# embeddedworld

Exhibition&Conference

... it´s a smarter world

## SHOW REPORT

**21–23.6.2022**
**NUREMBERG | GERMANY**

NÜRNBERG MESSE

# 1.   STRUCTURAL DATA

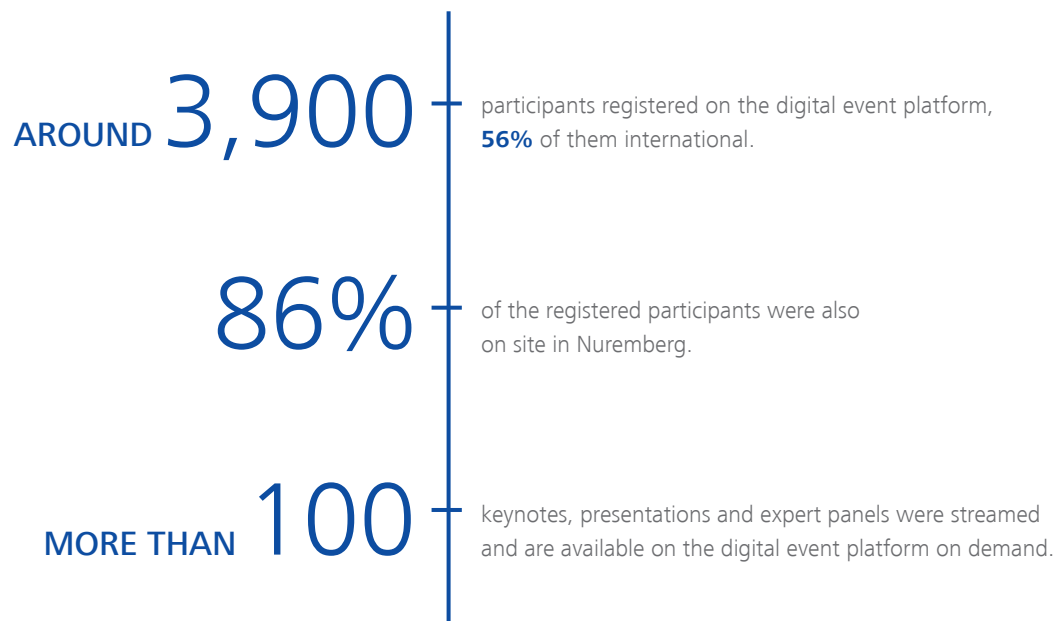|  | TOTAL | GERMANY | INTERNATIONAL |
|---|---|---|---|
| Exhibitors | 724 (915) | 309 (365) | 415 (550) |
| Visitors | 17,399 (13,796) | 9,511 (7,199) | 7,888 (6,597) |
| Total exhibition space (in m²) | 45,900 (52,000) | – (–) | – (–) |
| Exhibitor stand space (in m²) | 20,181 (20,264) | 10,494 (10,809) | 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**
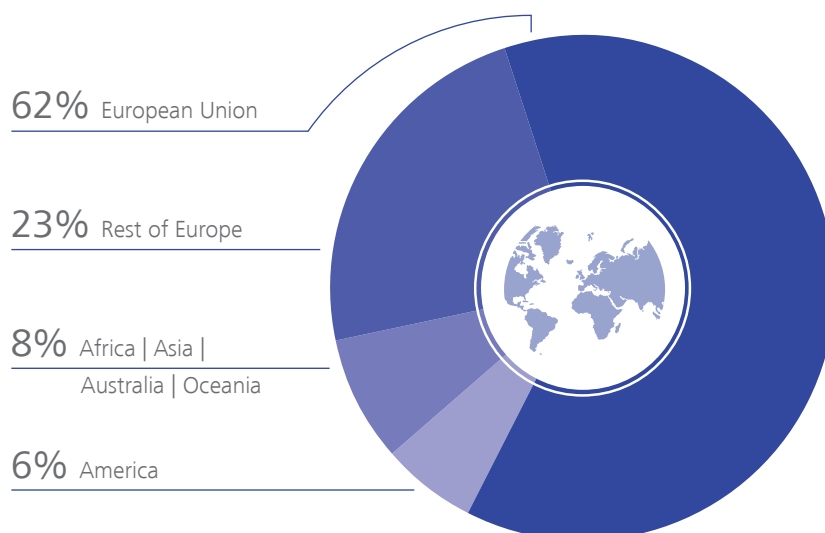- **AR/VR**

## 3.    DIGITAL EVENT PLATFORM

AROUND 3,900 — participants registered on the digital event platform, **56%** of them international.

