

LASER World of PHOTONICS



LIGHT APPLIED

FACTS & FIGURES 2013

JUNE 22–25, 2015

www.world-of-photonics.net

MESSE MÜNCHEN

A 40-YEAR SUCCESS STORY. AND ONE WE WILL CONTINUE.

The most important thing about success? Not to rest on your laurels. That is why having LASER World of PHOTONICS confirmed as the world's leading trade fair for photonics is the best incentive for us to maintain the superior quality of the fair in the future. And improve it even further.

Increases in both quantity and quality: The 40th anniversary of the fair achieved exactly that with a record-breaking 1,136 exhibitors and additionally represented companies from 37 countries.

The share of international guests among the nearly 27,000 trade visitors also increased to a record 54 percent. All in all, the photonics industry's most important marketplace brought together participants from 72 countries—including all key players and decision-makers who rely on the fair for new synergy between science and industry.



The anniversary trade fair has demonstrated that LASER World of PHOTONICS deserves the title "leading international trade fair."

Anton Gaedtke,
Vice President Sales Europe,
Qioptiq Photonics GmbH
& Co KG

➤ LASER WORLD OF PHOTONICS 2013 IN NUMBERS

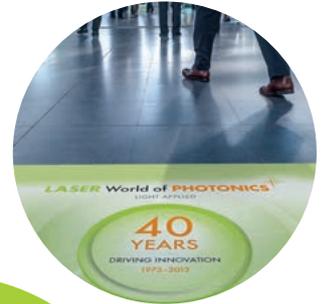
1,130 exhibitors from 37 countries

60% share of international exhibitors

42,000 m² total exhibition space

26,582 trade visitors from 72 countries

54% share of international visitors



➤ LASER WORLD OF PHOTONICS 2013 IN RATINGS

Received a rating of good to excellent for:

Overall rating	Exhibitors	91%
	Visitors	98%
Character as leading exhibition	Exhibitors	88%
	Visitors	98%
Plan to participate again	Exhibitors	98%
	Visitors	96%
Would recommend event to others	Exhibitors	96%
	Visitors	100%

We enjoy the world-leading character, the international visitors and the strong congress program. At 40, LASER World of PHOTONICS exudes a maturity that will benefit the continuing disproportionate growth in photonics.

Dr. Wilhelm Kaenders,
Board of Management,
Toptica Photonics AG

Being a part of this important show for the last 40 years has been very beneficial for us! So we feel that that's a very important trade fair for us to exhibit our products, interact with our customers and show the different capabilities we have.

Herman Chui, Ph.D.,
Senior Director of Product Marketing,
Spectra-Physics Lasers

➤ MEDIA COVERAGE

167 journalists from 18 countries

About 110 different media

EXHIBITORS SHOWCASE THEMSELVES AT OTHER EVENTS. THE ENTIRE MARKET DOES SO HERE.

What distinguishes LASER World of PHOTONICS from other events? Instead of just giving insights into the market, it gives a comprehensive market overview. It is the only trade fair for lasers and photonics that covers the topic of optical technologies in its entirety. Through its unique combination of research, innovative technology and industrial application sectors on the one hand, and its comprehensive program of related events on the other.

As a driving force behind innovations and a source of momentum, the international trade fair focuses on the industry's major trends and growth sectors—in a sound, practical and business-oriented manner. The main themes in 2013 were “Lasers and Laser Systems for Production Engineering,” “Illumination and Energy” and “Biophotonics and Medical Engineering.” They were accompanied by a wide range of Application Panels that allowed some 1,730 audience members to gain in-depth know-how.



LASER World of PHOTONICS is a veritable visitor magnet for our products and solutions related to lasers, optical measuring devices and components! The high quality of the show is underlined again by the very good quality of the meetings and contacts with individuals from the industrial and research world.

