

September 29, 2014  
**Press Release**

## **LASER World of PHOTONICS INDIA 2014 receives record visitor growth**

- **6,667 visitors attended the trade-fair**
- **Laser technology enables “Make in India” for southern Indian manufacturing industry**

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**The third edition of LASER World of PHOTONICS INDIA, held from 23 - 25 September 2014, had a grand opening at the Bangalore International Exhibition Center, Bengaluru. Organized by Messe München International, the event proved to be an integral part of the laser industry and an important gateway for the growth and use of lasers and optoelectronics in production for various industry sectors in southern India and other regions.**

The show played host to 103 exhibitors with participation from 6,667 trade visitors. China, Japan, Germany, Lithuania and Great Britain were among the countries exhibiting in national pavilions. The major attraction this year was the live laser demo zone that demonstrated the live application of lasers in sheet-metal cutting.

The three day event showcased the use of lasers in various application industries. It witnessed industry professionals and technical experts from sectors like Automotive, Diamond Cutting, Semiconductor, Metal Forming, Industrial Automation and others.

Mr. Lalit Kumar, Managing Director, Laser Science, stated: “The current edition of LASER World of PHOTONICS INDIA is definitely witnessing a higher visitor turn-out. It was also a master-stroke by MMI India to organize electronica India 2014 and productronica India 2014 in conjunction with LASER World of PHOTONICS INDIA 2014, since they are sectors that complement each other and visitors have taken an avid interest to the technologies on display. For a technology-intense company like ours, it is a great platform to meet the industry as well as the scientific community, who also complete their entire client mix”.

The trade fair was established as a business platform for key decision makers and the Who's Who of the industry. Additionally it worked as a network forum where the laser and photonics industry, associations and scientific experts exchanged their ideas in several conferences and seminars. The first day of the event was a huge success with short courses offered by The Optical Society (OSA) on Packaging of Optoelectronic Components and Nanophotonics: Design, Fabrication and Characterization. Also, MMI India along with The Optical Society of India organized a Seminar on Laser Basics and Applications: The Way Forward. Besides the basic technology information, two application panels



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were held with major focus on laser application in machine tool and electronic industry. The accompanying programs witnessed more than 200 delegates.

For the first time, the Automotive Component Manufacturers Association of India (ACMA) joined hands with LASER World of PHOTONICS INDIA in organizing a national conference on “Smart Manufacturing” to keep the automotive industry updated on the latest technologies and application of lasers for innovating manufacturing capabilities.

Mr. Vinnie Mehta, Director General, was seen expressing his gratitude on being associated with LASER World of PHOTONICS INDIA. “ACMA is pleased to associate with LASER World of PHOTONICS INDIA 2014 as its conference partner, to spread awareness and advantage that industry could gain using laser and photonics technology. The exhibition also has a good display of lasers and photonics applications and ACMA members are visiting the show to look at potential for application.”

Speaking on the growing prospects of the laser applications, Mr. Bhupinder Singh – Acting CEO of MMI India said: “The motive of organizing a show like the LASER World of PHOTONICS INDIA is that it brings together the industry experts and research fraternity under a common platform and at the same time showcases the latest in technology that the industry has to offer. This year, the exhibition saw an increased participation from leading associations and technical experts. The show established itself as an enabler for the development of the laser and photonics industry in India. Moreover the technology will be crucial for the efforts to establish a higher production volume which is intended by the “Make in India” initiative.”

#### **About the LASER World of PHOTONICS network**

LASER World of PHOTONICS INDIA revolves around innovative products as well as their industrial solutions and applications, which reflects actual developments in the industry around the world. LASER World of PHOTONICS INDIA intends to boost growth of the Indian laser industry by focusing on the industry's leading technologies. It offers opportunities to exhibitors and visitors alike.

The three LASER World of PHOTONICS trade fairs and their congresses in Germany, India and China are the most important marketplaces and think tanks of the global laser and photonics industry and its users. They combine research and application and promote the use and ongoing development of optical technologies.

Messe München International has staged LASER World of PHOTONICS every two years since 1973 in Munich. The World of Photonics Congress takes place in parallel, the largest Photonics Congress in Europe with the active involvement of the world's leading organisations.

A spin-off event, LASER World of PHOTONICS CHINA, is the leading regional trade show for optical technologies in China. It takes place in Shanghai every year, in spring. The LASER World of PHOTONICS INDIA takes place since 2012 every year and is a regional trade fair for optical technologies in India.

With a total of 1,860 exhibitors and more than 70,000 visitors in Munich, China and India, Messe München International is the world's leading trade show organizer for lasers and photonics.



Page 3

About MMI India as part of its international strategy, Messe München founded its own affiliated company in India with a registered office in Mumbai, in September 2007. MMI India Pvt. Ltd. has been founded to provide Messe München with timely and competent organisational support for its increasing involvement in India. With 10 subsidiaries in Europe and in Asia - and over 60 foreign representatives covering more than 100 countries, MMI has a network that spans the globe.

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