86% — of the registered participants were also on site in Nuremberg.

MORE THAN 100 — keynotes, presentations and expert panels were streamed and are available on the digital event platform on demand.

# 4.   SELECTED RESULTS OF VISITOR REGISTRATION

## 4.1  ORIGIN OF VISITORS

**55%** Germany

**45%** International

### NUMBER OF COUNTRIES
# 75

## STRUCTURE OF INTERNATIONAL VISITORS

**62%** European Union

**23%** Rest of Europe

**8%** Africa | Asia | Australia | Oceania

**6%** America

## 4.2  VISITORS' BRANCHES OF INDUSTRY

(Multiple answers, extract)

20%
Industrial controls

15%
Software / system house

13%
Telecommunication

12%
Computers /
PC peripherals

12%
Consumer
electronics

27%
Automotive industry /
electronics

11%
Data communication /
M2M

10%
Medical engineering

5% Consulting

5% University

5% Safety

7% Energy technology

7% Mechanical engineering

7% Aerospace / military

8% Building automation

8% Security

8%
Distribution

8% Display technology (hardware)

9%
Analyzing and testing

## 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% |
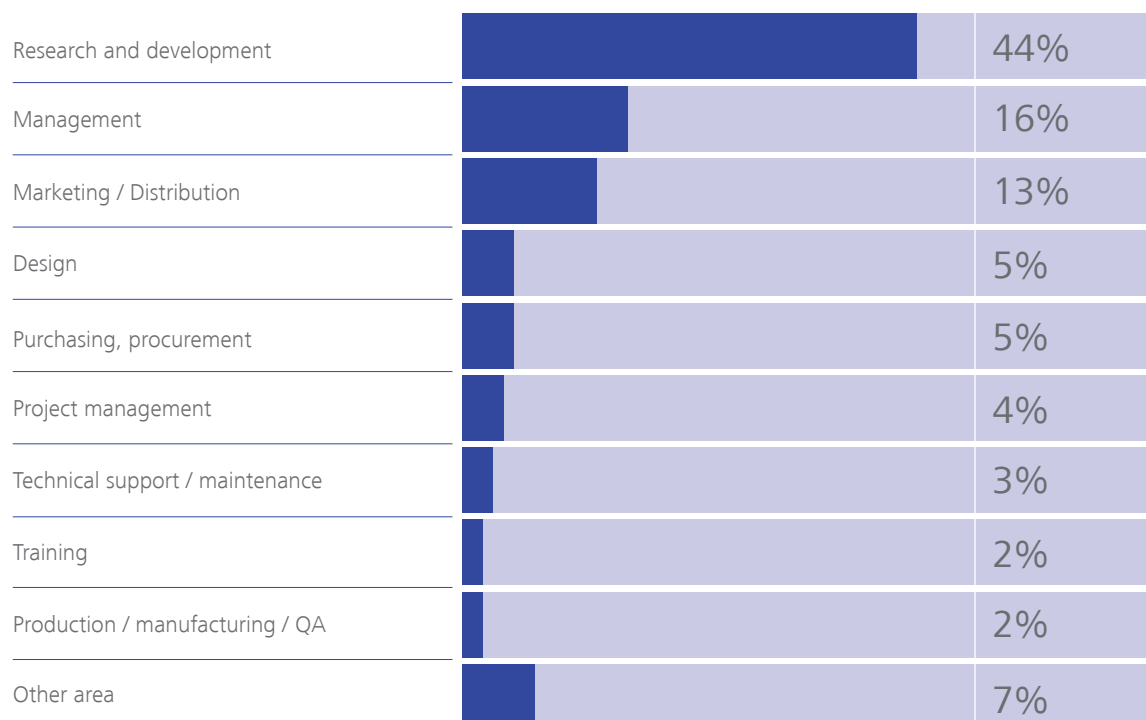
# 5.   SELECTED RESULTS OF VISITOR SURVEY

