



Messe München

Connecting Global Competence



THE LEADING LIGHT

VISITOR/EXHIBITOR SURVEYS 2019

JUNE 21–24, 2021, MESSE MÜNCHEN

25th World's Leading Trade Fair with Congress
for Photonics Components, Systems and Applications

world-of-photonics.com

LASER World of **PHOTONICS**





SIGNIFICANT FOR

exhibitors and visitors

Figures that leave no room for interpretation and make one thing clear: The world's leading trade fair meets the demands of its customers every single year.

Excellent to good overall event rating

93% Exhibitors

98% Visitors

Intention to return

97% Exhibitors

97% Visitors

Character as the world's leading trade fair

91% Exhibitors

97% Visitors

Recommendation of the fair

98% Exhibitors

99% Visitors

Exhibitors value the quality and internationality of visitors

Rating from outstanding to good

90% Visitor quality

85% Application orientation

93% Internationality of visitors

Visitors value the exhibition, the attendance of market leaders and the internationality

Rating from outstanding to good

98% Attendance by the market leaders

97% Comprehensiveness and range of products

97% Internationality of exhibitors

95% Application orientation

High decision-making authority of visitors

85% Decision-makers

38% Management position

98% Professionals

