



Laser Association is a scientific and technical organization established in 1990 that unites various institutions and individuals. LAS goal is to advance knowledge and practical use of laser science and engineering in the CIS countries and Baltic states.

The Photonics Exhibition is the result of joint cooperation of LAS and Expocentre. It is not only the best exhibition of photonic products in the CIS countries but also the shortest way to the CIS market for these products.



[www.photonica-expo.com](http://www.photonica-expo.com)



Expocentre is a leader of the exhibition business in Eastern Europe as well as Russia's largest venue owner and organizer of international trade shows, fairs and conventions. Expocentre provides assistance in developing trade and economic ties between Russia and other countries.

Membership in international exhibition organizations such as UFI – the Global Association of the Exhibition Industry, InterEXPO – the Association of Organizers of Exhibitions Abroad and of National Participations in International Trade Fairs and Exhibitions, ICCA – the International Congress and Convention Association, AIPC – the International Association of Congress Centers and RUEF – the Russian Union of Exhibitions and Fairs.

### How to get in touch with us



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18-21 April

2011



# Photonica



**LASERS, OPTICS AND APPLICATION**  
6th INTERNATIONAL SPECIALIZED EXHIBITION FOR LASER, OPTICAL AND OPTOELECTRONIC TECHNOLOGIES

Venue:  
**Expocentre Fairgrounds  
Moscow, Russia**



Under support of:

- Russian Ministry of Industry and Trade
- Russian Chamber of Commerce and Industry
- Moscow City Government
- State Committee for Science and Technologies, the Republic of Belarus
- European Optical Society
- VDI Technologiezentrum

**LASER** World of **PHOTONICS**

General Media Partners:



Organizers:



# Photonica'2011

## What is Photonics?

Photonics is about generation, transmission, detection, manipulation, and application of light. It is an enabling technology that extends across and impacts all economy sectors, from healthcare to security, from manufacturing to telecommunications, from energy production to environment protection and from aerospace to biotechnology.

## Why Exhibit at Photonica'11?

Photonica is a place to find out about optoelectronics, photonics, optoelectronics and optical technologies. It is the most effective shop window for the photonics community where you can meet industry, academia and commercial users. It is the only event with the clear focus on photonics in Russia and CIS countries. Photonica is a place that serious buyers visit to compare products and services as well as solve problems.

## Exhibitors at Photonica'11 will include manufacturers, agents and distributors showing products and services allied to these industry interests:

- Optics, Optical Devices & Systems
- Fibre Optic Components, Equipment & Instruments
- Lasers, Laser Systems & Laser Safety
- Lamps, Light-Emitting Diodes, Lighting
- Opto-Mechanical Devices & Equipment
- Sensors, Detectors & Measuring and Testing Technology
- Imaging & Vision Systems and Components
- Displays Technology
- Microscopy, Spectroscopy, Optical Tomography
- Biophotonic Products, Medical Technology
- Services & Consultants for Users of Laser & Optical Equipment

## Why Visit Photonica'11?

Learn everything you have ever wanted to know about photonic and optical technologies in the space of just four days. You can achieve significant benefit from visiting, networking and attending events and free seminars by exhibitors and invited speakers. A wide range of topics ensures there will be something for everyone.

Seminar program includes presentations of companies and innovation projects, round table discussions and workshops on new achievements in the laser-optic field, market trends, equipment and product certification, personnel training, efficiency of photonic technologies implementation, support of innovative activity in Russia, intellectual property protection, etc.

## Main Figures

(according to the data based on a sampling of feedback received from 148 exhibitors)

	2010
Number of visitors	<b>5028</b>
Exhibit space	<b>1150</b>
Number of exhibitors	<b>148</b>

## Exhibitor profile

(assortment of equipment, products and services)

• Laser and Laser Systems	<b>64%</b>
• Optics, Optical Devices & Systems	<b>66%</b>
• Fiber Optics	<b>42%</b>
• Sensors, Detectors, Measuring and Testing Technology	<b>25%</b>
• Lighting Technology, Light-Emitting Diodes	<b>5%</b>
• Services, Consulting	<b>15%</b>
• Personnel Training	<b>15%</b>
• Biomedical Equipment	<b>7%</b>
• Holography	<b>0%</b>
• Laser Communications	<b>27%</b>

## Exhibitors' Assessment of their Participation:

Excellent:	<b>53%</b>
Good:	<b>22%</b>
Satisfactory:	<b>14%</b>
Unsatisfactory:	<b>1%</b>
Do not know:	<b>10%</b>

Photonica is a great place for today's busy customers. It provides easy and effective access to the Russian market. Photonica attracts 89% of trade visitors from 22 countries, 52 regions and 140 cities of Russia!

## Visitors

Moscow	<b>64%</b>
Other regions of Russia	<b>33%</b>
CIS countries	<b>1%</b>
Foreign visitors	<b>2%</b>

## Visitors' rank according to decision-making in their companies

Management	<b>33%</b>
Researchers	<b>25%</b>
Healthcare Professionals	<b>1%</b>
Engineers	<b>26%</b>
Other	<b>21%</b>

Personal invitation tickets are sent to top managers and specialists of domestic enterprises and organizations interested in assimilation of photonic technologies in the fields of machine-building, transportation, healthcare, communication, agriculture, etc.

## Visitors according to company type

• Manufacture, Delivery, Setting-Up: Optics, Lasers, Optoelectronics	<b>32%</b>
• Research & Development: Optics, Lasers, Optoelectronics	<b>38%</b>
• Medicine	<b>7%</b>
• Telecommunication	<b>6%</b>
• Engineering, Transport	<b>12%</b>
• Research, Personnel Training	<b>12%</b>
• Other	<b>19%</b>

## Exhibitors' Assessment of the Visitors

Quality of Visitors:	Number of Visitors
Excellent:	31
Good:	53
Satisfactory:	7
Do not know:	9
Excellent:	49
Good:	26
Satisfactory:	24
Do not know:	1

# Photonica'11



fairs around the world

Photonica is supported by

**LASER** World of **PHOTONICS**, the largest exhibition in the field of optoelectronics. By this cooperation Photonica is linked to the world wide network of high tech exhibitions of Messe Munchen. IMAG International Exhibition and Fair Service, as a subsidiary of Messe Munchen International, is the international co-organizer of Photonica and has its focus on the promotion of international exhibitors.