## 5.1  DECISION-MAKERS
How important would you rate your influence on decisions on purchasing and materials management?

**87%**

## 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)

**52%**
Information about new products

**38%**
Experience/ exchanging information

**36%**
General market orientation

**33%**
Further education/ extending knowledge

**29%**
Maintaining business contacts

**28%**
Initiating business contacts

**22%** Influence on product development

**11%** Observing competitors

**10%** Preparation for investment and purchasing decisions
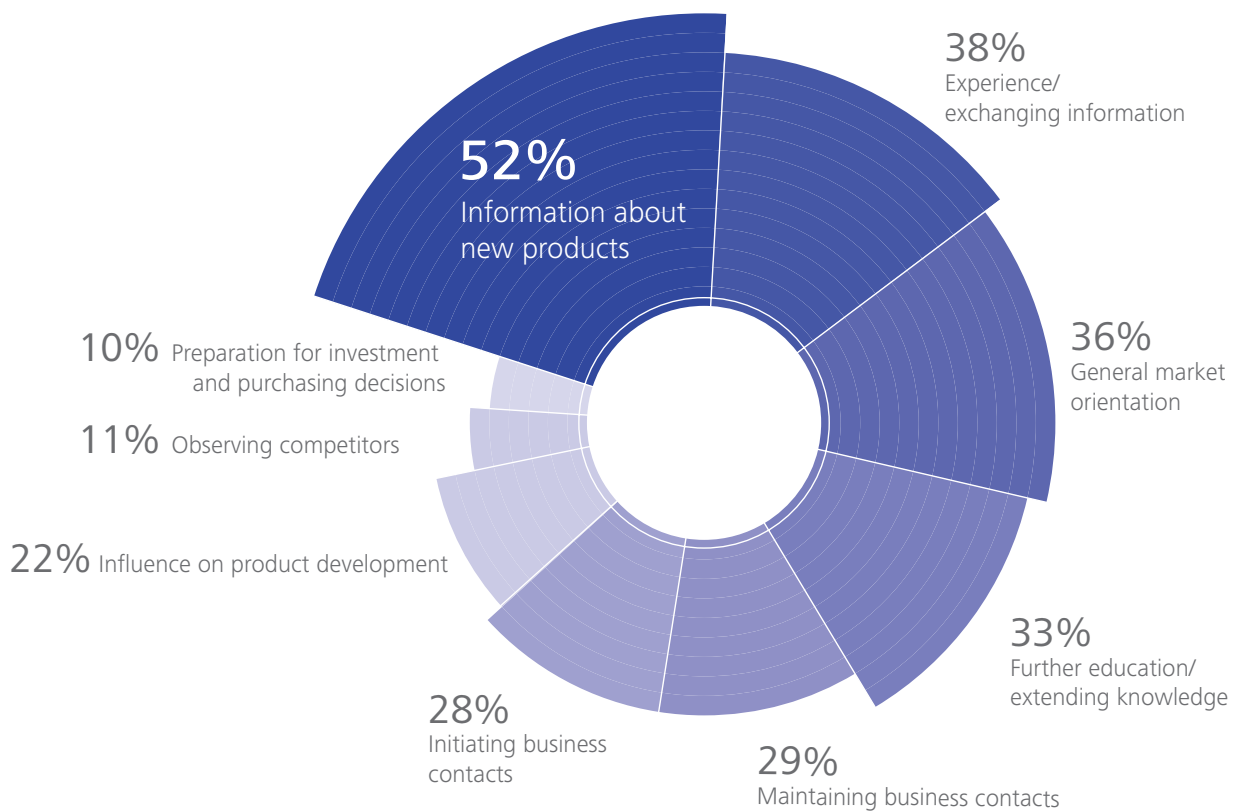
## 5.3  PRODUCT GROUPS (main interest of visitors)
Which product groups mainly interest you at embedded world 2022? (Multiple answers, extract)

### HARDWARE:

| Product Group | Percentage |
|---|---|
| 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:

| Tool | Percentage |
|---|---|
| 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?

