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Press Release

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LASER World of PHOTONICS 2017

Young and innovative - make way for photonics founders and digital natives

No other discipline has an influence on the global innovation scene to compare with photonics. Its success rests on three pillars: scientific excellence, inventiveness and a pioneering spirit. Many companies exhibiting at the world's leading trade fair [LASER World of PHOTONICS](#) were only founded within the past 30 years. And there is a continuous conveyor belt of new start-ups. From June 26 to 29, 2017 they will take pride of place in Munich at the *Start-Up World* and *Photonics Award* – organized in collaboration with the [Anwendungszentrum GmbH Oberpfaffenhofen \(AZO\)](#). The *Make Light MAKEATHON* also promises a copious breath of fresh air and contacts galore with digital innovators.

Frequently their ideas break new ground. They take the plunge where others hesitate and find direct ways of translating their research findings into marketable products. Founders create innovation - and a living for themselves and others. To give their achievements the accolade they deserve, the motto at LASER World of Photonics 2017 from June 26 to 29, 2017 is once again: make way for start-ups and their ideas!

Numerous domestic and foreign companies will be represented at [Start-Up World](#) in Hall B3.

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To this end a bespoke starter package has been put together for start-ups no more than five years of age. This enables the newcomers to take part in the world's leading trade fair for photonics components, systems and applications at greatly reduced organizational and resource effort and expense, and showcase their ideas to an international trade public.

Competition for the most innovative photonics ideas

The *Photonics Award* finals will be held for the second time since 2015 under the *Start-Up World* umbrella. Teams of company founders from home and abroad will pitch their latest products and close-to-market prototypes to a jury of experts. In the first final of LASER World of PHOTONICS 2015, not one but two Swiss teams made it through: the 3D-microscopy start-up [Nanolive](#) and the fledgling [Femtoprint](#) SA, specialized in micro 3D printing. Starting in May, the search will be on for the next generation of prizewinners. The applications received will be screened by the jury and the chosen finalists will go on to present their ideas at the event.

Photonics talents at the Make Light MAKEATHON

Whether under the "Internet of Things" or "Photonics 4.0" label – digital networking is one of the core innovation drivers in the photonics industry. Photonics is both enabler and user. The need for photonics personnel will continue to grow with the onward march of Industry 4.0. LASER World of PHOTONICS affords an optimal opportunity with the 24-hour Make Light [MAKEATHON](#) on June 27 and 28 to get to know photonics talent and the digitally savvy movers and shakers of tomorrow. This competition, staged in collaboration with the German Federal Ministry of Education and Research's [Make-Light-Initiative](#) sees students and young engineers competing to create prototypes

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from ideas. Other Make Light MAKEATHON partners include ITQ and Conrad Electronic. The event provides recruiters in Munich with a lively complement to the [Career Center](#), which will once again be a collaborative forum with consulting group Wirth + Partner bringing together employers from the world of Photonics and interested applicants.

LASER World of PHOTONICS

The LASER World of PHOTONICS is the world's leading trade fair of the laser and photonics industry. World of Photonics Congress, Europe's largest photonics congress, will be taking place in parallel with the trade fair. The program comprises five scientific conferences of leading global organizations. Supplementing this Messe München will be offering practical lectures on the applications of photonics ("Application Panels"). The combination of trade fair and congress brings together research and application, thereby promoting the use and continued development of optical technologies. In 2015 the trade fair set an exhibitor record with 1,227 exhibitors from 42 countries. A total of 31,279 trade visitors from 72 countries entered the Messe München site. In 2015 the World of Photonics Congress registered 5,600 participants with an offering of more than 2,700 lectures and presentations including poster presentations.

The LASER World of PHOTONICS has been organized every two years by Messe München since 1973; the next event will take place in Munich from June 26-29, 2017, the next World of Photonics Congress will take place in parallel from June 25-29, 2017 in the ICM - International Congress Center Munich. www.world-of-photonics.com/index-2.html

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 platform 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 2,295 exhibitors and more than 92,000 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

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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.

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