

MESSE MÜNCHEN
INTERNATIONAL



Update

LASER.

World of Photonics China 2008

**Featuring electronica
& ProductronicaChina**

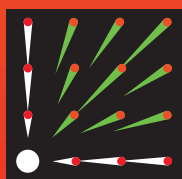
Special event:
**German World of
Laser & Photonics**

Sponsored by
German Federal Ministry of
Economics and Technology

**CHINA'S PLATFORM FOR
THE PHOTONICS COMMUNITY**

March 18 – 20, 2008

Shanghai New International
Expo Centre SNIEC



www.world-of-photonics.net

CHINA'S PLATFORM FOR THE PHOTONICS COMMUNITY

In China, market opportunities in the photonics sector continue to develop at a very rapid pace. China is one of the largest exporters of optical and optoelectronic products in the world. Almost half of the world's top 500 companies have offices or are involved in joint ventures there.

Production in China is very dependent on foreign suppliers. In 2005, imported components accounted for US\$ 38 billion in volume, an increase of 31 percent! This demand for optoelectronic components is expected to grow at an annual rate of more than 40 percent.

LASER. World of Photonics China is an ideal platform for your company and can help you to tap this market at just the right time. Take advantage of this unique opportunity! Present your products and applications at **LASER. World of Photonics China** in Shanghai from March 18 – 20, 2008.

EXHIBITS

The entire range of photonics in an international setting

- Lasers and optronics
- Optics
- Sensors, test and measurement
- Manufacturing technology for optics
- Optical systems by sectors
- Laser systems for production engineering
- Optical measurement systems
- Biomedical optics and technology
- Imaging

VISITOR TARGET GROUPS

Exhibitors can look forward to meeting decision-makers from the following sectors:

- Optoelectronics
- Precision engineering
- General mechanical engineering
- Semiconductor
- Automotive/mobility
- Aviation/aerospace
- Science/universities/research
- Metal and plastics processing
- Chemical/pharmaceutical industry
- Medicine/biotechnology

Rangda Wu, President of Wuhan Chutian Laser: "We sent 20 engineers to man our booth here, and it proved to be worthwhile. We appreciate the collocation of LASER China with electronica & ProductronicaChina and other shows, for they have brought many more visitors. We will definitely be here again next time, and we will surely increase our exhibition space."

Günther Weinmann, General Manager of Trumpf's Laser Division: "The show is even better than last year. This year not only the number, but also the quality of contacts is getting better. More and more qualified people come here. A lot of people from Semicon are interested in how we do the IC market. It's a very good thing to have these four shows at one time."

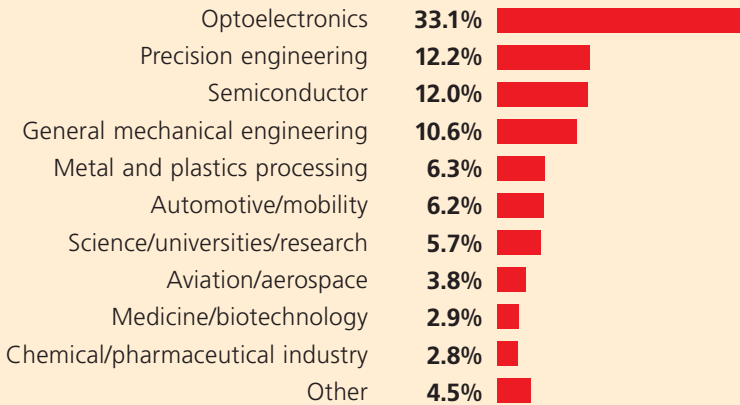


TRADE-SHOW SUCCESS

LASER. WORLD OF PHOTONICS CHINA 2007 IN NUMBERS:

Exhibitors: 144 (53% international)
Visitors: 9,088
Exhibition Space: 6,000 sqm

Visitor structure by industry sector



HIGHLY SATISFIED EXHIBITORS AND VISITORS AT LASER. WORLD OF PHOTONICS CHINA 2007

Overall assessment "good to excellent"



