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As of autumn 2012 in India: LASER World of PHOTONICS

Munich, Germany. Messe München and its subsidiary Messe München International (MMI) India are working together to expand the international network of photonics exhibitions in the LASER World of PHOTONICS family again in the autumn of 2012: LASER World of PHOTONICS INDIA will take place for the first time ever in September 2012. The addition is Messe München's way of underscoring the global significance of its photonics fairs.

As a result, the event portfolio, which includes the leading international trade LASER World of PHOTONICS in Munich and the regional trade fair LASER World of PHOTONICS CHINA in Shanghai, is being expanded with the addition of a new event, i.e. LASER World of PHOTONICS INDIA in Mumbai. The new trade fair will be held on an annual basis and is taking place for the first time at the Bombay Exhibition Centre (BEC) in Mumbai from September 14 – 16, 2012. The BEC is India's largest privately owned trade-fair center in India and the only center of its kind in Mumbai. Messe München brings to India 40 years of experience with events in the laser and photonics sector. By establishing this new business platform, it is supporting increased demand for optical technologies for many branches of the manufacturing industry. In addition, MMI India will take over "LaserTech India", which until now has been the laser industry's leading trade fair in India and is organized by Focussed Events (until November 2011), and integrate it into LASER World of PHOTONICS INDIA.

National platform for the growing photonics market

The subtitle of the fair – India's Platform for the Laser and Photonics Community – explains the objective of the new LASER World of PHOTONICS India: The fair will give laser and photonics technology its own national platform and improve its level of recognition in the Indian industry. It will also improve networking between research and industry for the technology's ongoing development. The use of laser technology promotes progress and growth for various industrial applications in India, and it gives important

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impetus to research organizations and universities in the Indian photonics sector. The event's claim – Progress in light – reflects the development and growth opportunities that "light technology" has to offer Indian industry.

Manufacturing a key exhibition sector

Like the existing LASER World of PHOTONICS trade fair, the range of exhibits covers the entire range of products and solutions in the photonics sector. However, because the Indian market is in an earlier phase with regard to development and sales, the fair's primary focus is on lasers and laser systems for manufacturing. The other product sectors will give visitors an overview of the latest laser and photonics technologies, which are broken down into the following categories: Lasers and Optronics, Optics, Sensors, Measuring and Testing Technology, Optical Measuring Systems and Optical Information Technology.

LASER World of PHOTONICS on the road to global success

Norbert Bargmann, Deputy Chief Executive Officer of Messe München GmbH, emphasizes the fact that the move to expand LASER WORLD of PHOTONICS is reaffirmed by the increased internationality and growing numbers of visitors at the international trade fair in Munich and the regional trade fair in Shanghai: "The orientation of the new event in Mumbai corresponds to the interests of our globally active industry. We decided to hold an event in India to support the industry and to tap new markets in India, a country which is growing at a rapid pace. The range of exhibits at the fair supports all photonics sectors. At the same time, the fair's global expansion strengthens Munich's position as a hub for the photonics industry."

Strong interest among users in growth industries

Above all, visitors from rapidly growing branches of industry such as automobile manufacturing, electronics, aviation and aerospace, photovoltaics and telecommunication should find the new fair very interesting. However, other branches and sectors such as precision mechanics, optics, jewelry production, the textiles industry and tool and die manufacturing have high demand for multidisciplinary technologies such as photonics and lasers so that they can meet demand for goods in rapidly developing countries. The event addresses users in the manufacturing industry as well as scientists and researchers in the laser and photonics sectors.

Industry welcomes new laser show in India

The new event enjoys the support of the Indian Laser Association (ILA), which is helping to organize the related program of conference events as well as leading industry representatives.

Dr. Arvind Patel, Chairman & Managing Director, Sahajanand Laser Tech Ltd. comments:

"We have been part of LASER World of PHOTONICS in Munich in the past. The show has always been a wonderful B2B platform for our company for overall business development. We are now equally happy to support LASER World of PHOTONICS INDIA."

Dr. Shovan K. Majumder, Scientist-G, Raja Ramanna Centre for Advanced Technology (RRCAT) & Associate Professor, Homi Bhabha National Institute (HBNI), Department of Atomic Energy (DAE), Government of India said: "We wish all the success to LASER World of PHOTONICS INDIA as such platforms play a vital role to keep the industry abreast with the fast changing global trends."

D. Thirulokapathy, Head of Operations, IPG Photonics India welcomes the new show in India: "We have been patronizing LASER World of PHOTONICS in Munich and we look forward to support LASER World of PHOTONICS INDIA which we believe will be extremely beneficial for the industry."

According to Dharmendra Nautiyal, National Sales Manager (Laser Division) at TRUMPF (India) Pvt Ltd.: "TRUMPF is exhibiting with Messe München's LASER World of PHOTONICS network in Munich and Shanghai very successfully from the very beginning. Consequently the new LASER World of PHOTONICS INDIA is the perfect place for us to tap the potential for laser-based materials processing in this rapidly growing market. We are keen to participate and support the show."

Additional information: www.photonicsindia.net

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