

# PRESS RELEASE

August 2024



## High-tech trade fair “W3+ Fair Jena” on course for growth

**Visionary technologies, fully booked halls and over 50 newcomers at the upcoming event in the Sparkassen-Arena Jena: On September 25 and 26, 2024, the city of light will once again become a meeting place for experts in future technologies.**

**Jena, August 01, 2024.** Whether medical technology, automotive, aerospace or mechanical & plant engineering: many cutting-edge industries would not be possible without technological innovations. The **W3+ Fair** ([w3-fair.com](http://w3-fair.com)), which will open its doors for the second time in Jena | Thuringia on **September 25 + 26, 2024**, aims to pave the way for them. After last year's successful premiere, the trade fair for photonics, optics, electronics and mechanics is returning to the Sparkassen-Arena Jena. With more than 50 new exhibitors and two fully booked halls, the trade fair continues its success story and underlines its importance as the leading event for innovations in Central Germany. Trade visitors will find the latest technologies, talents and up-to-date knowledge transfer across industry boundaries. Big names such as Zeiss, Jenoptik and Schott will be represented, as will numerous hidden champions that are world-renowned in the industry. The organizers - Fleet Events together with OptoNet e.V. from Jena - are expecting over 2000 visitors.

“We have created real added value for Central Germany with this trade fair,” says Nora Kirsten, Managing Director of OptoNet e.V.. “The W3+ Fair in Jena is the new meeting place for visionary technologies. Here we can join forces and position ourselves well for the national and international market.”

### Strong regional and international participation

With more than 200 exhibitors and partners, this year's fair will be larger and more diverse than last year. The Thuringian joint stand will be represented with 25 booths. Nucleus - a joint initiative of the Ernst Abbe University of Applied Sciences Jena and the Friedrich Schiller University Jena - will be presenting the latest results of university research at the Campus Area.

#### Organiser:

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Over half of the exhibitors are from outside the region or come from abroad. In total, companies from 11 countries will be exhibiting, including companies from Switzerland, the Netherlands, Lithuania and the USA. This shows the importance of the region for key technologies.

## **Top-class speakers and inspiring presentations**

A highlight of the trade fair is the free accompanying conference "en-tech.talks", which takes place parallel to the exhibition and guarantees up-to-date knowledge transfer. Renowned speakers from companies such as Trumpf, Infineon and Fisba as well as representatives from Fraunhofer, Ernst Abbe University and other experts will share their knowledge on topics such as "High-tech from Central Germany", "Quantum Future", "Laser Fusion / PriFusio Funding Project", "Photonics meet Microtechnology", "Precision Manufacturing Technologies" and others.

## **Strong regional support from politics, science and industry**

The W3+ Fair is supported by numerous trade associations and regional partners, above all the gold partners OptoNet e.V. from Jena/ Thuringia and the photonics network EPIC. The Thuringian Cluster Management of LEG Thüringen, the Tridelta Campus Hermsdorf, the medical technology and biotechnology industry association "medways", the ThZM Thuringian Center for Mechanical Engineering and the Association of Thuringian Chambers of Industry and Commerce are also strong partners and contribute to the success of the fair.

## **Looking back on a successful premiere**

The first W3+ Fair Jena in November 2023 hit the high-tech nerve of Thuringia: Over 160 exhibitors, partners and speakers welcomed more than 2,000 trade visitors and Thuringia's Minister President Bodo Ramelow. The trade fair offered the latest cutting-edge technologies, enthusiastic participants and inspiring encounters.

**More information at [w3-fair.com](https://www.w3-fair.com)**

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

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## 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 Buderus 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 from 2024.

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