

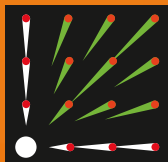


**SOLUTIONS
IN LIGHT**

Featuring electronica &
Productronica China

SHANGHAI
NEW INTERNATIONAL
EXPO CENTRE SNIIEC
March 16–18, 2010

www.world-of-photonics.net



THE PERFECT PLATFORM FOR THE CHINESE PHOTONICS COMMUNITY

After 40 years of hard work and development, laser technology has become one of the most active research domains in China, making huge strides forward in both innovation and application. The value of the overall industry has grown from 12 million RMB in 1990 to 5,900 million by the end of 2008, an increase of over 500 times in less than twenty years and a clear sign of the attention Chinese laser processing industry is receiving today.

Source: Industrial Laser Solutions China

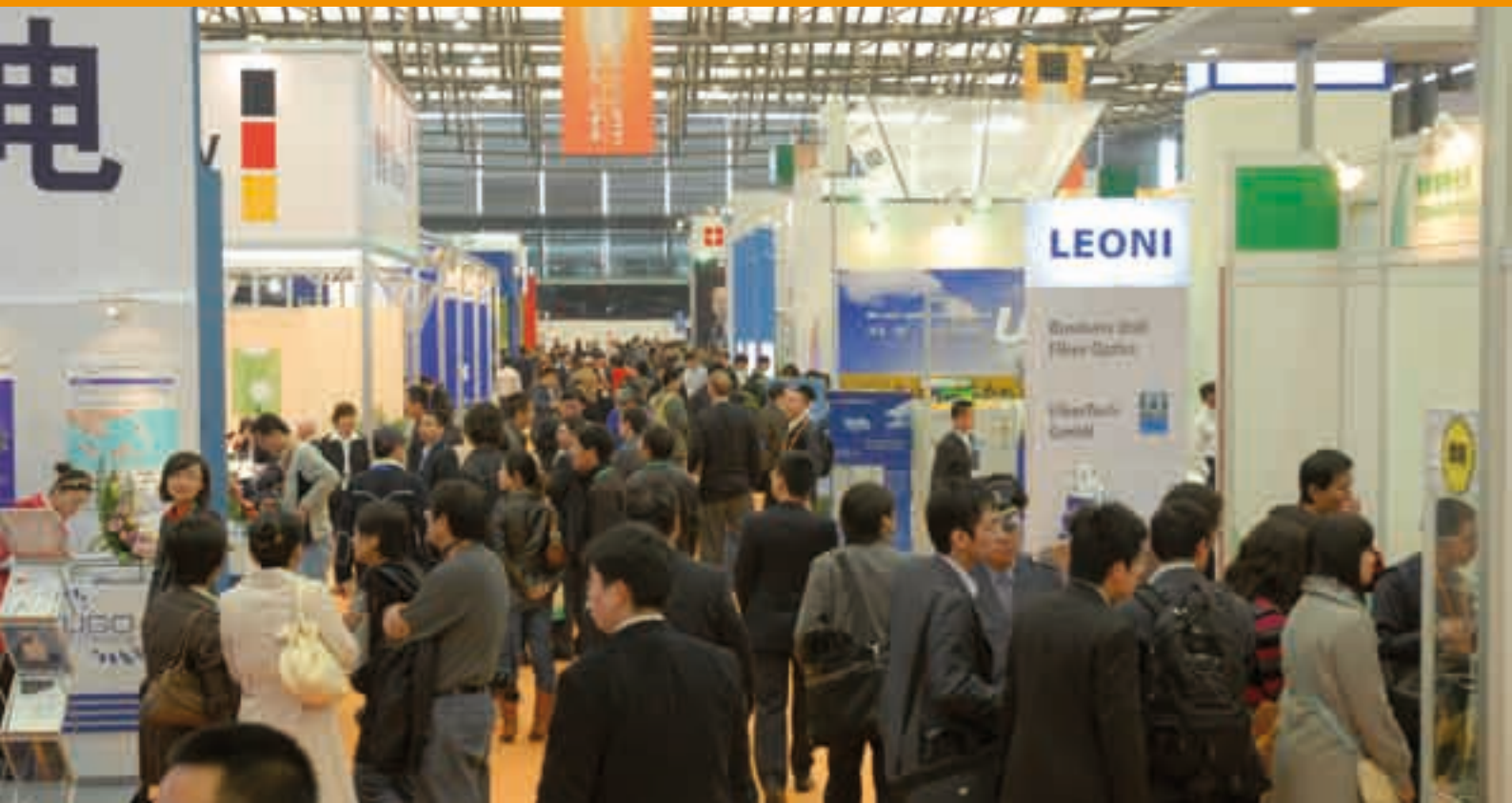
Moreover, China is now the third biggest country in research and development investment, next only to the USA and the EU. Though slightly affected by the crisis in 2009, the Chinese market remains a strong and broad demand that attracts attention from the whole industry.

