



MESSE  
MÜNCHEN



# THE LEADING LIGHT

## FACTS & FIGURES 2022

JUNE 27–30, 2023, MESSE MÜNCHEN

26th World's Leading Trade Fair with Congress  
for Photonics Components, Systems and Applications

[world-of-photonics.com](http://world-of-photonics.com)  
[world-of-quantum.com](http://world-of-quantum.com)

**NEW**  
**WORLD OF QUANTUM**

**LASER** World of **PHOTONICS**

## EXHIBITORS:

### All key players from the industry

 906 exhibiting companies

 32 countries

### What exhibitors of LASER World of PHOTONICS particularly valued in 2022

Assessment outstanding to good:

- ▶ Internationality of visitors
- ▶ Character as the world's leading trade fair
- ▶ Quality of the visitors
- ▶ Supporting program

### Outstanding exhibitor feedback

Assessment outstanding to good:

94%	Overall assessment
96%	Intention to return
98%	Recommendation of the fair

” As an exhibitor from the very beginning, i.e. for over 40 years, LASER World of PHOTONICS has always been a highlight in our trade show calendar. Now, after more than two years, the importance of the trade fair for establishing and for initiating and maintaining contacts with our customers has once again increased significantly. The positive response to our fair trade stand confirms this very clearly.


**Markus Spanner,**  
CEO Physik Instrumente GmbH & Co. KG

” Especially after a three-year break LASER World of PHOTONICS Munich is still one of the most important events in the industry. We as Edmund Optics are pleased to get in touch with partners, customers and interested parties and to be able to present us as a company to a wide-ranging audience.

**Helge Vogt,**  
Sales Director Europe, Edmund Optics

## VISITORS:

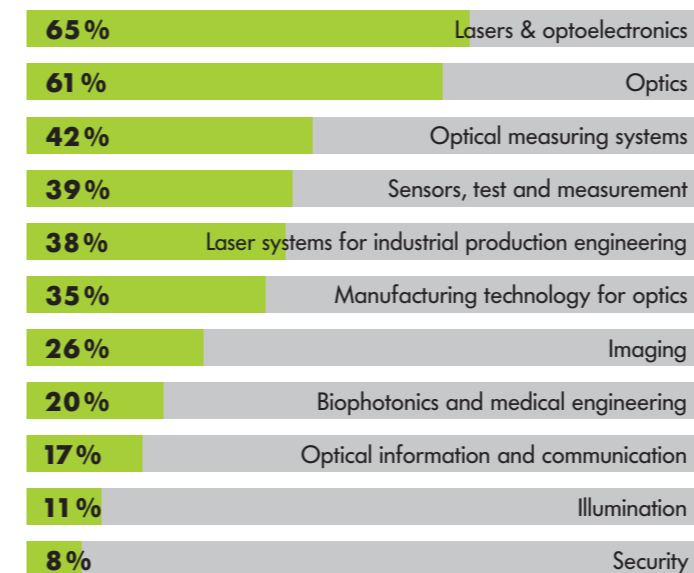
### Unsurpassed quality and quantity

 14,938 visitors (62% domestic, 38% international)

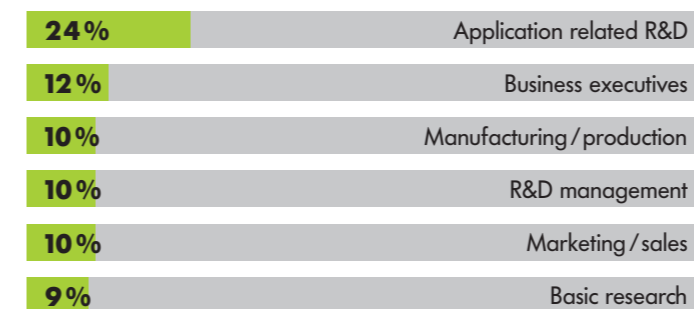
 71 countries

 80% share of decision-makers in the audience

### Exhibition sectors visited<sup>2</sup>



### Main areas of responsibility of visitors<sup>2</sup>

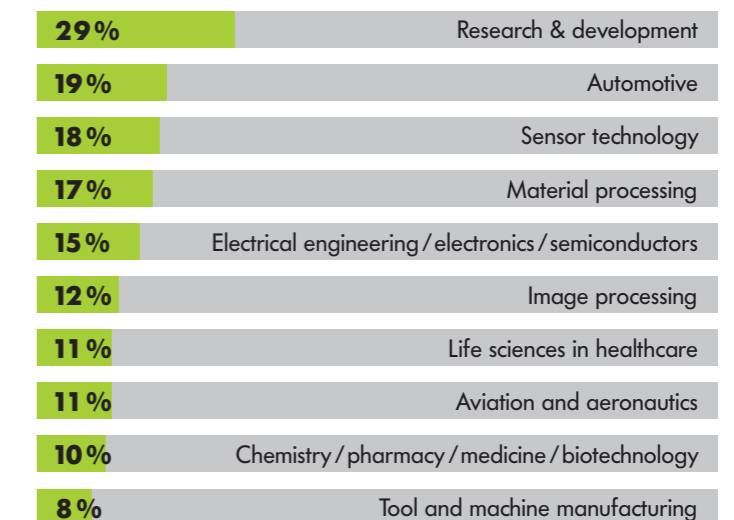


Other areas of responsibility: design, engineering, purchasing / procurement, etc.

### Top 10 visitor countries<sup>1</sup>

Italy, Switzerland, Great Britain and Northern Ireland, France, Israel, Austria, USA, Czech Republic, Netherlands and Spain

### Main areas of application for optical technologies<sup>2</sup>



### What visitors of LASER World of PHOTONICS particularly valued in 2022<sup>3</sup>

- ▶ Attendance by the market leaders
- ▶ Opportunity for networking
- ▶ Comprehensiveness and range of products
- ▶ Character as the world's leading trade fair
- ▶ Practical relevance of trade fair topics
- ▶ The high-quality supporting program of the fair

<sup>1</sup> Basis: all visitors from abroad  
<sup>2</sup> Working professionals only – without students / unemployed / retired visitors  
<sup>3</sup> Assessment outstanding to good

## FACTS AND FIGURES

NEW

# World of QUANTUM



75 exhibiting companies



12 countries



about 8,963 visitors\*

### See you - next date:

#### LASER World of PHOTONICS 2023

Messe München  
June 27–30, 2023

#### World of QUANTUM 2023

Messe München  
June 27–30, 2023

#### World of Photonics Congress 2023

ICM – Internationales Congress Center München  
June 25–30, 2023

### Exhibition sectors:

- ▶ Laser systems for quantum technology
- ▶ Subsystems and components for quantum technology
- ▶ Quantum Computing
- ▶ Quantum Simulation
- ▶ Quantum Communications
- ▶ Quantum Sensing & Quantum Metrology
- ▶ Quantum Imaging

### 3 pillars concept matches the Quantum Community



Exhibition  
area



Information  
area



Networking  
area

for the  
presentation  
of innovative  
concepts

for information  
about current  
projects

to find partners  
and investors

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[photonics-congress.com](http://photonics-congress.com)



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\* 60% of all visitors to LASER World of PHOTONICS also visited the World of QUANTUM. 7% were even primarily because of the World of QUANTUM on the fairground