

PRESS RELEASE

April 2015

Positive results in Wetzlar, Germany: second W3+ FAIR impresses with high quality of attendees and promising networking opportunities

**Trade fair for optics, electronics and mechanics turns the town just
outside of Frankfurt into a meeting place for executives for two days**

Hamburg, 02 April 2015 – On 25 and 26 March 2015 the **W3+ FAIR** (www.w3-messe.de) held in the Rittal Arena Wetzlar became a focal point for national and international experts from the field of optics and other related technologies. Once again, the exhibition proved to be a promising marketplace for making contacts, exchanging ideas and initiating business deals. The specifically chosen location for the fair led to a strong turnout from business owners, managers and key decision-makers, ensuring that the event was well-received. The compact organisation of the event, designed to encourage networking, was also impressive. Over 130 companies, partners and sponsors from nine countries presented their high-tech products and services on-site, including 19 from overseas. This more than trebled the previous number of international representatives. A total of 54 new companies registered at this year's event. The number of exhibitors increased by around 30% compared to the previous year. The interior of the Rittal Arena was fully booked. The number of visitors from the industry also rose; in 2015, more than 2,400 professionals attended the trade fair. In a visitor survey, over 95% of the respondents said that they would recommend the W3+ FAIR. Local figures from politics and business were also unanimous in their praise: the fair already plays an important role as a "showcase for the region" and a flagship for the many innovative companies and technology leaders. Following its repeated success, the forthcoming exhibition will now be expanded; the space covered by the event will be extended and the supporting programme will be supplemented with additional highlights. The next W3+ FAIR will take place on 2 and 3 March 2016.

"For us, the W3+ FAIR is a must," says exhibitor Willi Weder from WZW OPTIC AG in Switzerland. "We are here from the start and during the two days we make a lot important contacts from the German optical industry. It is quality rather than quantity that matters to us - and for us this fair is ideal."

"We are extremely pleased with the event," adds Ralf Niggemann from Wetzlar Network. "The exhibitors have confirmed to us that the quality of

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contacts for networking, alliances and new business is high. This is exactly what the W3+ FAIR is about."

About the W3+ FAIR

The event is based on an industry initiative in Wetzlar intended to promote networking between the three sectors optics, electronics and mechanics. The aim is that new connections will pave the way for future-oriented technologies. The trade fair was held for the first time in February 2014 in the Rittal Arena in Wetzlar. A highlight of the trade fair is its high-quality and largely free supporting programme, which promotes communication and networking between experts. The W3+ FAIR is hosted by the Hamburg trade fair organiser FLEET Events (www.fleet-events.de). The event is supported by the eponymous Wetzlar Network (www.wetzlar-network.de).

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