

PRESS RELEASE

MARCH 2024



High-tech trade fair W3+ Fair celebrates a successful 10th birthday in Wetzlar

Hamburg/ Wetzlar, March 20, 2024. The **10th W3+ Fair in Wetzlar** (w3-fair.com), the networking trade fair and conference for enabling technologies in the fields of optics, photonics, electronics and mechanics, was all about technological innovations in a volatile environment. However, there was little sign of this at the event. With around 200 exhibitors, partners and speakers, including OptoTech, Oculus, Hensoldt, Trioptics, Harmonic Drive, Werth Messtechnik and Janitza, the exhibition area was packed to the brim. 35 percent of the exhibiting companies came from Hesse, 40 percent from other German states and 25 percent from abroad. 11 countries were represented, including Switzerland, the Netherlands, the Czech Republic and the USA. They were delighted with the more than 2000 trade visitors who made their way to the Buderus Arena Wetzlar over the two days of the trade fair.

At the start of the accompanying conference en-tech.talks, the region's big players took to the stage: Carl Zeiss, Leica Camera, Bosch Thermotechnik/ Buderus Deutschland and Justus Liebig University Giessen impressively demonstrated why the region Wetzlar/ Hesse is ahead in many areas of technology. The top topic "Hessen in Space" was also packed on the first day with its prominent speakers, including former ESA space traveler Dr. Thomas Reiter and Prof. Dr. Wörner, Space Coordinator of the Hessian State Government. Moderated by Heraeus Quarzglas, RWTH Aachen University and the two German pioneers of fusion energy, Focused Energy from Darmstadt and Marvel Fusion from Munich, then presented their visions for a CO2-free energy source. The Technische Hochschule Mittelhessen took a broad look into the future with its keynote speech "AI as CEO" and ventured a prediction as to whether management tasks could also be taken over by artificial intelligence in the future. The invitation from TeamMit, the new network that aims to support the Central Hessian automotive supplier industry in its transformation process, was also very well received.

The many competence partners of W3+Fair were also well represented for the 10th anniversary, including the long-standing gold partners Wetzlar Network and EPIC, the world's largest photonics network, as well as OptecNet Deutschland, Spectaris, IVAM, AMA, and many more.

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Project Director Jörg Brück is more than satisfied: "We have set off a real firework display for the anniversary. The W3+ Fair stands for uncomplicated contact management, network expansion, new ideas and impulses at strong high-tech locations. This makes the trade fair an easy source of knowledge and contacts for visitors and irreplaceable for many companies."

The next W3+ Fair in Wetzlar will take place on March 26 + 27, 2025. In Jena, the W3+ Fair will open its doors later this year on September 25 + 26, 2024.

More information at w3-fair.com

Image material at [W3+ Fair press page](#) - under downloads

About the W3+ Fair

The event traces its roots back to an industry initiative organised in Wetzlar and Mittelhessen, and its objective is to interlink the four sectors of optics, photonics, electronics and mechanics. The aim is that new interfaces and points of contact will pave the way for forward-looking technologies. The trade fair debuted at the Rittal Arena in Wetzlar in February 2014. The W3+ Fair is organised by the Hamburg-based company, FLEET Events [fleet-events.de]. In September 2019, the W3+ Fair Rhine Valley celebrated its premiere in the four-county region. In 2023, the organizer has expanded its portfolio to include the W3+ Fair Jena. Together with EPIC and IVAM, the W3+ Fair team organized a joint stand at the new APE Asian Photonics Expo in Singapore for the first time in 2024.

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