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**Press release**

**Indian photonics industry's flagship gathering taps into India's south  
LASER World of PHOTONICS INDIA 2014 will be staged in  
Bangalore**

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**This year, LASER World of PHOTONICS INDIA, India's only industry gathering for optical technologies, is being held in Bangalore from 23 to 25 September. The region in India's south is one of the country's industrial strongholds.**

**Messe München is thus offering participants a platform in the heavily manufacturing-focused southern Indian state of Karnataka. Uniquely, this year's event, staged in Mumbai in 2013, will be held at the modern trade fair site of the Bangalore International Exhibition Center (BIEC) in parallel with the electronics trade fairs electronica India and productronica India.**

At LASER World of PHOTONICS INDIA practitioners from the most diverse sectors will experience how laser technology and optical techniques are developed and applied.

118 companies from 15 countries exhibited at the previous event LASER World of PHOTONICS INDIA 2013. There were 3,644 visitors from industrial sectors such as the automotive industry, toolmaking telecommunications, medicine, the diamond industry and research establishments. Even more visitors from producing industries are anticipated in 2014 as a result of the joint event by the three technology trade fairs.

Bhupinder Singh, Deputy CEO of MMI India says: "MMI India and the Exhibitor Advisory Board jointly decided on a one-off basis to relocate the 2014 event venue to the heart of this southern Indian manufacturing region. The diverse industrial sectors in the south that stand to achieve significant technological



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progress through the use of laser technology will reap a rich dividend from LASER World of PHOTONICS INDIA. The trade fair for laser and optical technologies is being staged in Bangalore, the state capital of Karnataka, in tandem with the established trade fairs electronica India and productronica India (also from the MMI India stable). The joint event creates significant synergies for visitors to the trade fair and we are offering an attractive diary date for all. ”

### **Photonics global growth market – Laser as a tool also in India on the increase**

Photonics is the use of light as a tool that can be used in numerous manufacturing applications. Lasers harness the attributes of light, such as ultrashort pulses, accuracy, speed or its contactless, non-wearing mode of action. Technologies such as laser technology, optical measurement technology or imaging are used in modern manufacturing; for example lasers machine different materials or imaging and measuring techniques are used for optical process monitoring.

The photonics industry in India is an important industry of the future. It should pave the way for the progress and growth of industrial applications. Light as a tool is an enormous global growth market.

### **Optical technologies nowadays indispensable in modern user sectors**

Center stage at the trade fair are the many and varied applications: optical information and communication technology is used in IT, laser material machining and measuring technology are important for the automotive and aerospace industries and the tool making/machine tool industry. But laser-based manufacturing techniques are also employed in the electronics industry for making solar modules. Biophotonics is used in biotechnology and medical technology. The textile industry can use laser to cut and engrave fabrics. Besides this, Lasers are also used to cut diamonds. Ninety-two percent of the diamond pieces of the world are cut in Surat, Gujarat state in India.



**Event venue in Indian industrial stronghold**

With its potent industry platform LASER World of PHOTONICS INDIA, MMI India is supporting the southern Indian region's strategy of harnessing this modern technology for production purposes. The trade fair in Bangalore taps into the state of Karnataka with its more than 61 million inhabitants and, further afield, cluster regions for application and research, such as, Chennai or Cochin. The heavily industrialized region leads the nation in fields, such as, precision tool manufacturing or software exports and is the world's fourth largest technology cluster after Silicon Valley, Boston and London. A large proportion of optical fibre communication also links some of the best IT companies in India, making optical-fibre a topic of interest for all of these.

**Academic stronghold in southern India is meeting place for photonics researchers**

In addition to practitioners from industry LASER World of PHOTONICS INDIA is also a meeting place for optics and laser technology researchers and developers at the accompanying conferences. Here too the Bangalore venue is an advantage. The state of Karnataka and the south of India are preeminent in optics and laser research and development. The region boasts a wealth of universities, engineering schools and polytechnic universities. By way of example, we can mention prestigious establishments such as the Raman Research Institute in Bangalore, the International School of Photonics at Cochin University of Technology, the Department of Opto-electronics, University of Kerala, or the Indian Institute of Technology Madras in Chennai.

Messe München collaborates closely with the Indian industry associations Optical Society of India (OSI) and Indian Laser Association (ILA) as well as the international association Optical Society (OSA). Messe München's many years of experience in the photonics arena also benefit the entire supporting program. Last year the world's leading trade fair LASER World of PHOTONICS celebrated its 40th year of existence in Munich and can call on a robust, worldwide industry network that will also prove advantageous for practitioners and exhibitors alike at the new event venue.



**About LASER World of PHOTONICS & LASER World of PHOTONICS INDIA:**

The 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 in Munich, Germany since 1973. The World of Photonics Congress takes place at the trade fair ground of Messe München in parallel, the largest Photonics Congress in Europe with the active involvement of the world's leading organizations.

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.

**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 organizational support for its increasing involvement in India.

With 6 subsidiaries abroad - in Europe and in Asia - and 67 foreign representatives covering 90 countries, MMI has a network that spans the globe.

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