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## Press Release

### LASER World of PHOTONICS CHINA

## Vision China 2017 to present the latest developments on the machine vision market

Barbara Kals  
PR Manager  
Tel. +49 89 949-21473  
Barbara.Kals@  
messe-muenchen.de

**2016 was a record-breaking year for the machine vision industry, especially on the Chinese market. Thanks to the promotion of Industry 4.0 and the strategy of Made in China 2025, machine vision is becoming the greatest beneficiary of the transformation and upgrading of manufacturing in China.**

In addition to applications in manufacturing, machine vision also plays an important role in new fields such as 3D vision, intelligent transportation, self-driving technology, virtual reality, embedded vision, etc. These areas are expected to be the high potential markets in future.

Active markets usually lead to mergers and acquisitions. The two big cases in 2016 were Flir's acquisition of Point Grey and Dalsa's takeover of e2v. And they will all be present at the forthcoming Vision China (Shanghai) to demonstrate the latest products and solutions.

Organized by the China Society of Image and Graphics (CSIG) and Messe München, Vision China (Shanghai) will take place at Shanghai New International Expo Center (SNIEC) from March 14 to 16, 2017 in parallel with LASER World of PHOTONICS CHINA. As the leading machine vision show in China, Vision China (Shanghai) showcases the industry's core components and parts, and attracts experts, researchers and technicians from all kinds of application industries.

Held in conjunction with the Vision China (Shanghai) show, the China (Shanghai) Machine Vision Technology & Application Conference focuses on visual industrial robot technology, thus forging close relationships between experts, suppliers and end users.

Vision China will continue its successful development with more exhibition space and a higher number of exhibitors. Over 172 companies are expected to attend this year and will occupy an exhibition area of 10,000 square meters. Key players such as Allied Vision, Basler Asia, Baumer, Delta, Flir, Keyence, Sony China and ON Semiconductor will take part in the event. About 50,000

Messe München GmbH  
Messegelände  
81823 München  
Germany  
[www.messe-muenchen.de](http://www.messe-muenchen.de)



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academic and industrial users, professionals and experts are once again expected to attend LASER World of PHOTONICS CHINA and Vision China (Shanghai).

**Press contact Messe München Shanghai Co., Ltd.**

Sue Wu

Tel: +86-21-20205657

Email: [sue.wu@mm-sh.com](mailto:sue.wu@mm-sh.com)

[www.world-of-photonics-china.com](http://www.world-of-photonics-china.com)

**LASER World of PHOTONICS CHINA**

LASER World of PHOTONICS CHINA is the leading regional trade fair for laser and photonics in Asia. It takes place in Shanghai each March and is collocated with electronica China & productronica China. In 2016 the trade fair recorded 45,528 visitors and 801 exhibitors. The next LASER World of PHOTONICS CHINA will take place from March 14 to 16, 2017. [www.world-of-photonics-china.com](http://www.world-of-photonics-china.com)

**The LASER World of PHOTONICS global network**

LASER World of PHOTONICS has developed an international trade fair network. LASER World of PHOTONICS in Munich is the world's leading trade fair of the laser and photonics industry. World of Photonics Congress is Europe's largest photonics congress. LASER World of PHOTONICS CHINA and LASER World of PHOTONICS INDIA are leading regional trade fairs for laser and optical technologies, and are staged annually in China (Shanghai) and India (alternating between Bangalore and New Delhi). With a total of 2,168 exhibitors and more than 83,000 visitors in Munich, China and India, Messe München is the world's leading trade fair organizer for lasers and photonics.

**Messe München**

Messe München is one of the world's leading trade-show companies. It organizes some 40 trade shows for capital and consumer goods and key high-tech industries in Munich and abroad. Each year more than 30,000 exhibitors and some two million visitors take part in events held at the Messe München trade-fair center, the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München. In addition, Messe München organizes trade shows in China, India, Turkey, South Africa and Russia. Messe München has a global business presence with affiliates in Europe, Asia and Africa and more than 60 foreign representatives serving more than 100 countries.