

PRESS RELEASE

March 2025



Innovation and exchange: W3+ Fair 2025 connected trade visitors and companies in Wetzlar

This year, the high-tech trade fair and conference W3+ Fair in the German city of optics Wetzlar/ Middlehesse again attracted experts in optical and related technologies. Despite the tense global situation, the mood was upbeat. Many idea-generating lectures and accompanying events, new contacts thanks to the national and international exhibitors and the great commitment of the participating partners created a good atmosphere.

Wetzlar/ Germany, 26 March 2025: The world is on the move – so regional, national and European forces need to move closer together. This was the motto of the 11th W3+ Fair in Wetzlar (w3-fair.com), the high-tech trade fair & conference for enabling technologies in the fields of optics, photonics, electronics and mechanics, which ended in Wetzlar on March 20. Despite the volatile economic environment, the participants at the event exuded a great deal of confidence. With around 200 exhibitors, partners and speakers, including OptoTech, Hensoldt, Jenoptik, Märzhäuser, IMT as well as Meopta from the Czech Republic, TNO from the Netherlands and Universal Photonics from the USA, the exhibition hall was well filled. Of the exhibiting companies, 35 percent were from the region, 45 percent from other German states and 20 percent from abroad. A total of nine countries were represented at the event. The supra-regional exhibitors once again benefited from the easy networking with the economically strong industrial region. More than 2000 trade visitors found their way to the Buderus Arena Wetzlar this year - an increase of around 5 percent on the previous year.

Project Director Jörg Brück is more than satisfied: "I am still delighted with all the positive feedback. Our trade fair provides the right framework for what high-tech companies need for the future: Simple preparation, uncomplicated networking, good professional impetus and a very positive atmosphere in which new, joint ideas can emerge. We have big plans with this concept in Jena and Wetzlar, but also at other locations."

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Top-class lecture program on semiconductors, laser development and AI

The stage program of the accompanying conference “en-tech.talks” was initially in the hands of the region's big players: Carl Zeiss SMT, PVA Tepla, KLA, the University of Applied Science and the Justus Liebig University Giessen impressively demonstrated how Central Hesse is positioning itself as a key region for the semiconductor industry and as a research and development location. The look into the “future of laser development” met with great interest, also thanks to the presentation by Focused Energy from Darmstadt - one of the German pioneers of laser fusion. The topic of AI also received a lot of attention: whether at the AI conference or the presentations “AI in purchasing” and “AI as an innovation booster” - the opportunities of this disruptive technology were highlighted for many areas of business.

Security & defense, automotive and life science as key user markets

The first meeting of the “Security & Defense” specialist group founded by Spectaris was very well received: With Zeiss, Hensoldt and the German Armed Forces, important players in the industry were represented at the trade fair.

This year's user focus areas at the trade fair - Medical Technology and Automotive - were geared towards the traditionally strong economic sectors in the region. Many members of the regional automotive transformation network accepted the invitation and were given an expert tour of the trade fair. The same applied to the Healthcare/ LifeScience user industry: The lecture block on the opportunities of this promising market featured top-class speakers from industry giants Abott and CSL Behring.

The many partners of W3+Fair were once again strongly represented, ensuring relevance and topicality - above all Gold Partners EPIC and Wetzlar Network: The business association is celebrating its 15th anniversary this year.

In Jena, the W3+ Fair will open its doors on September 24 + 25, 2025. The next W3+ Fair in Wetzlar will take place on March 18 + 19, 2026.

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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 Buderus Arena in Wetzlar in February 2014. The W3+ Fair is organised by the Hamburg-based company, FLEET Events (fleet-events.de). In 2023, the organizer has expanded its portfolio to include the W3+ Fair Jena. Together with EPIC and IVAM, the W3+ trade fair team has been organizing a joint stand at the APE Asian Photonics Expo in Singapore since 2024.

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