

50 years of electronica – We will be there!

2014 will be a special anniversary year for the electronica trade fair: **For the past 50 years**, the global electronics industry has been meeting at electronica to show what will influence society in the future.

Visit us at the “Planet e”!

Even the trade fair is subject to constant change, and therefore – just in time for its 50th anniversary – it is turning into a planet of its own and the visitors and exhibitors of the fair will be its inhabitants.



Since 1964, the world’s leading trade fair has been presenting electronic trends of the future and providing visitors with a comprehensive overview of the international electronics industry. Circuit boards, semiconductors, sensors, housings, plug connectors, displays, hybrid components, medical electronics, housing constructions, and, and, etc. The list of manifold industry segments that congregate at the electronica could be continued almost ad infinitum.

HA-BE is proud to be part of the family of exhibitors at the electronica already for the 11th time in a row, and once again be represented with a booth at the most important international electronics trade fair.

Because the electronica is more than “just” a trade fair: It unites the exchange of knowledge on an unmatched platform (approx. 73,500 visitors, almost 2,700 exhibitors on an exhibition space of 143,000 sqm within four days) with opportunities for synergies offered at the electronica as a comprehensive trade fair for industry sectors, innovations, decision-makers and developers; this potential benefits both visitors as well as exhibitors in a worldwide unique way.

Treat yourself to a break!

Traditionally, HA-BE stands for interesting dialogue, but also keeps up with the booth concept to provide an oasis of rest and relaxation for our visitors when they need a break from the hectic activity of the trade fair.

Let yourself be pampered at our booth and start your day with a traditional Bavarian breakfast of white sausages, meet us for a business lunch with culinary delicacies, or join us for happy hour with a tangy fresh cocktail. Escape the hustle and bustle of the trade fair and forget it for a short moment.



Traditional Bavarian breakfast

with white sausages	daily	10:30 a.m. – 12:00 noon
Business lunch	daily	12:00 noon – 2:00 p.m.
Happy hour	daily	beginning at 4:00 p.m.

To take optimal advantage of the time during the electronica, please use the contact information below and let us know when you are planning to stop by so that we can coordinate your visit with our sales team.

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We look forward to your visit and a great time with many fruitful moments at the "Planet e".