Sources: R&D Magazine and IEEE Spectrum

LASER World of PHOTONICS China is the perfect platform for the laser and photonics community and a unique chance for your company to tap this incredible market potential. Take advantage of this opportunity to showcase your products and solutions at **LASER World of PHOTONICS China in Shanghai** from **March 16–18, 2010**.

“Though in a global economic slowdown, we are still confident about LASER World of PHOTONICS China, because of the high quality visitors here.”

Joseph Hu, Vice General Manager, IPG(Beijing) Fiber Laser Technology CO., LTD.



EXHIBITS

The entire world of photonics in international surroundings

- Lasers and optronics
- Optics
- Sensors, test and measurement
- Manufacturing technology for optics
- Laser systems for production engineering
- Optical measurement systems
- Optical information technology
- Biophotonics and life sciences
- Imaging
- Illumination

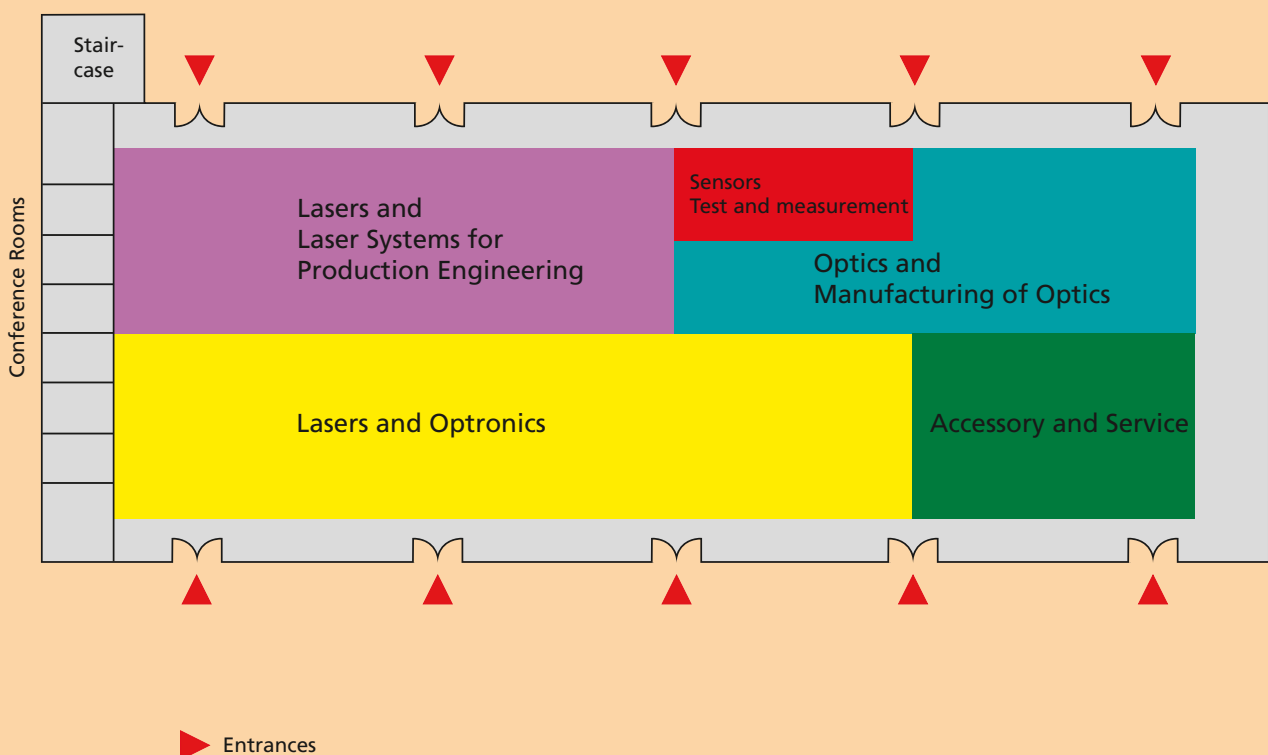
VISITOR TARGET GROUPS

Visitors include experts and decision-makers in the following sectors:

- Electronics
- Optics
- Precision engineering
- Tool making/mechanical engineering
- Semiconductor
- Automotive/mobility
- Aviation/aerospace
- Science/universities/research
- Metal and plastics processing
- Chemical/pharmaceutical industry
- Medicine/biotechnology

LASER World of PHOTONICS CHINA

HALL PLAN BY SEGMENTS



LASER WORLD OF PHOTONICS CHINA 2009 AT A GLANCE:

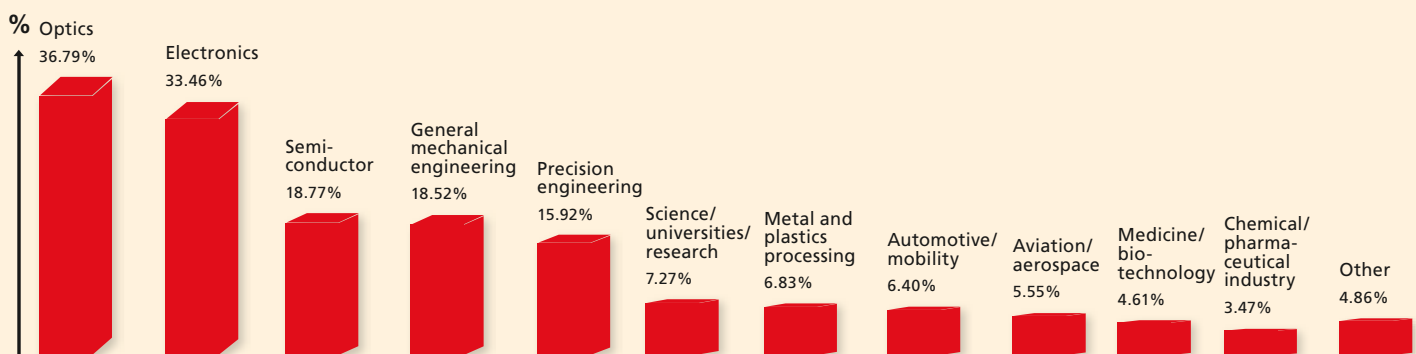
Exhibitors: 219 from 14 countries (34% international)

Visitors: 22,076 from 32 countries (20% increase)

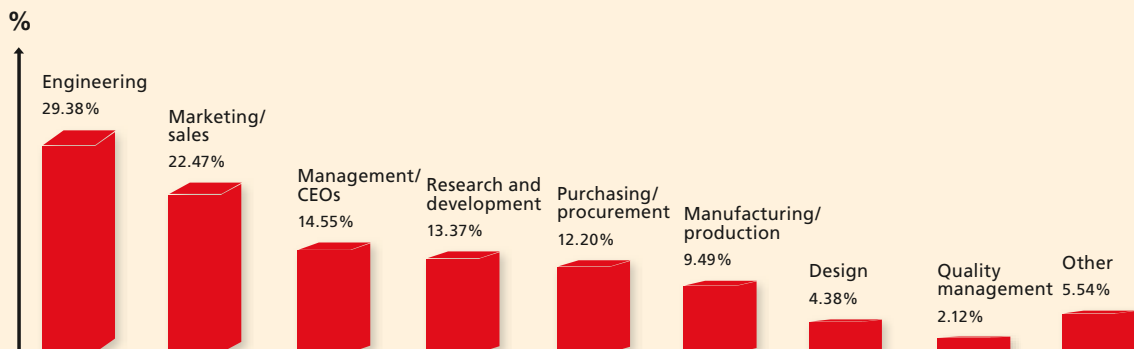
Exhibition space: 9,000 m²

VISITOR PROFILE:

