

# PRESS RELEASE

September 2014

## **Wetzlar's new innovation platform establishes itself: The W3+ FAIR trade fair is to launch with an expanded concept in March 2015**

**Wetzlar is to become Europe's new meeting point for the optics sectoral cluster: In March 2015, the second W3+ FAIR, a network trade fair for the optics, electronics and mechanics sectors is to take place there. The innovative concept is tried and tested: the combination of an interdisciplinary trade fair and a top class seminar programme, implemented at a central location where important key players are gathered together, was very well received - a solid foundation for the further development of the future-oriented event.**

**Hamburg, 24 September 2014** – From 25 to 26 March 2015, the next [W3+ FAIR](#), a network trade fair for the optics, electronics and mechanics sectors, will take place in der Rittal Arena in Wetzlar. After its successful start with a good 100 exhibitors and partners, as well as over 2,000 trade visitors, this follow-on event is being extended and given a more international flavour. Thus far, over 70 exhibitors and partners from seven countries have already confirmed their attendance for 2015. Well-known large-scale players such as Carl Zeiss, meopta and Fraunhofer IST will be attending for the first time, as will the International Society for Optics and Photonics (SPIE). The exhibition space is being extended in order to meet the demand from exhibitors in all sections of the value chain. For the first time, there will be a Startup Area powered by Hessen-Nanotech / NANORA, at which young companies can present themselves without stand costs. Recruiting remains one of the trade fair's main themes: in collaboration with the participating universities, students are invited to the trade fair. Furthermore, the high-quality seminar programme is to be extended. Alongside the free seminars, events organised by the professional associations Spectaris, FED and Wetzlar Network are planned, as well as short courses by Optence – also available in English. The organiser, FLEET Events ([www.fleet-events.de](http://www.fleet-events.de)) from Hamburg, thus wants to promote the internationalisation of the W3+ FAIR and make it even more attractive to foreign exhibitors and visitors. The co-organiser and supporter of the trade fair is the Wetzlar Network ([www.wetzlar-network.de](http://www.wetzlar-network.de)) industry network.

Christoph Rénevier, Managing Director of FLEET Events, commented: "The idea not to present the finished products, but to offer forums that facilitate conversations with potential partners and customers during the development stage was a complete success. Thanks to the positive

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feedback from companies and associations at the W3+ FAIR 2014, the next event is once again set to be the birthplace of many progressive solutions and successful collaborations."

Ralf Niggemann, Network Manager of the Wetzlar Network, added: "The geographical proximity to the premises of leading key players and hidden champions has the result that one meets considerably more decision-makers at the W3+ FAIR than would otherwise normally be the case at trade fairs. Word of this spreads and attracts interesting new exhibitors and visitors."

More information at [www.w3-messe.de](http://www.w3-messe.de)

## About the W3+ FAIR

The event goes back to an industry initiative in Wetzlar intended to promote networking between the three sectors: optics, electronics and mechanics. New interfaces are to pave the way for future-oriented technologies. The trade fair took place for the first time in February 2014 in the Rittal Arena in Wetzlar. A highlight of the trade fair is the high-quality and largely free supporting programme intended to promote communication between experts. The W3+ FAIR is being hosted by the Hamburg trade fair organiser FLEET Events ([www.fleet-events.de](http://www.fleet-events.de)).

# W3+ FAIR

OPTICS, ELECTRONICS & MECHANICS

Wetzlar

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