Recommend exhibiting /visiting at LASER. World of Photonics China



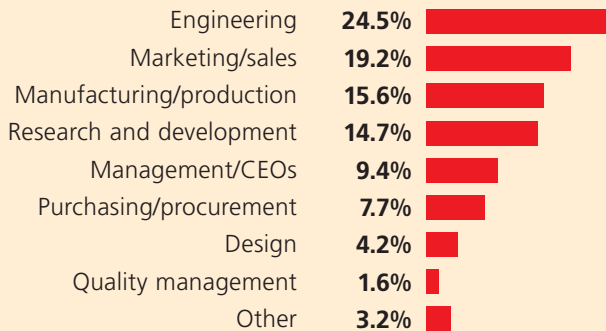
LASER. World of Photonics China offers advantages compared to other trade fairs



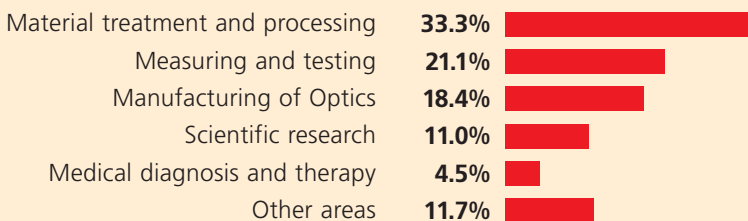
Exhibit/visit again in 2008



Visitor structure by job function



Visitor structure by field of application



ECONOMIC SITUATION

95% of the visitors and 92% of the exhibitors assess the present economic situation to be good to excellent.

52% of the visitors and 77% of the exhibitors think that it will even improve.



FIRST-RATE ACCOMPANYING PROGRAM

AN ADDITIONAL VISITOR ATTRACTION

LASER. World of Photonics China also features a first-rate conference program. For this reason, Munich International Trade Fairs is collaborating with Chinese research institutes, industry associations and media partners. The first-rate conference program will feature a series of lectures on the

most important growth sectors in the Chinese market for optical technologies. The conference program also gives exhibitors an additional platform where they can present their latest innovative products and services. This is essential to the success of **LASER. World of Photonics China**.

EVENTS

➤ International Conference on Laser Processes and Components (LPC)

Focus: laser processing technologies, laser components and current developments and trends in the laser technology

➤ Symposium on "Latest Developments and Advanced Technology of Laser Applications"

Focus: advanced technology and the latest developments in scientific laser applications

SPECIAL EVENT

➤ German World of Laser & Photonics

The German Federal Ministry of Economics and Technology in cooperation with AUMA, Association of the German Trade Fair Industry, sponsors the "German World of Laser & Photonics" in order to boost exports of this thriving industry and to increase the awareness of Germany's leading high-tech products and services in the P.R.China. Visit the special event such as a laser show, industry symposia as well as German companies! You will all find them under the roof of "Made in Germany".

Kenny Zhang, Sales Representative of Laservall China Co.,Ltd: "It's the second time we are here. I think this show and the quality of visitors is very good, a lot of customers, for example from Japan, Taiwan and India visited our booth. Actually laser can be used in a lot of areas such as electronics and automotive or others. The collocation gives exhibitors from other areas a good chance to get to know the laser industry better. They might be our customers in the future. We will again be here next year."

Baldwin Ding, Sales Macro Group of Rofin-Baasel China: "We came to China only a few years ago, but this show makes us develop and advance. It gives us the chance to grow. We wish that by the impact of this good show, more visitors will become exhibitors and enjoy the benefits together with us."



