

PRESS INFORMATION

February 2021



Review: The new PHOTONICS+ was launched

The first step for the new Virtual Exhibition and Conference is done: On February 17 + 18, the digital event for the photonics industry took place for the first time. A starting signal for future business initiations and how to make and maintain contacts in the virtual world. Four more events are planned in 2021.

Hamburg, February 19, 2021: A lot of hope rests on digital business platforms, and not just now when established face-to-face events are not available. However, the digital world requires new learning and patience with technology from everyone involved. This was also the case with the new PHOTONICS+ Virtual Exhibition and Conference: after teething problems at the beginning, however, the innovative digital event picked up speed. More than 3,500 visitors and potential customers met a good 330 players from the photonics industry there, who presented themselves on the specially developed platform with a digital exhibition stand. Four more Photonics+ events are planned for this year.

The possibilities for establishing contact were manifold. The focus was on personal encounters in 1:1 video chats. Not only exhibitors but also all active users of the platform could be addressed directly. The 15 keynotes from the user industries, which were streamed live from all over the world, received very positive comments. Renowned speakers from Siemens (USA), Electrolux (Italy), Volvo (Sweden), L'Oréal (France) und many more conveyed the key needs and requirements for automotive, telecommunications, lifescience and others. Contacts with a high fun factor were made during networking: the very well frequented, themed rooms enabled spontaneous contact to be made. With just one mouse click, visitors got into conversation with other experts.

Christoph Rénevier, Managing Director of the organizer FLEET Events, is happy: "Of course, one's heart almost stops when the technology does not work as expected. All live broadcasts are challenging. But we firmly believe in the joint future of physical and digital events. And we also want to be a reliable partner for the industry in this digital event world."

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Carlos Lee, Director General of the European Photonics Industry Consortium, EPIC: "Of course, it was a gamble to get the industry ready for its biggest, digital live event. Indeed: we learned a lot. But the community needs such visions of the future when all trade shows are cancelled. And EPIC wants to be the trailblazer here. A first step in the right direction has been taken."

More information at www.photonicsplus.com

About the W3+ Fair

The event is the result of an industrial initiative in Wetzlar and Central Hessen that aims to promote networking between the three sectors of optics, electronics and mechanics. New interfaces are to be used to launch forward-looking technologies. The fair took place for the first time in February 2014 in the Rittal Arena in Wetzlar. The W3+ Fair is organised by the Hamburg trade fair organiser FLEET Events (www.fleet-events.de). New is the W3+ Fair Rheintal, which celebrated its premiere in September 2019 in the four-country region of Austria, Switzerland, Liechtenstein and Germany with gold partners EPIC, Swissphotonics and Photonics Austria.

About EPIC

EPIC is the leading industry association that promotes the sustainable development of organizations working in the field of photonics in Europe. We foster a vibrant photonics ecosystem by maintaining a strong network and acting as a catalyst and facilitator for technological and commercial advancement. EPIC publishes market and technology reports, organizes technical workshops and B2B roundtables, supports EU funding proposals, advocacy and lobbying, education and training activities, standards and roadmaps, pavilions at exhibitions. www.epic-assoc.com

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