Security		17%
Visualization & HMI		10%
Other Application Software		10%
Other Software Libraries		7%
BIOS		5%

## SYSTEMS:

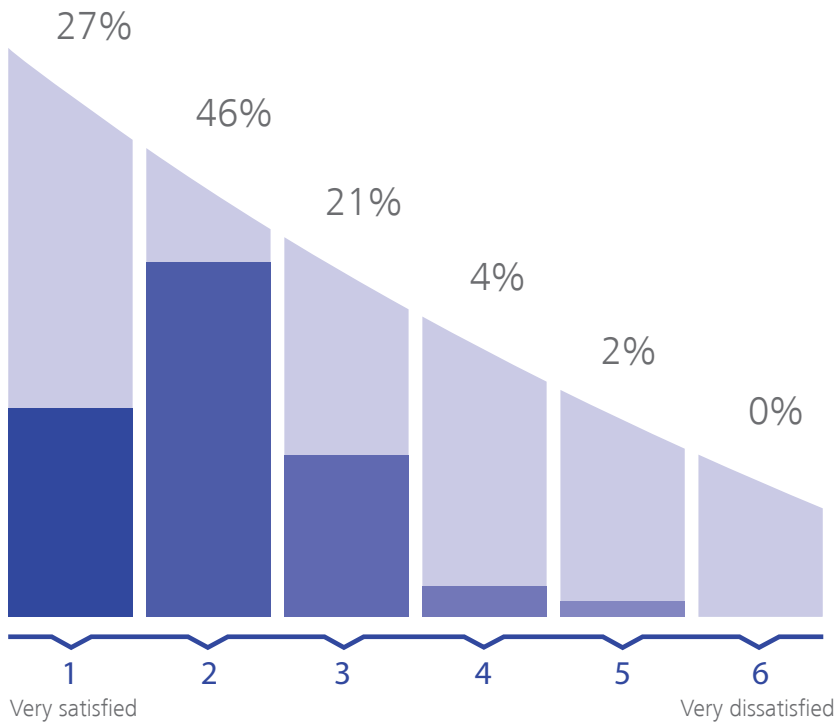
Complete Systems for Various Applications		16%
Embedded Vision		12%

## SERVICES:

Hardware Development		7%
Software Development		6%
Manufacturing		6%
System Development		6%

## 5.4 SATISFACTION WITH EXHIBITS

Were you satisfied with the range of products/services presented at embedded world 2022?

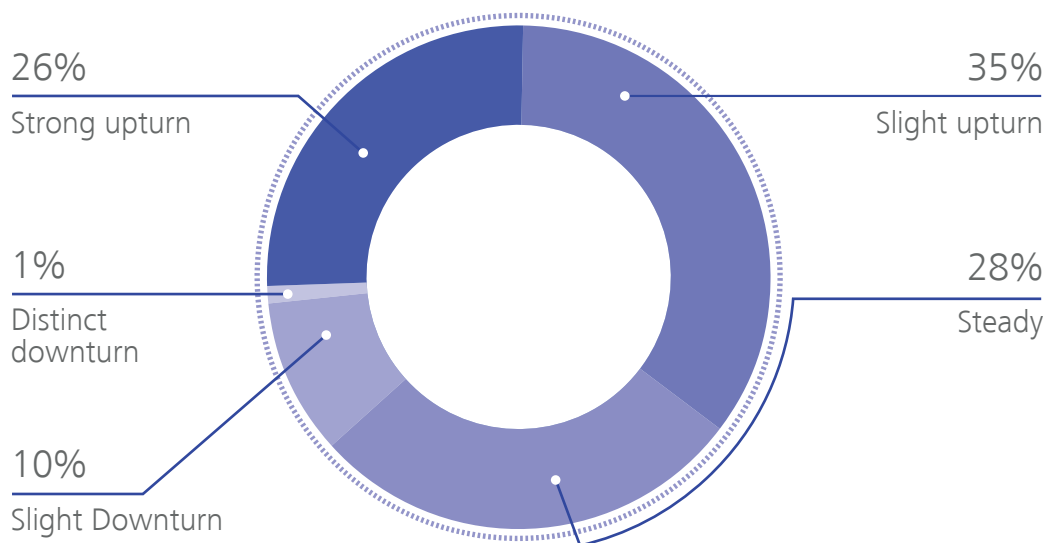


# 98%

98% of the visitors were satisfied with the range of products and services presented at embedded world 2022.