YOUR ADVANTAGE: SYNERGIES WITH THE ELECTRONICS INDUSTRY AND A PERFECT LOCATION

SYNERGIES

LASER. World of Photonics China is held in conjunction with the successful trade show **electronica & ProductronicaChina** with **PCIM China**, which Munich International Trade Fairs has been organizing in Shanghai since 2002. This guarantees high international standards and brings you unique synergy effects, especially when it comes to visitors. Each year **electronica & ProductronicaChina** successfully

showcases segments of the Chinese electronics market with particularly high growth rates. Highly satisfied exhibitors and visitors – 98% of all visitors and 92% of all exhibitors said they would recommend the show to their business associates – are the best proof of that success. Take advantage of this unique opportunity to present your products to representatives from related industrial sectors.

electronicaChina	_____	International Trade Fair for Components and Assemblies
ProductronicaChina	_____	International Trade Fair for Production Technologies
Established	_____	2002 (as electronicaChina)
Next event	_____	March 18 – 20, 2008 (annually)
Location	_____	SNIEC Shanghai
Exhibitors (2007)	_____	374 (47% international)
Visitors (2007)	_____	23,512
Exhibition space 2007	_____	17,000 sqm

Range of products: The entire value-added chain in the Chinese electronics industry

- Electronic components and assemblies
- Electronics production

LOCATION

Welcome to the Shanghai New International Expo Centre (SNIEC) – The perfect location for world-class trade fairs

Built by the Shanghai Pudong Land Development Corporation and three of the largest German trade fair companies (Munich, Hanover and Duesseldorf), the Shanghai New International Expo Centre SNIEC offers you all the facilities and services of a modern trade fair centre. At SNIEC you can expect to experience world-class standards.

Strategically located in Pudong's key economic development zone, the exhibition centre is only 600 meters from the Longyang Rd subway station and only a 7-minute ride from Shanghai Pudong International airport by maglev/Transrapid train. SNIEC is also located directly next to the Inner Ring, which means easy access to the heart of the city.



A WIDE RANGE OF SERVICES: BEFORE, DURING AND AFTER THE FAIR

WE PROVIDE MORE THAN JUST SPACE – OUR SERVICES INCLUDE:

Stand construction – for presentations in optimum surroundings

We offer a wide range of solutions and services for your individual stand design, including the following attractive stand packages:



Trend
US\$ 65/m²



Communication
US\$ 120/m²



Success
US\$ 70/m²



Prestige
US\$ 130/m²

Marketing and communication before, during and after the show

We provide more than just space – we want your exhibits at **LASER. World of Photonics China** to be as successful as possible – and that takes more than just an attractive exhibition stand. Make things easier and trust our tried and tested recipes for success! The marketing packages that we have preconfigured for you make it possible. Our marketing services brochure gives you an ideal overview of all the marketing services that we offer – including services that you can enjoy free of charge. Please download the marketing services brochure at www.world-of-photonics.net.



Experience has shown that exhibitors who use our marketing services have crowded stands. Please take the time to check which services are right for you. It's worthwhile.



WORLD OF PHOTONICS: TRADE FAIRS & INTERNET PORTAL

WORLDWIDE CONTACTS AND EXPERTISE

Munich International Trade Fairs is one of the leading organizers of trade fairs in the world. It organizes some 40 trade fairs for capital and consumer goods as well as for key high-tech industries in the sectors for electronics, photonics, information technology, analysis and product engineering. Each year more than 30,000 exhibitors from more than 100 countries and more than two million visitors from some 180 countries participate in events in Munich.

The Munich Trade Fairs International Group (MMI) organizes trade fairs in Asia, Russia, the Middle East and South America. With four subsidiaries abroad and 62 foreign representatives looking after 86

countries, MMI truly has a global network. It works together with the most important local partners and the world's leading trade associations and institutions to carefully match the range of exhibited products to local markets.

Munich International Trade Fairs holds LASER. World of Photonics, the world's leading photonics trade show, in Munich every two years. The number of exhibitors at this event has been growing for years. This ensures worldwide contacts and expertise – a key advantage for **LASER. World of Photonics in China.**

GET CONNECTED WORLDWIDE!

