

# LASER World of PHOTONICS



LIGHT APPLIED

FACTS & FIGURES 2011

MAY 13–16, 2013

[www.world-of-photonics.net](http://www.world-of-photonics.net)

MESSE MÜNCHEN

## OUR COURSE: GROWTH

If you want to move something forward, you can't stand still. This is particularly true for a trade fair, which is the most important marketplace, a driving force in the industry and a constructive think tank for the global laser and photonics industry at the same time. That is why, once again, the objective of LASER World of PHOTONICS 2013 is growth—both in quality and in quantity.

It is a claim that the last fair also lived up to with regard to its internationality, the range of exhibits, the transfer of know-how—and above all the size of the audience it reaches. With a record-breaking 1,075 exhibitors and 33 additionally represented companies and a significant increase to 27,490 visitors from 80 countries, Munich demonstrated once again that it is the world capital of photonics.

The reasons? On the one hand, the positive general atmosphere on the market is generating new drive. On the other, the international trade fair focuses on the industry's future topics and growth sectors—from lasers and laser systems for manufacturing and medical applications to biophotonics, regenerative energy supplies and electromobility.



Coherent set a new record in the number of visitors at LASER World of PHOTONICS 2011!

Frank Gaebler,  
Director of Marketing,  
Coherent Inc.

## ➤ LASER WORLD OF PHOTONICS 2011 IN NUMBERS

1,075 exhibitors from 38 countries    27,490 trade visitors from 80 countries  
58% share of international exhibitors    52% share of international visitors  
42,000 m<sup>2</sup> total exhibition space

## ➤ LASER WORLD OF PHOTONICS 2011 IN RATINGS

Received a rating of good to excellent for:

Overall rating	Exhibitors	94%
	Visitors	97%
Character as leading exhibition	Exhibitors	89%
	Visitors	97%
Plan to participate again	Exhibitors	98%
	Visitors	97%
Would recommend event to others	Exhibitors	96%
	Visitors	99%

## ➤ MEDIA COVERAGE

179 journalists from 18 countries  
More than 94 different media

In our opinion,  
LASER World of PHOTONICS again  
lived up to its claim to be the  
world's leading trade fair for inno-  
vative photonic technologies.

Dr.-Ing. Michael Mertin, President  
and CEO, Jenoptik AG

In particular, I appreciate the inter-  
disciplinary nature of this trade fair. The  
links forged here between users and  
engineers are unique and should also be  
highlighted even more in future.

Dr. Ulrich Simon, Chairman of the Board of  
Management, Carl Zeiss Microlmaging GmbH

For Qioptiq,  
LASER World of PHOTONICS is the most  
important photonics exhibition  
worldwide. It was a tremendous success  
for us in 2011—interest in our offerings  
from our existing and potential customers,  
especially in the market segments  
Industrial Manufacturing, Medical & Life  
Sciences and Research & Development,  
has proved to be very high.

David Marks, CEO, Qioptiq Group

# THE SPECTRUM: 360°. THE POSSIBILITIES: UNLIMITED.

No other trade fair represents the global market for lasers and photonics in a manner that is as comprehensive, concentrated and transparent as LASER World of PHOTONICS. And no other event features a comparable combination of research, innovative technology and industrial application sectors.

Besides depicting all of the latest trends and innovations in their entirety, our Hot Topics give visitors comprehensive insights into special aspects of laser and photonics technology. In 2011, they included "Lasers and laser systems for manufacturing," "Green photonics" and "Biophotonics and life sciences." They were accompanied by a wide range of application panels that gave their approximately 1,550 audience members new impetus and solutions for successful business.



It is very pleasing to see the development of the well-structured and continually expanding subject areas of the trade fair that pertain to photonics technologies. It ideally covers our range of services and the interests of our visitors.

Dr. Alexander Huber,  
Head of the Photonics Division,  
Polytec GmbH

Every important laser and photonics market for our company, for example basic physics, biophotonics and life sciences, homeland security, measuring technology, and a large number of industrial applications are well-represented here. This range of visitors leads to interesting contacts with new customers.