## 5.5 ECONOMIC SITUATION IN SECTOR

How do you rate the current economic situation in your sector?













## 6. SELECTED RESULTS OF EXHIBITOR SURVEY

### 6.1 PRODUCT GROUPS (of exhibitors)

Which group of products/services do you offer? (Multiple answers, extract)

#### HARDWARE:

Embedded Computing Modules		20%
Components		18%
Communications and M2M Modules		11%
Electronic Displays		10%
Embedded Vision		9%
Hardware Modules for Secure Embedded Systems		8%
Sensor & Test Modules		8%
Interface & Peripheral Modules		6%
Electromechanical Components		6%
Memory Modules		5%

#### TOOLS:

Software		32%
Hardware		29%

#### SYSTEMS:

Complete Systems for Various Applications		17%
Embedded Vision		10%

## SYSTEM & APPLICATION SOFTWARE

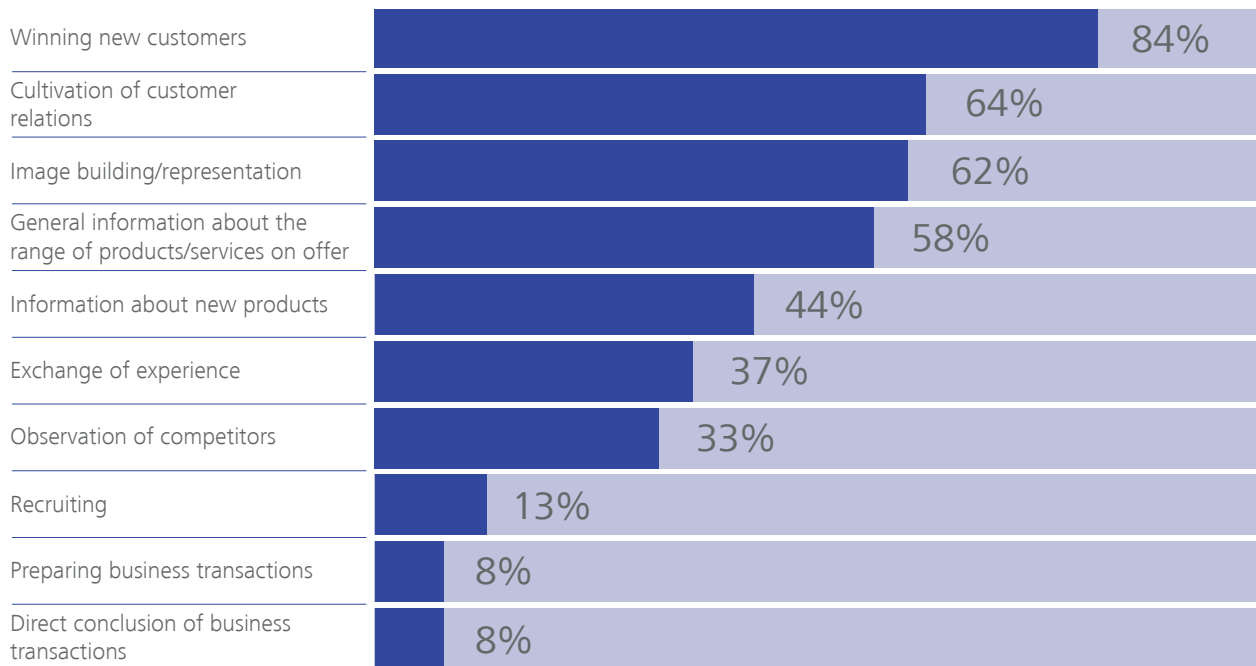
IoT-Software		15%
Embedded Software for Data Security		9%
Artificial Intelligence		8%
Visualization & HMI		8%
Operating Systems		7%