Dr. Alexander Huber,
Photonics Business Unit
Executive Director, Polytec GmbH



7 VISITORS' BRANCHES OF INDUSTRY AND SECTORS*

Industry	59%	Colleges/universities	22%
Of which:		Non-university research institutes	8%
Optics	41%	Commerce	4%
Electrical engineering/electronics/semiconductors	12%	Public sector/government agencies	2%
Toolmaking and machine manufacturing	10%	Skilled trades	1%
Precision mechanics	7%	Service sector	1%
Medicine/biotechnology	5%	Other	3%
Security and defense	3%		
Automotive	2%		
Aviation/aerospace	2%		
Other	18%		

7 EXHIBITION SECTORS VISITED

Lasers and optoelectronics	69%
Optics	62%
Lasers and laser systems for production engineering	44%
Optical measurement systems	39%
Sensors, test and measurement	36%
Manufacturing technology for optics	31%
Imaging	24%
Biophotonics and medical engineering	22%
Optical information and communication	17%
Security	10%

7 WHERE VISITORS USE OPTICAL TECHNOLOGIES*

Science and research	37%
Material processing	21%
Sensors, test and measurement	17%
Optics manufacturing	16%
Medical/biophotonics applications	14%
Process control and quality testing	7%
Industrial image processing	7%
Illumination	6%
Communications technology	4%
Security and defense	4%
Other	11%

*All gainfully employed trade visitors

WE SPEAK THE LANGUAGE OF THE PHOTONICS INDUSTRY. IN EVERY LANGUAGE.

LASER World of PHOTONICS is a global player that reported another increase in the share of international participants in 2013. It was up from 58 to 60 percent among exhibitors and from 52 to 54 percent among visitors. After Germany, the top five visitor countries were France, Great Britain and Northern Ireland, Switzerland, Japan and Italy. Industry professionals from more than 70 countries attended the fair.

98 percent of all visitors gave the international trade fair an overall rating of good to excellent, a result that was also reflected in their responses to more detailed questions. When asked about the presence of market leaders, the share of international exhibitors and the completeness and scope of the exhibits, 98 percent gave the fair top marks. Other areas that received a rating of good to excellent included the program of related events (92 percent), the fact that the fair is user-oriented (94 percent) and—from the exhibitors' point of view—the quality of the visitors (93 percent).

The bottom line: LASER World of PHOTONICS is the Number 1 trade fair for the community and a key factor in everything that happens in the industry.



For Han's Laser, LASER World of PHOTONICS in Munich is the most important trade fair and a very good international show. In terms of laser processing, Germany is the innovator, the locomotive and so the trade fair in Munich is a good opportunity for us to follow the technology trends.

Dr. Qitao Lue,
Vice President Chief Technology
Officer, Han's Laser



For us, LASER World of PHOTONICS is the leading international trade fair in the Photonics industry. This year's trade fair showed us once again that it is the most important platform for the Photonics industry. Also for us it is the most important platform, for presenting innovations and showcasing the strong position of the Photonics industry at a national and international level.

Günther Braun, CEO & President,
ROFIN-SINAR Technologies

➤ VISITOR ORIGIN

26,582 trade visitors from 72 countries, 54% international share

Germany	46%
Abroad	54%

Germany:	
Southern Germany	60%
Northern/Western Germany	24%
Eastern Germany	16%

Continents*:	
Europe	66%
Asia	24%
Americas	8%
Australia	2%

Top 10 countries of origin*:	
France	10%
Great Britain and Northern Ireland	8%
Switzerland	8%
Japan	7%
Italy	7%
USA	6%
Austria	5%
Spain	4%
Russian Federation	4%
Netherlands	4%

* Basis: All visitors from abroad

➤ WHAT EXHIBITORS AT LASER WORLD OF PHOTONICS 2013 PARTICULARLY APPRECIATED

Rating of good to excellent for:

Visitor quality	93%
Application orientation	89%
Character as leading exhibition	88%
Share of international visitors	85%
Related-events program	85%

➤ WHAT VISITORS AT LASER WORLD OF PHOTONICS 2013 PARTICULARLY APPRECIATED

Rating of good to excellent for:

Scope and completeness of exhibits	98%
Presence of market leaders	98%
Share of international exhibitors	98%
Application orientation	94%
Related-events program	92%

WHAT YOU EXPECT: TRADE VISITORS. WHAT YOU GET: BUSINESS PARTNERS.

