

Exhibitor and Visitor Survey

Exhibitors

Exhibitors and additionally represented companies

Total	948
Germany	457
Abroad	491

Exhibition area

Total	33,000 sqm
-------	------------

Overall assessment

positive	99%
----------	-----

Assessment regarding

Character of key trade fair	excellent to good	93%
Quality of visitors		90%
International structure of visitors		92%

Participation in the next event

Intended	97%
----------	-----

Probability of recommending the fair to others

Positive	97%
----------	-----

Visitors

Number of visitors	23,310
--------------------	--------

Visitor survey via computer

Basis: 537 interviews; weighted results

Carried out by Infratest

Share of trade visitors	99%
-------------------------	-----

> 51% of all visitors gather information exclusively at LASER.World of Photonics!

> 2,430 visitors participated at World of Photonics Congress.

Visitor structure

Origin

Germany	50%
Abroad	50%

Germany*

Southern Germany	59%
Northern/Western Germany	28%
Eastern Germany	13%

Abroad*

Europe	68%
Asia	20%

America	10%
---------	-----

Countries (selected from 85 countries)

France, Japan, Italy	9%
Switzerland, USA, Great Britain	7%
Netherlands, Austria, Spain	4%
Russia	3%
South Korea, Belgium, Israel, Czech Republic, Denmark, Finland, Sweden, China PR, Canada	2%

Sectors of the economy*

• Industry, thereof:	59%
– Optics	30%
– Electrical engineering/Electronics	17%
– Precision engineering, general mechanical engineering	16%
– Metal/Plastics processing	10%
– Medicine/Biotechnology	8%
– Automotive industry	7%
– Aviation and aerospace technology	2%
– Chemical/Pharmaceutical industry	2%
– Printing/Reproduction	2%
– Military/Defense	2%
• Colleges/Universities	13%
• Services	9%
• Commerce	7%
• Non-university research institutes	6%

• Skilled trade	2%
• Authorities, government offices, public health services	1%
• Other	3%

Fields of application of laser technology/ opto-electronics in the industry*

Material treatment and processing	31%
Measuring and testing	21%
Manufacturing of Optics	12%
Medical diagnosis and therapy	8%
Other areas	19%
In various sectors	9%

Decision-making authority*

Decision-makers	92%
Casting vote	28%

Field of activity*

Management/Head of Company (administration)	10%
Management/Head of Company (technical)	11%
Basic research	14%
Applied R+D	24%
R+D management	10%
Engineering	32%
Manufacturing/Production	18%
Design	9%
Quality management	7%
Purchasing/Procuring	7%
Finance/Accounting/Controlling	3%
Marketing/Sales	15%
Training	6%
Other	5%

Product areas visited* (multiple responses possible)

Laser and optronics	66%
Optics	46%
Optical manufacturing technology	21%
Measuring and testing, sensors	32%
Production engineering	26%
Medical technology	15%
Imaging	16%
Optical measuring systems	26%
Overall assessment excellent to good	92%
Assessment of factors excellent to good	
Completeness and extensiveness of product ranges	90%
Presence of market leaders	90%
International mix among exhibitors	89%
Character of key trade fair for the sector	86%
Visit to Laser 2005 intended	93%