

# PRESS RELEASE

October 2024



## **W3+ Fair Jena 2024: Successful networking fair strengthens Central Germany's position as an innovation hub**

**The 2nd W3+ Fair in the optics region of Jena/ Germany once again proved to be a magnet for the high-tech sectors of photonics, optics, electronics, mechanics, and related fields. With over 200 exhibitors and partners and more than 2,300 visitors, the event underlined the importance of Central Germany as a hub for future technologies. The first-class lecture program and the cross-industry exchange between exhibitors and visitors make the event a launch pad for new innovations.**

**Jena, October 01, 2024:** The second edition of the **W3+ Fair in Jena** ([w3-fair.com](http://w3-fair.com)) came to a successful close on September 26, 2024. The two-day trade fair - one of the largest technology events in Thuringia - was once again a meeting place for experts from key industries. Over 200 exhibitors and partners from eleven nations, including the Netherlands, Switzerland and the USA, presented their high-tech products and services. The number of trade visitors grew by a round 15 percent to over 2,300.

Many major technology players such as Jenoptik, Schott, Zeiss, OptoTech and the Fraunhofer Institute, as well as numerous niche providers, used the platform to present the latest technological developments and make new business contacts. In the Campus Area, the Ernst Abbe University of Applied Sciences presented the results of its university research in order to ensure an improved transfer to industry.

The composition of the exhibitors confirms that the W3+ Fair has grown beyond a regional event: around 30 percent of the exhibitors came from the Jena/Thuringia region, 50 percent from other German states and 20 percent from other countries, mostly in Europe.

### **Interdisciplinary networking and an attractive supporting program**

In addition to the exhibition area, the top-class lecture program set the tone. Over 40 speakers shared their knowledge on current trend topics such as "laser fusion", "quantum technology" and "precision manufacturing". Renowned speakers from Trumpf, Infineon, Heraeus,

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the Leibniz Institute IPHT and various Fraunhofer Institutes, among others, met with great interest and a knowledgeable audience.

The W3+ Fair Jena 2024 was opened by Dr. Thomas Nitzsche, Lord Mayor of the City of Jena, and Prof. Dr. Mario Voigt, State Chairman of the CDU-Thuringia. Both emphasized the key role of the region in the high-tech sector and the importance of the trade fair as a catalyst for cooperation and innovation.

Lively networking also played a central role at this year's trade fair: at the "After-Work Drink" and the subsequent exhibitor evening "W3+ and Friends", exhibitors and trade visitors had the opportunity to talk to new contacts and deepen existing ones in an uncomplicated manner.

## **Strong partners on board**

In addition to the gold partners OptoNet e.V. and EPIC, many specialist networks were once again on board as partners, including OptecNet Deutschland, the industry association Spectaris, Photonics Germany, IVAM, Spectronet and others. There is once again a great deal of support from the region, for example from the Thuringian Cluster Management of LEG Thüringen, ThZM Thuringian Center for Mechanical Engineering, Tridelta Campus, medways, the EEN Enterprise Europe Network and the Thuringian Chamber of Industry and Commerce working group.

## **Central Germany as a model for success: high-tech and innovation**

"With the W3+ Fair, Thuringia and the whole of Central Germany are underpinning their status as innovation locations," confirms Anke Siegmeier, Managing Director of Goldpartner OptoNet e.V. "With the help of the fair, we want to further strengthen and expand the regional network and show the participating companies new opportunities for growth."

"We have received a lot of positive feedback on the trade fair," confirms Jörg Brück, Project Director of the W3+ Fair. "The second event has shown that we have hit a nerve here in Jena/Thuringia with the W3+ Fair. Together with all those involved, we would like to build on this - our contribution to promoting innovation."

The next edition of the W3+ Fair Jena will take place on September 24 + 25, 2025. On March 19 + 20, 2025, the W3+ Fair will already be present in Wetzlar/ Germany.

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**More information at [w3-fair.com](http://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 Buderus Arena in Wetzlar in February 2014. The W3+ Fair is organised by the Hamburg-based company, FLEET Events ([fleet-events.de](http://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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