## SERVICES:

Hardware Development		28%
Software Development		23%
Manufacturing		17%
System Development		14%
Consulting		12%
Testing Services		11%
Certification and Approval		8%
Training		8%
Distribution		5%

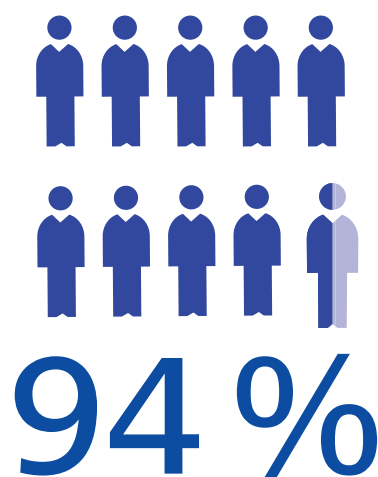
## 6.2 EXHIBITORS' OBJECTIVES

What were your company's objectives for exhibiting at embedded world 2022? (Multiple answers, extract)



## 6.3 TARGET GROUP ACCURACY

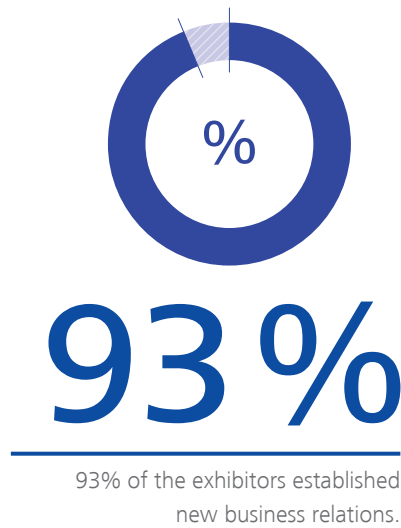
Did you reach your most important target groups at embedded world 2022?



94% of the exhibitors reached their most important target groups during embedded world 2022.

## 6.4 NEW BUSINESS RELATIONS

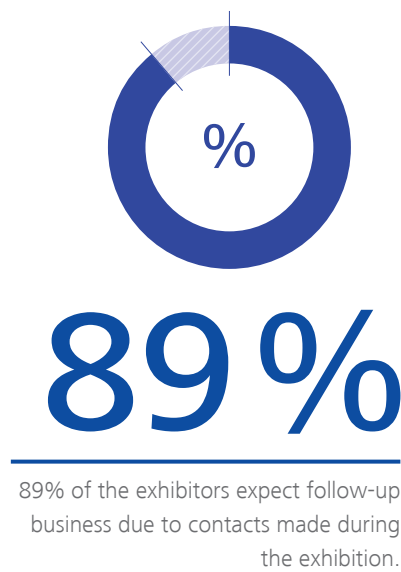
To what extent did your company make new business connections in the course of the fair?



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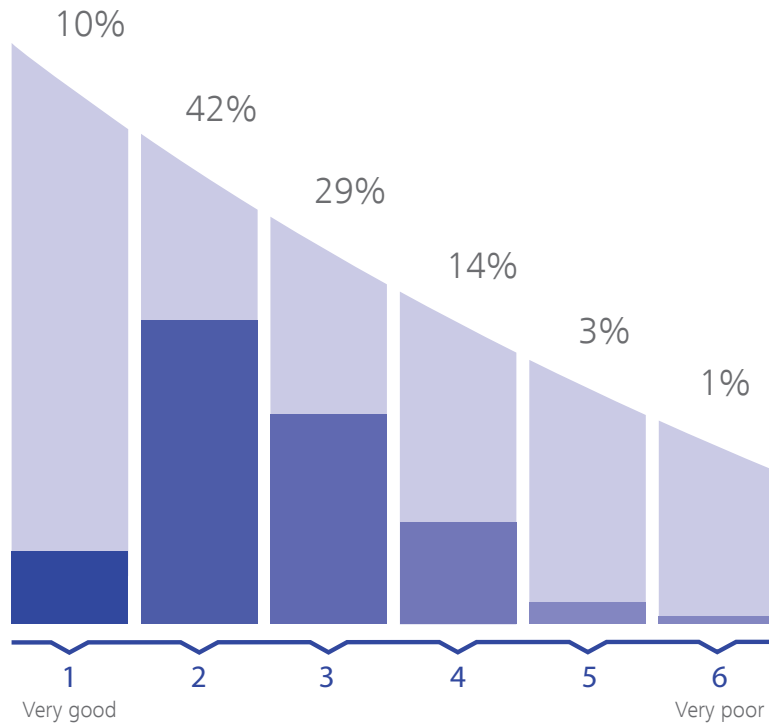
## 6.5 FOLLOW-UP BUSINESS