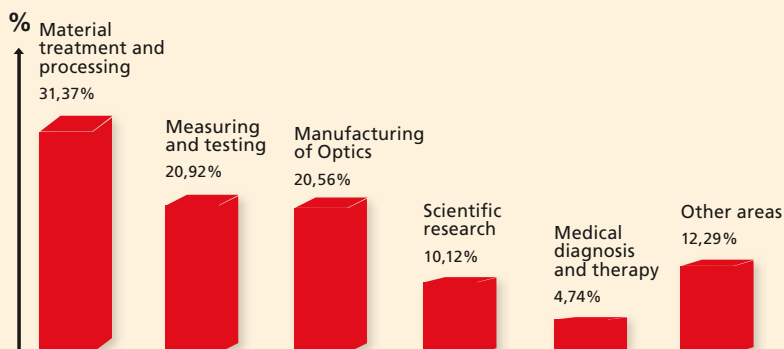
Visitor profile according to branch of industry



Visitor profile according to area of expertise



Visitor profile according to application field



LASER WORLD OF PHOTONICS CHINA 2009 EXCELLENT FEEDBACK FROM VISITORS AND EXHIBITORS ALIKE:

Visitors:

- 98% would recommend **LASER World of PHOTONICS China** to business partners and associates
- 95% feel that the show offers them definite advantages over other exhibitions
- 94% say they plan to visit **LASER World of Photonics China** again in 2010
- 89% certify the event a complete and wide product range
- 89% of all visitors consider **LASER World of Photonics China** the leading trade fair for this industry in China

Exhibitors:

- 94% would recommend exhibiting at **LASER World of PHOTONICS China** to business partners and associates
- 88% feel that the show offers them definite advantages over other exhibitions
- 89% say they plan to exhibit at the show again in 2010

"The show was very successful, and we had a lot of visitors. Many interested engineers, R&D and production people looked into how they can improve their new production with our laser technology!"
Gunther Weinmann, General Manager Laser Technology, TRUMPF China (Hong Kong) Ltd.

EXHIBITORS IN 2009 (EXTRACT):



FIRST-RATE CONFERENCE PROGRAM AND HIGHLY QUALIFIED PARTNERS

A KEY VISITOR ATTRACTION

LASER World of PHOTONICS China also features a first-rate conference program that Messe München International organizes in conjunction with foremost research institutes, industry associations and media partners. This year's outstanding program of events will include a series of lectures about 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 solutions, which is essential to the success of **LASER World of PHOTONICS China**.

CONFERENCE PROGRAM IN 2009

International Conference on Laser Processes and Components (LPC)

Organizer: Laser Zentrum Hannover (LZH)
in conjunction with: Laser Institute of America (LIA)
Chinese Optical Society (COS)—Laser Processing Committee
Focus: Laser processing technologies, laser components and current developments and trends in laser technology
Attendees: 468

Optics Frontier—2009 Laser Technology Forum and Outstanding Achievements Release Conference of Chinese Optics 2008

Organizer: Shanghai Institute of Optics and Fine Mechanics (SIOM)
Focus: Laser technologies and their applications
Attendees: 468

"LASER World of PHOTONICS China is very impressive. This is our second year in here. The size of the exhibition is enlarging substantially and having many high quality people. China is a potential market for laser industry; we will definitely come to this exhibition next year."

James Ko, General Manager, Tian Jin EO Technics Co., Ltd



OUTSTANDING LOCATION

WELCOME TO THE SHANGHAI NEW INTERNATIONAL EXPO CENTRE (SNIEC)—THE PERFECT VENUE 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 will 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.

