

Connecting Global Competence



Messe München



INTELLIGENT LIGHT

VISITOR/EXHIBITOR SURVEYS 2020



MARCH 17-19, 2021
Shanghai New International Expo Centre
China's Platform for the Photonics Community

world-of-photonics-china.com.cn
world-of-photonics-china.com

LASER World of **PHOTONICS CHINA**



EXHIBITORS AND VISITORS

satisfaction

EXHIBITOR SATISFACTION REMAINS HIGH

99%

Would recommend LASER World of PHOTONICS CHINA to business partners or colleagues

97%

Would attend LASER World of PHOTONICS CHINA again

85%

Were very satisfied with quality of visitors

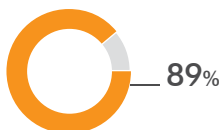
81%

Were very satisfied with LASER World of PHOTONICS CHINA

EXHIBITOR ASSESSMENT of LASER World of PHOTONICS CHINA



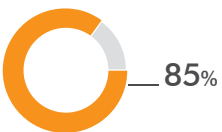
Quality of exhibitor services provided by the trade fair organizers



Application orientation of the trade fair contents



Character of a leading trade fair/leading role in this branch in Asia



Quality of Visitors

Source: exhibitor survey report 2020

VISITOR SATISFACTION

99%

Would recommend LASER World of PHOTONICS CHINA to business partners of colleagues

98%

Would attend LASER World of PHOTONICS CHINA again

95%

Were very satisfied with LASER World of PHOTONICS CHINA

95%

Thought LASER World of PHOTONICS CHINA was beneficial for them

HOW DO YOU EVALUATE the FOLLOWING ASPECTS of LASER World of PHOTONICS CHINA 2020



Satisfaction of exhibit range completion



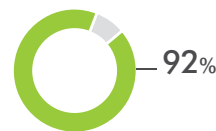
Satisfaction of clarity of product range



Satisfaction of industry leader participation



Satisfaction of domestic exhibitors participation



Satisfaction of promotion of the trade fair



Satisfaction of character of a leading trade fair/leading role in this branch in Asia

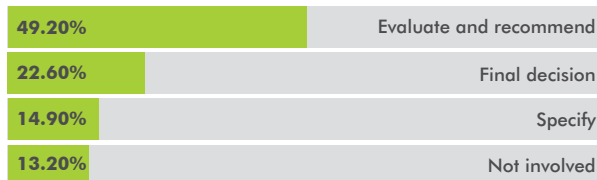


Satisfaction of quality of visitor information provided by the trade fair company

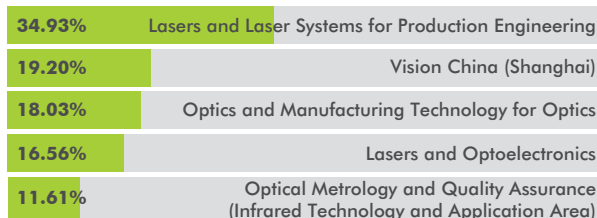


Satisfaction of Registration procedure

HIGH DISCRETIONARY COMPETENCE



VISITOR'S INTEREST of DISPLAY RANGE



* Source: visitor survey report 2020