Business thrives on contacts. More precisely: from contacts at the highest level that go hand in hand with a distinct willingness to invest. That is why LASER World of PHOTONICS is one of the largest presentation platforms for the latest trends, innovative applications and acquired sector-specific know-how on the one hand, and the most important business platform of its kind where potential is discovered and concrete business transactions are made on the other.

The reason? This is where all international key players from research and industry come together—across all branches of industry and at the decision-maker level. And they all have the same objective: Promoting not just their own business, but the entire industry. The logical result: 53 percent of all trade visitors attend LASER World of PHOTONICS exclusively.



➤ VISITORS' MAIN AREAS OF RESPONSIBILITY

Application-oriented R+D	22%
Basic research	14%
Manufacturing/production	13%
Company/business/ plant management	10%
Engineering	8%
Marketing/sales	8%
R+D management	7%
Design	5%
Quality management	2%
Purchasing/acquisitions	2%
Other	9%



➤ VISITORS DECISION-MAKING AUTHORITY

Trade visitors	98%
Decision-makers	87%

The trade fair is very important for us because it brings the industry together in a condensed form. There is a good mix here of laser manufacturers, users and suppliers. The quantity and quality of the visitors was really good.

Dr. Andreas Nitze,
Managing Partner, CEO,
Berliner Glas KGaA

WHERE THEORY AND PRACTICE DON'T GO THEIR SEPARATE WAYS. THEY GO HAND IN HAND.

The world's leading scientists meet at the World of Photonics Congress to exchange information about the latest developments in photonics and laser research—from basic research to marketable solutions for industrial and medical applications.

The leading European scientific congress is one of the Top 3 in the world, and what makes it so special is its consistent orientation to actual practice. The congress and the trade fair complement one another and are the perfect combination of research and industry. Together, they create a know-how platform that promotes innovative ideas as well as their implementation.

Besides five conferences and more than 2,800 lectures and poster presentations, highlights at the 2013 congress included the presentation of the Herbert Walther Award to Jeff Kimble from the California Institute of Technology. Previous winners of this renowned award include scientists Serge Haroche and David J. Wineland, who have since won the Nobel Prize for Physics.



The World of Photonics Congress is a very, very important congress. You simply pick up on the very latest developments. And of course the latest industrial exhibits at the associated trade fair as well, which are very important.

Prof. Dr. Stefan W. Hell, Deputy Managing Director at the Max-Planck Institute for Biophysical Chemistry and Head of the NanoBiophotonics Department



➤ THE WORLD OF PHOTONICS CONGRESS IN NUMBERS

Approximately 3,400 participants. More than 2,800 lectures and poster presentations.

➤ PARTICIPANT RATINGS

Rating of good to excellent for:

Coverage of latest relevant topics	95%
Topicality of lecture content	95%
Practical orientation of lecture content	91%

➤ APPLICATION PANELS AT THE FORUMS

Approximately 1,730 people attended the application panels.

Rating of good to excellent for:

Quality of content	98%
Topicality of content	96%
Industry orientation	92%

The World of Photonics Congress 2013 here in Munich was a magnificent occasion for me and all the other scientists that have been here. It was all very well organized and it has been a great experience.

Jeff Kimble,
Winner, Herbert Walther Award 2013,
California Institute of Technology (Caltech)



The combination of trade fair and congress is unique. The congress' Application Panels, held in the trade fair halls, are a good example of the successful melding of basic research and application-oriented industrial implementation.

Prof. Dr. Peter Loosen,
Deputy Director of the Fraunhofer Institute
for Laser Technology ILT

➤ ORGANIZER AND CONTACTS

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Next events:
LASER World of PHOTONICS
June 22–25, 2015
World of Photonics Congress
June 21–25, 2015