"LASER China this year is even better than last year. The visitors increased in both quantity and quality!"
Peter Chen, General Manager (China), Coherent (Beijing) Commercial Co., Ltd

YOUR ADVANTAGE: SYNERGY WITH THE ELECTRONICS INDUSTRY

LASER World of PHOTONICS China 2009 again joined hands with electronica & Productronica China, SEMICON China and the CPCA Show under the umbrella of the Shanghai International IT and Electronics Fair (SIIEF). SIIEF 2009 filled nearly 9 exhibition halls, covering over 110,000 m² of floor space. This synergy produced China's largest electronics and photonics trade show and provided attendees with a comprehensive platform for communicating and sharing ideas.

Take advantage of this unique opportunity to present your products to representatives from related industrial sectors!

SHANGHAI INTERNATIONAL IT & ELECTRONICS FAIR 2009—CHINA'S MOST IMPORTANT EVENT FOR THE ELECTRONICS AND PHOTONICS INDUSTRY

Added value and attractive synergies thanks to collocated events: the Shanghai International IT & Electronics Fair (SIIEF) presents the electronics industry's value-added chain in its entirety.

• 1,722 exhibitors • 89,463 visitors • 110,000 m²

AN EXTENSIVE 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



Communication



Success



Prestige

MARKETING AND COMMUNICATION BEFORE, DURING AND AFTER THE SHOW

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 put together for you make it possible.

Most of our marketing services are available at reasonable prices or are free of charge. That makes participating in the fair an affordable but highly rewarding experience.

Examples include:

- Visitor invitations
- Website and advertisement stickers
- Electronic visitor invitations and VIP tickets
- Logos and advertisements on onsite map or visitor guide
- Advertisements in newsletters

Our marketing services brochure will give you a look at the marketing services that we offer—including the services that you can enjoy free of charge.

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.



LASER WORLD OF PHOTONICS: TRADE FAIRS & INTERNET PORTAL

WORLDWIDE CONTACTS AND EXPERTISE

Messe München International is one of the leading organizers of trade fairs in the world. It organizes some 40 trade fairs in Munich and also trade fairs in Asia, Russia, the Middle East and South America. With six subsidiaries abroad and 65 foreign representatives serving 90 countries, Messe München International has a truly global network. MMI works together with the most important local partners and the world's leading trade associations and institutions. Doing so allows it to carefully match the range of exhibited products to local markets.

Messe München International holds **LASER World of PHOTONICS**, the world's leading photonics trade show, in Munich every two years since 1973. The number of exhibitors at this event has been growing ever since. This ensures worldwide contacts and expertise—a key advantage for **LASER World of PHOTONICS in China**.

"We appreciate very much such an international platform provided by the organizer, which brings so many high-quality trade visitors here. That is the reason we always follow you no matter in China or in Germany!"
Gao Yunfeng, CEO, Han's Laser

GET CONNECTED WORLDWIDE!

LASER World of PHOTONICS China is part of **World of PHOTONICS**, Munich International Trade Fair's network for the photonics industry.

Figures about the World of PHOTONICS network:

- More than 1,200 exhibitors
- More than 48,000 visitors
- Some 200 media representatives
- Renowned international partners
- Expertise in photonics events since 1973
- Combined expertise for trade fairs and the Internet

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 includes international exhibitions and conferences and an Internet portal that deals with photonics issues at www.world-of-photonics.net. With news on topics such as business life, markets, products and events and a monthly news-letter, it closes the information gap for this industry.



Organizers

- Messe München International
- Munich Trade Fairs (Shanghai) Co., Ltd.

Co-organizer

- Chinese Optical Society (COS)—Laser Processing Committee

Supporters

- Beijing Optical Society
- Guangzhou Optics and Optoelectronics Manufacturers Association
- Laserzentrum Hannover
- Laser Institute of America
- OPTECNET—Competence Networks for Optical Technologies
- PIDA—Photonics Industry Development Association
- Shanghai Society of Laser
- SPECTARIS—German Industry Association for Optical, Medical and Mechatronical Technologies Inc.

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Website: www.world-of-photonics.net

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