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

## ➤ VISITORS' BRANCHES OF INDUSTRY AND SECTORS\*

Industry	54%	Colleges/universities	17%
Of which:		Non-university research institutes	11%
Optics	30%	Service sector	6%
Toolmaking/machine manufacturing	14%	Commerce	4%
Electrical engineering/electronics	13%	Skilled trades	2%
Precision mechanics	8%	Government agencies/public sector	2%
Medicine/biotechnology/pharma	7%	Other	4%
Automotive	4%		
Aviation/aerospace	2%		
Security and defense	2%		
Other	20%		

## ➤ EXHIBITION SECTORS VISITED

Lasers and optronics	72%
Optics	60%
Lasers and laser systems for production engineering	45%
Sensors, test and measurement	40%
Optical measuring systems	39%
Manufacturing technology for optics	24%
Imaging	21%
Biophotonics and life sciences	18%
ICT	17%
Security and defense	11%

## ➤ WHERE VISITORS USE OPTICAL TECHNOLOGIES\*

Science and research	35%
Material processing	28%
Measuring and testing technology	20%
Medical/biophotonics applications	15%
Optics manufacturing	11%
Process control and quality testing	8%
Industrial image processing	8%
Illumination	6%
Communications technology	6%
Securing and defense technology	6%
Other	13%

\*All gainfully employed trade visitors

# THE MARKET? THE ENTIRE WORLD.

LASER World of PHOTONICS does not just think global—it is global. The best proof is the constantly growing share of international participants, which increased to 58% of all exhibitors and 53% of visitors at the 2011 fair. Industry professionals from more than 80 countries were represented at the industry's number one event. Besides Germany, the top five visitor countries were France, Great Britain and Northern Ireland, Switzerland, Japan and the USA.

What is it that makes this event so appealing? According to our exhibitors, the most important reasons to participate are its character as a leading exhibition, its internationality and the quality of the visitors. Their conclusion: 98% want to showcase themselves at the fair again.

Visitors primarily liked the quality of the exhibits, the presence of market leaders and the large share of international exhibitors. 98% of them gave the fair an overall rating of good to excellent.

(Source: TNS infratest participants' survey)



LASER World of PHOTONICS again reinforced its position as the leading international trade fair for the photonics industry. We noticed in particular that more international visitors were here, primarily from Asia. We met all our target groups here. In particular, there was more demand this year regarding the fields of electronics, photovoltaics and automotive.

Günther Braun, CEO & President,  
Rofin-Sinar Technologies Inc.

LASER World of PHOTONICS was and is for Berliner Glas one of the most important trade fairs to present our optical systems in a highly professional environment. In particular, the internationality of the trade fair is a major advantage.

Dr. Andreas Nitze, CEO, Berliner Glas KGaA  
Herbert Kubatz GmbH & Co.

## ➤ ORIGIN OF EXHIBITORS AND VISITORS

1,075 exhibitors from 38 countries, 58% international share

27,490 trade visitors from 80 countries, 52% international share

Germany	48%
Abroad	52%
Germany:	
Southern Germany	59%
Northern/Western Germany	24%
Eastern Germany	17%
Continents*:	
Europe	69%
Asia	17%
Americas	11%
Countries (selection from 80 countries)*:	
France	10%
PR China, Great Britain and Northern Ireland, Japan, Switzerland	8%
North America	7%
Italy	6%
Austria	5%
Netherlands, Spain	4%
Israel, Russian Federation, South Korea	3%

\* Basis: All visitors from abroad

## ➤ WHAT VISITORS AT LASER WORLD OF PHOTONICS 2011 PARTICULARLY APPRECIATED

Rating of good to excellent for:

Visitor quality	94%
Application orientation	90%
Character as leading exhibition	89%
Share of international visitors	87%
Related-events program	85%

## ➤ WHAT EXHIBITORS AT LASER WORLD OF PHOTONICS 2011 PARTICULARLY APPRECIATED

Rating of good to excellent for:

Scope and completeness of exhibits	97%
Presence of market leaders	97%
Share of international exhibitors	95%
Application orientation	91%
Related-events program	88%

## EACH VISITOR IS A POTENTIAL BUSINESS PARTNER

People who attend LASER World of PHOTONICS do not just want a complete overview of the market, to discover the most interesting future potential and to profit from a genuine innovation and information edge. They also want to promote their business. Which is why people who participate in the international trade fair generally have outstanding technical expertise and one thing: a great willingness to invest.

They expect intense networking at the highest level and in-depth personal discussions. No wonder the most important international key players and users in the photonics industry meet at the decision-maker level—particularly since 43% of all visitors can not be reached at any other photonics trade fair or congress.



