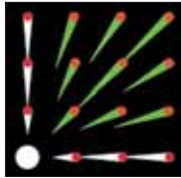




FACT SHEET



LASER. World of Photonics China 2006 **21 – 23 MARCH 2006**

Shanghai New International Expo Centre

WHY SHOULD YOU EXHIBIT AT LASER. WORLD OF PHOTONICS CHINA 2006?

The right format:

- Focus on the growth markets for laser technology
- Product range adapted to the specific needs of the Chinese market
- Special presentation opportunities for small and medium-sized companies
- Large percentage of international exhibitors

The right time:

- Market for optical technologies at an early development stage
- Participate now and benefit from next years' growth

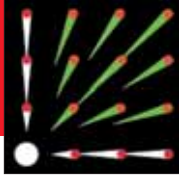
The right location:

- Economic center Shanghai
- Central location near China's photonics cluster regions
- Shanghai New International Expo Centre — one of the most efficient and most modern fairgrounds in Asia with high service standard

The right partner:

- Munich International Trade Fairs – world's leading trade fair LASER. World of Photonics in Munich ensures worldwide contacts and expertise
- Global electronics – Munich International Trade Fairs' worldwide network of electronic trade shows
- Local partners with know how in international trade fairs and good contacts to associations, institutions and media in China
- Guarantee of international standards





LASER. World of Photonics China 2006

21 – 23 MARCH 2006

KEY FACTS

The product range of LASER. World of Photonics China covers the complete range of laser technologies:

- Lasers and optronics
- Optics
- Optical manufacturing technology
- Sensors, test and measurement
- Production engineering
- Optical measurement systems
- Medical and biotechnology
- Imaging
- Illumination

LASER. World of Photonics China addresses visitors in the following branches:

- Optics
- Electronics
- Precision engineering, general mechanical engineering
- Semiconductor
- Automotive/mobility
- Aviation/aerospace
- Science/universities/research
- Metal and plastics processing
- Chemical/pharmaceutical industry
- Medicine/biotechnology

Visitor targets groups comprise the following job functions:

- Engineering
- Management/CEO
- Manufacturing/production
- Purchasing/procuring
- Research and development
- Marketing/sales
- Design
- Quality management
- Manufacturing/production

The high-caliber conference program in cooperation with research institutes, industry and media partners is an important contribution to the success of LASER. World of Photonics China. Topics will highlight the most important growth sectors of the Chinese optical technologies market.





SYNERGIES: CO-LOCATED WITH **electronica & ProductronicaChina**

LASER. World of Photonics China will be held at the same time as the existing **electronica & ProductronicaChina** organized by Munich International Trade Fairs, creating synergies especially on the visitor side:

36 % of the visitors at electronica & Productronica China 2005 mentioned that photonics technologies are one of their primary areas of interest

electronicaChina

International Trade Fair for Components and Assemblies

ProductronicaChina

International Trade Fair for Production Technologies

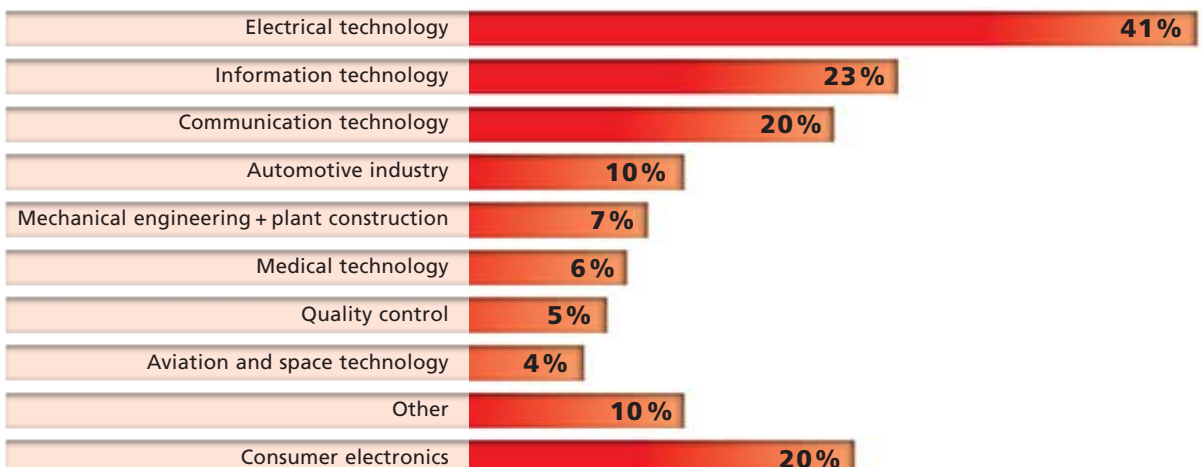
Established:	2002 (as electronicChina)
Next event:	March 21 – 23, 2006 (annually)
Location:	Shanghai New International Expo Centre
Exhibitors (2005):	308 (176 international)
Space (2005):	15.000 m ²
Visitors (2005):	32.000 (with SemiconChina)

Range of products:

The entire value-added chain in the electronics industry in China

- Electronic components and assemblies
- Electronics production
- Semiconductors/semiconductor manufacturing
- PCIM power electronics

Visitor structure: Visitors by industry sector



Enter the World of Global electronics

LASER. World of Photonics China is part of Global electronics, Munich International Trade Fairs' network for the electronics industry. It combines key international and national trade fairs with an efficient Internet portal.

The result: first-class presence on the electronics market worldwide.

- Over 6,500 exhibitors
- More than 250,000 visitors
- Over 3,000 media representatives
- The most important international associations
- Strong local partners
- Combined know-how for trade fairs and the Internet

GET CONNECTED WORLDWIDE!

Services and contact for LASER. World of Photonics China

We offer more than just space – our services include:

- Stand construction (standard and custom)
- Marketing communication before, during and after the show
- Sponsorship opportunities

Should you have any question or be interested in exhibiting at LASER. World of Photonics China 2006 please contact:

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electronica



Productronica



LASER. World of Photonics



FiberComm



electronica &
Productronica **China**



LASER.
World of Photonics **China**



electronic**Asia**



Componex/
electronic**India**



electronic**Americas**