

Munich, May 10, 2023

## Press Release

### Cooperation

## A strong new partner for LASER World of PHOTONICS

- **VDMA to be conceptual sponsor for the world's leading trade fair for the photonics industry**
- **The new partnership is a logical next step following the co-location of LASER World of PHOTONICS and automatica**
- **Synergies also for the World of QUANTUM**

**LASER World of PHOTONICS is expanding its network with a strong cooperation partner: The VDMA Working Group Laser and Laser Systems for Materials Processing is assuming the role of conceptual sponsor for the leading international trade fair for photonics components, systems and applications. With its member companies from the fields of laser and automation technology and its quantum technology and photonics forum, the working group is the perfect link between LASER World of PHOTONICS, World of QUANTUM and automatica – the leading trade fair for intelligent automation and robotics – which will take place simultaneously for the first time from June 27 to 30, 2023.**

“The fact that the VDMA is now assuming the role of conceptual sponsor for LASER World of PHOTONICS sends a strong message”, says Dr. Reinhard Pfeiffer, Managing Director of Messe München. He explains that it is important to join forces, especially with regard to the major transformation processes on the path to climate neutrality and all-encompassing digitization. The cooperation between LASER World of PHOTONICS and the VDMA Working Group Laser and Laser Systems for Materials Processing follows in the same spirit – and is the next logical step following the trade fair's co-location with automatica, he

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adds. The latter was already connected to the VDMA Robotics + Automation Association through a conceptual technical sponsorship.

### **Exchange of platforms**

With more than 3,500 member companies in 36 trade associations, ten national offices, and various working groups and forums, the VDMA is the largest network organization for mechanical engineering in Germany and Europe. The Working Group Laser and Laser Systems for Materials Processing has been promoting networking between suppliers and users of laser technology as well as players from automation and robotics for three decades now. In addition, the working group is behind the Quantum Technologies and Photonics Forum in the VDMA. “There are strong synergies in terms of technical content between our association and LASER World of PHOTONICS as well as World of QUANTUM that we want to leverage with Messe München”, explains VDMA Executive Director Thilo Brodtmann. When comparing the members of the Working Group Laser and Laser Systems and the Robotics + Automation Association with the exhibitor lists of LASER World of PHOTONICS, World of QUANTUM and automatica, there are numerous similarities. The agreed expansion of the cooperation therefore brings together what belongs together, he says.

### **Leveraging synergies**

The VDMA and its member companies contribute comprehensive expertise from various industrial photonics, automation and robotics applications, making them the perfect link between the three Munich trade fairs taking place in parallel from June 27 to 30, 2023. The VDMA presence will be clearly visible in the exhibition areas of LASER World of PHOTONICS, World of QUANTUM and automatica, as well as in their conference and supporting programs. Synergies can be leveraged with a view to the industrial application of laser and quantum technologies, in the area of Photonics 4.0 / Industrial Internet of Things (IIoT), as well as in the expansion of the start-up arena, in public relations and market research. “We will begin in June and continue to expand our cooperation over the next few years”, explain Dr. Reinhard Pfeiffer and Thilo Brodtmann.

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*Please find this press release including images for download at [LASER newsroom](#). Further topics and interviews about photonics can also be found in the [photonics industry portal](#).*

**About the LASER World of PHOTONICS**

The LASER World of PHOTONICS is the world's leading platform for the laser and photonics industry. Europe's largest World of Photonics Congress is part of the trade fair. The program comprises a number of scientific conferences held by globally leading organizations. In addition, Messe München offers practical presentations on photonics applications ("Application panels"). The LASER World of PHOTONICS has been held every two years since 1973; the next edition will be held from June 27 to 30, 2023, in Munich, the next World of Photonics Congress parallelly from June 25 to 30, 2023 at the ICM - Internationales Congress Center München.

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

**About the global network of LASER World of PHOTONICS**

The LASER World of PHOTONICS has established an international network. The LASER World of PHOTONICS CHINA and the LASER World of PHOTONICS INDIA are regional leading trade fairs for lasers and optical technologies, and are organized annually in China (Shanghai) and India (switching between Bengaluru, Mumbai and New Delhi) respectively. With the trade fairs in Munich, China and India, Messe München is the world's leading trade fair organizer for lasers and photonics.

**About Messe München**

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München, the Conference Center Nord and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, South Africa and Turkey. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.