27%

46%

21%

4%

2%

0%

| 1 | 2 | 3 | 4 | 5 | 6 |

Very satisfied

Very dissatisfied
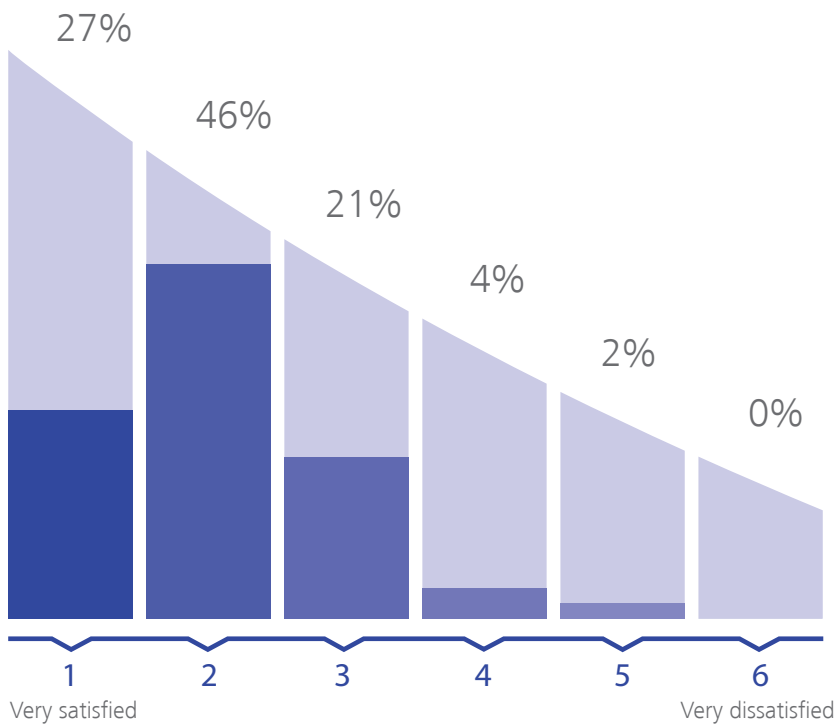
# 98%

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?

26%
Strong upturn

1%
Distinct downturn

10%
Slight Downturn

35%
Slight upturn

28%
Steady
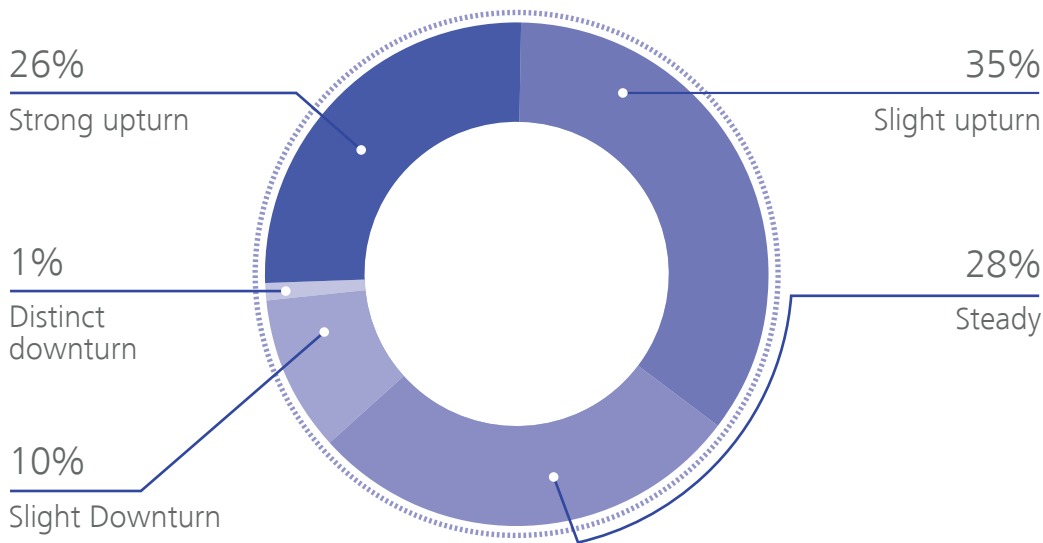
# 6.  SELECTED RESULTS OF EXHIBITOR SURVEY

