



Press Release

August 2010

PHOTONICA 2011

6th International Specialized Exhibition for Laser, Optical and Optoelectronic Technologies

- PHOTONICA in Moscow defies the economic crisis
- Figures indicate a rise in exhibitor and visitor numbers

PHOTONICA 2011 takes place from 18 to 21 April at the Expocentre Fairgrounds in Moscow. The exhibition spans the entire spectrum of laser, optical and optoelectronic technologies. Together with its parent company, IMAG – the international arm of the Messe München Group – sets up leading international trade fairs in the world's most important growth regions. With the experience gained from its already successfully established trade fair LASER World of PHOTONICS, held in Munich, IMAG and Messe München are now expanding their international network further to include PHOTONICA in Moscow. PHOTONICA is already benefiting from the cooperation – both trade fairs are growing. Boosted by IMAG's many years of experience and expertise on the Russian trade fair and exhibitions market, PHOTONICA, with the first-class service it delivers, is well on the road to becoming the sector's leading international trade fair for Russia and the CIS. The event is supported by important partners such as the European Optical Society, the VDI Technologiezentrum and the Russian Ministry of Industry and Trade.

A total of 148 companies from 10 countries exhibited at PHOTONICA 2010, and around 5,000 visitors were registered. The current status of registrations for the event in 2011 indicates a further rise in exhibitor and visitor numbers. And for the first time in 2011, there will be a pavilion of German exhibitors, supported by the German Ministry of Economics and Technology.

Russia continues to be one of the most important growth markets in Europe and Asia. The market volume in laser technology is put at around 150 million US dollars

per year. Extensive research is being carried out in the fields of fibre-optics, non-linear and diffractive optics. Within the entire spectrum of high technology in Russia, laser and optics technology is considered to be the sector that is most advanced and most highly developed. Demand for the entire product spectrum is rising constantly. For international suppliers therefore this market offers enormous growth potential.

PHOTONICA is an ideal route into this market. All the key manufacturing countries in the sector will have a chance to present themselves according to international standards. PHOTONICA reaches the key decision-makers from the whole of Russia, and it also targets visitors from neighbouring countries.

IMAG's annual programme comprises around forty events per year in 15 countries. The company has been active in the Russian market since the early 1990s. Its current events portfolio for Moscow includes not only PHOTONICA, but also trade fairs for the automotive and building industries.

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Further information on PHOTONICA: www.photonica-expo.com