## ➤ VISITORS' AREAS OF RESPONSIBILITY

Application-oriented R+D	34%
Basic research	19%
Engineering	15%
Manufacturing/production	15%
R+D management	14%
Company/business/ plant management	11%
Marketing/sales	11%
Design	10%
Quality management	4%
Purchasing/acquisitions	3%
Other	4%



We can draw extremely positive conclusions from the trade fair. Customers were very well-informed and showed great interest.

Dr.-Ing. E.h. Peter Leibinger,  
Deputy Chairman of the Board of Management  
of the TRUMPF Group and Director  
of the Laser Technology/Electronics Division,  
Trumpf GmbH + Co. KG

## ➤ VISITORS DECISION-MAKING AUTHORITY

Trade visitors	98%
Decision-makers	92%
Management position	42%



LASER World of PHOTONICS is an ideal presentation platform for our company. We meet many customers here as exhibitors or visitors and can establish first-rate contacts with potential new customers in an uncomplicated and cost-effective manner.

Hans-Peter Durchdewald, Managing Director,  
Fuchs Umwelttechnik P+V GmbH

# THEORY AS A FOUNDATION. PRACTICE ON TOP.

To some, practical orientation and an industrial scope are what count the most. To others, it's scientific know-how and the latest research results. Because the World of Photonics Congress—the leading congress in Europe and one of the top three in the world—is integrated into the fair, LASER World of PHOTONICS has both.

This close interaction between research and industry creates a unique knowledge platform that not only promotes innovative ideas, but their implementation, as well. After all, the fair always focuses on applications—both in application panels on the latest hot topics and solution approaches in the optical-technologies sector.



LASER World of PHOTONICS is a very important trade fair for laser technology and an important date in our event calendar. You very quickly make contact with people at the trade fair, everything is very well-structured. You meet every important supplier together here.

Dipl.-Ing. Christian Ebert,  
Technology Development, Joining Technology,  
Beam Processes and Sensors, Audi AG

## ➤ THE WORLD OF PHOTONICS CONGRESS IN NUMBERS

---

Approximately 3,400 participants. More than 2,500 lectures and poster presentations.

## ➤ PARTICIPANT RATINGS

---

Rating of good to excellent for:

Coverage of latest relevant topics	96%
Topicality of lecture content	95%
Practical orientation of lecture content	90%

## ➤ APPLICATION PANELS AT THE FORUMS

---

Approximately 1,550 people attended the application panels.

Rating of good to excellent for:

Topicality of content	94%
Quality of content	89%
Industry orientation	89%

LASER World of PHOTONICS is the most important show for us in Europe. We also take advantage of the World of Photonics Congress which takes part beside the show, because visitors from the research and science sector are our main target group. In these four days we've met customers from South Africa, Japan and whole Europe—even from the USA. So it is a real "world of photonics" here in Munich.

Igor Pastirk, Chief Technology Officer,  
Biophotonic Solutions Inc.

LASER World of PHOTONICS is extremely important for us. I am not aware of any other trade fair which provides so much information. The Photonics Forums here are first rate.

Dr. André Erhardt, Head of the Lighting Technologies Department and Applied Research, Karl Storz Endoskopie



## ➤ ORGANIZER AND CONTACTS

---

Messe München GmbH  
Messegelände  
81823 München  
Germany  
[www.world-of-photonics.net](http://www.world-of-photonics.net)

Anja Maier (Sales Consultant)  
E-mail: [anja.maier@messe-muenchen.de](mailto:anja.maier@messe-muenchen.de)  
Tel. +49 89 949-20557, Fax 49 89 949-9720557

Peter von Wurmb (Sales Director)  
E-mail: [peter.vonwurmb@messe-muenchen.de](mailto:peter.vonwurmb@messe-muenchen.de)  
Tel. +49 89 949-20560, Fax 49 89 949-9720560

Claudia Sixl (Exhibition Group Director)  
E-mail: [claudia.sixl@messe-muenchen.de](mailto:claudia.sixl@messe-muenchen.de)  
Tel. +49 89 949-20315, Fax 49 89 949-20319

Katja Stolle (Exhibition Manager)  
E-mail: [katja.stolle@messe-muenchen.de](mailto:katja.stolle@messe-muenchen.de)  
Tel. +49 89 949-20317, Fax 49 89 949-20319

Next events:  
LASER World of PHOTONICS  
May 13–16, 2013  
World of Photonics Congress  
May 12–16, 2013