## 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)

| Objective | % |
|---|---|
| Winning new customers | 84% |
| Cultivation of customer relations | 64% |
| Image building/representation | 62% |
| General information about the range of products/services on offer | 58% |
| Information about new products | 44% |
| Exchange of experience | 37% |
| Observation of competitors | 33% |
| Recruiting | 13% |
| Preparing business transactions | 8% |
| Direct conclusion of business transactions | 8% |
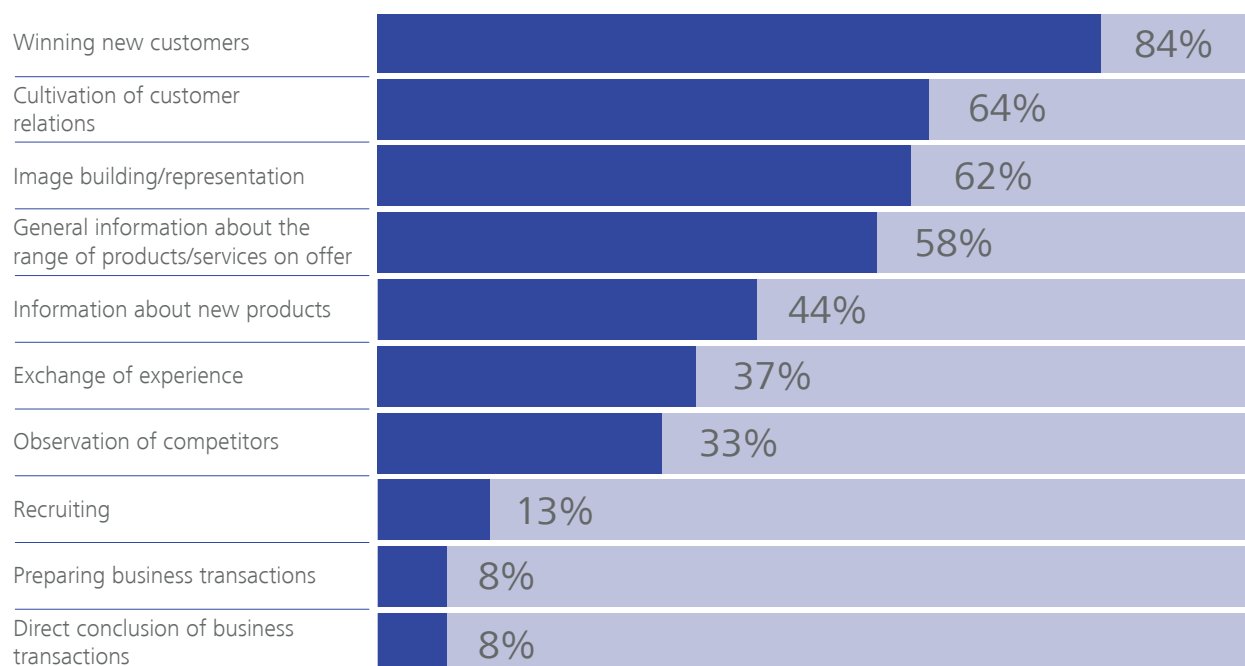
## 6.3 TARGET GROUP ACCURACY

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

# 94 %

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?

**93 %**

93% of the exhibitors established
new business relations.
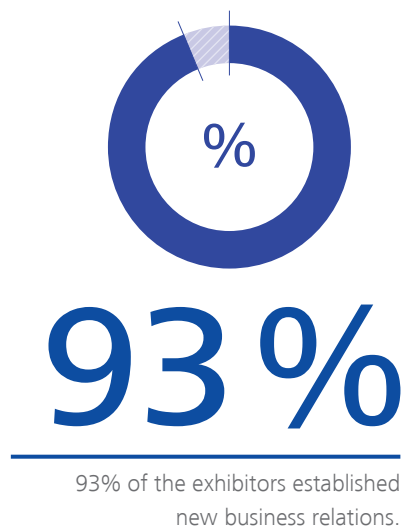
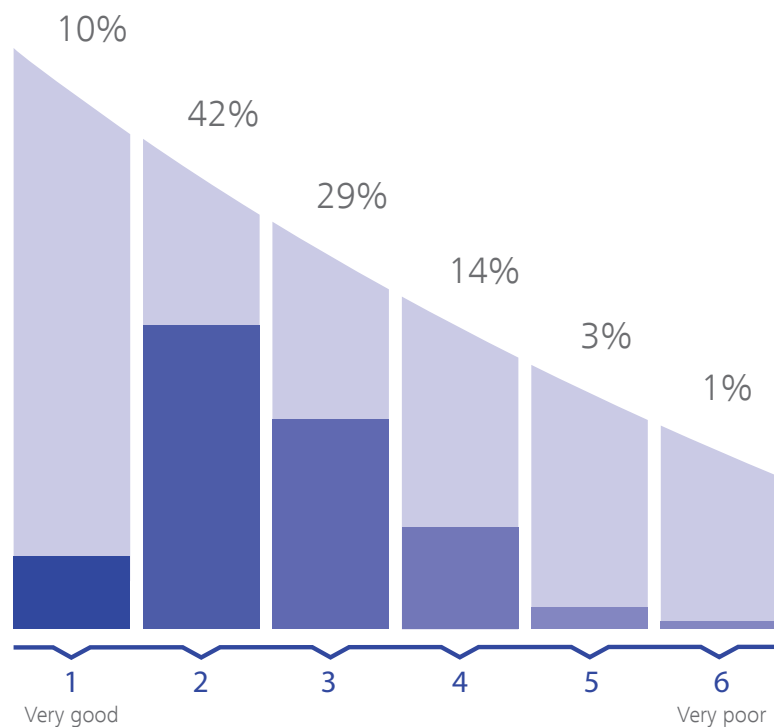## 6.5  FOLLOW-UP BUSINESS