Do you expect follow-up business after making contacts and paving the way during the fair?



## 6.6 QUALITY OF VISITORS

How do you rate the quality of the visitors at your stand?



No answer: 1%

# 95 %

95% of the exhibitors were satisfied with the quality of the visitors at their stands.

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## 6.7 OVERALL SATISFACTION

How satisfied are you with your fair participation all in all?

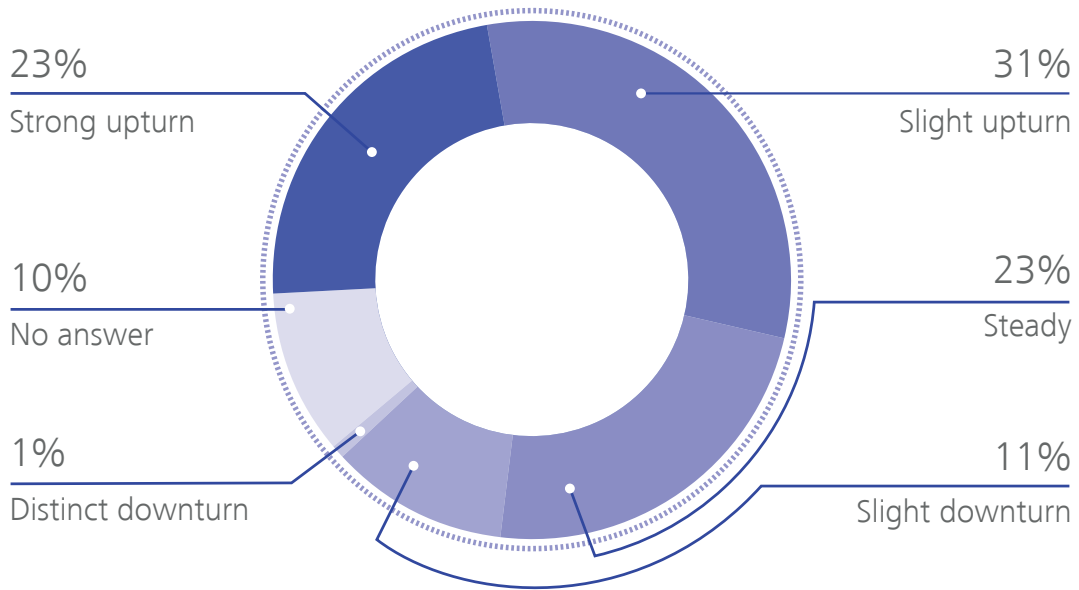


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92% of the exhibitors were satisfied with their participation.

## 6.8 ECONOMIC SITUATION IN SECTOR

How do you rate the current economic situation in your sector?



## MISCELLANEOUS

The structural data have been certified by FKM, the Society for Voluntary Control of Fair and Exhibition Statistics, Berlin.



Further information is available at [www.fkm.de](http://www.fkm.de).

The representative surveys were carried out by a neutral market research institute in accordance with the FKM guidelines.

This show report is also available in German.

Other detailed results of the survey can be obtained from NürnbergMesse, Business Analytics & Strategy, T +49 9 11 86 06-0, F +49 9 11 86 06-82 28, [info@nuernbergmesse.de](mailto:info@nuernbergmesse.de).

July 2022  
NürnbergMesse GmbH  
- Business Analytics & Strategy -

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