LASER. World of Photonics China is part of World of Photonics, Munich International Trade Fair's network for the optical technology industry.

Figures about the World of Photonics Network:

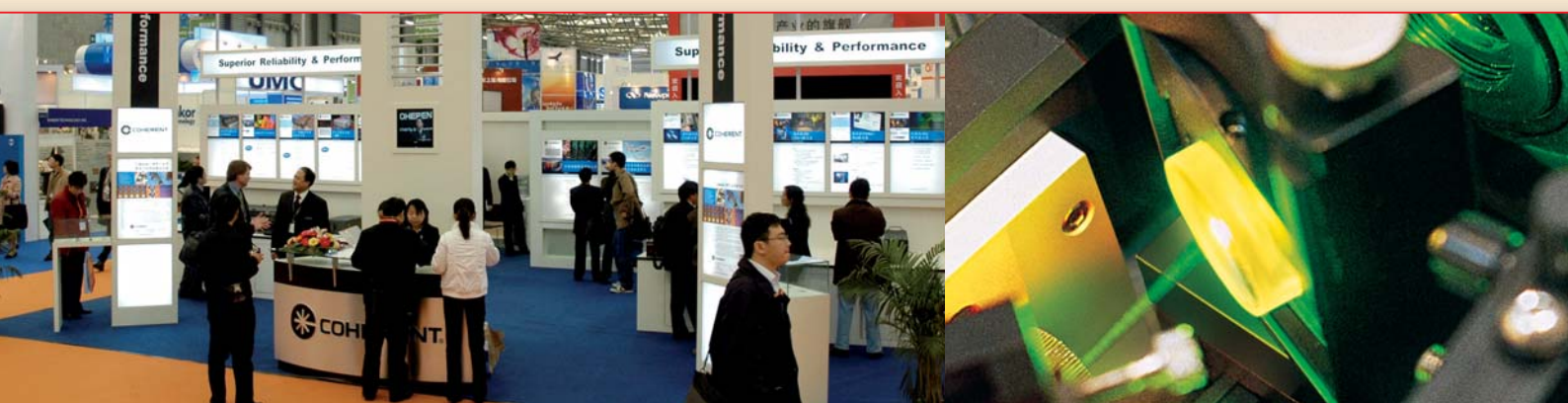
- More than 1,100 exhibitors
- More than 29,000 visitors
- More than 300 media representatives
- Renowned international partners
- Expertise in photonics-events since 1973
- Combined expertise for trade fairs and the Internet

Join the Global electronics Club!

Our multilingual, year-round platform for all electronics and photonics professionals throughout the world.
www.ge-club.net

Up-to-date information, new customers and key contacts – around the world and around the clock

World of Photonics is the global information and networking platform for photonics producers, users, developers and scientists. It consists of international trade fairs, congresses and an Internet portal for photonics topics at www.world-of-photonics.net. It focuses on the latest development in areas such as business life, markets, products and events and features a bi-weekly newsletter, allowing it to close the gap in the range of information available to industry representatives.





Organizers

- Munich International Trade Fairs
- Shanghai New International Exposition Centre (SNIEC)

Co-organizers

- Munich Trade Fairs Shanghai
- Chinese Optical Society (COS) – Laser Processing Committee

Supporters

- Beijing Optical Society
- Chinese Optical Society (COS) – Laser Processing Committee
- Guangzhou Optics and Optoelectronics Manufacturers Association
- Laser subcommittee of China Optics and Optoelectronics Manufacturers Association (COEMA)
- Laserzentrum Hannover
- Optecnet – Competence Networks for Optical Technologies
- Photonics Industry Development Association (PIDA)
- Shanghai Society of Laser
- Spectaris – German Industrial Association for Optical, Medical and Mechatronical Technologies Inc.

Contact for exhibitors applying from outside China:

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