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

**89 %**

89% of the exhibitors expect follow-up
business due to contacts made during
the exhibition.
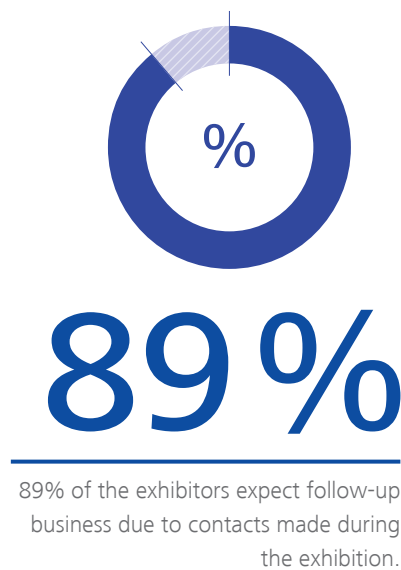
## 6.6 QUALITY OF VISITORS
How do you rate the quality of the visitors at your stand?



10%

42%

29%

14%

3%

1%

| 1 | 2 | 3 | 4 | 5 | 6 |

Very good

Very poor

No answer: 1%

# 95 %

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

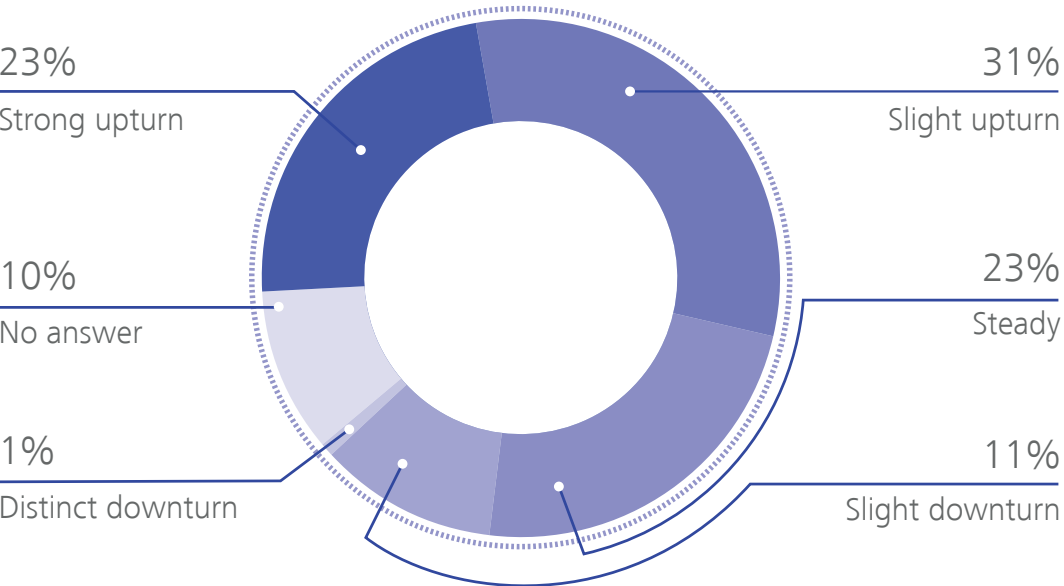## 6.7 OVERALL SATISFACTION
How satisfied are you with your fair participation all in all?



92%

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?

23%
Strong upturn

31%
Slight upturn

10%
No answer

23%
Steady

1%
Distinct downturn

11%
Slight downturn

Deviations from 100% possible due to rounding up.

# 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**.
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.

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NürnbergMesse GmbH
- Business Analytics & Strategy -