

Munich, March 10, 2020

Press Release

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LASER World of PHOTONICS CHINA: New date in July 2020 has been set

The outbreak of the novel coronavirus (COVID-19) has strongly impacted developments in China. Following the directives of the Government of Shanghai Municipality to prevent and control the virus from spreading, Messe München Shanghai felt compelled at the beginning of February to postpone electronica China, productronica China and LASER World of PHOTONICS CHINA, which were planned to take place in March. The new date has been set, combined with a unique change in location. The trade fairs will be held from July 3 to 5, 2020 at the National Exhibition and Convention Center (NECC) in Shanghai.

Since the outbreak of the novel coronavirus (COVID-19), more than 300 trade fairs in China have been postponed. Due to the tight schedule of the Shanghai New International Expo Centre (SNIEC) it wasn't possible to find an alternative date at the SNIEC in 2020. After examining carefully all possible dates, Messe München Shanghai has decided on a one-time postponement of electronica China, productronica China and LASER World of PHOTONICS CHINA: The trade fairs will take place from July 3 to 5, 2020, at the National Exhibition and Convention Center in Shanghai.

Stephen Lu, Chief Operating Officer of Messe München Shanghai, explains: "We are taking the spread of the coronavirus very seriously and have been monitoring the local situation closely. Based on current developments, we are confident that by setting a new date we will create good conditions for staging the trade fairs." After intense communication with the exhibitors, Stephen Lu believes that "despite the current uncertainties, the importance of our trade fairs

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Press Release | March 10, 2020 | 2/2

at the Shanghai location remains intact. There is still a great demand for participating in the trade fairs.”

Dr. Reinhard Pfeiffer, Deputy Chairman of the Board of Messe München: “We are pleased to offer our exhibitors and partners a quick and good alternative: China is and remains one of the world’s leading technology locations. We want to give companies from all over the world access to this key market in future, too. We are now looking ahead confidently and working with the electronics and photonics industries to organize a successful electronica China, productronica China and LASER World of PHOTONICS CHINA 2020 in July.”

For more information, visit [electronica China 2020](#), [productronica China 2020](#)

[LASER World of PHOTONICS China 2020](#)

LASER World of PHOTONICS CHINA

LASER World of PHOTONICS CHINA is the leading regional trade fair for laser and photonics in Asia. It takes place each year in Shanghai and is collocated with electronica China & productronica China. In 2019 the trade fair recorded 65,705 visitors and 1,177 exhibitors. The next LASER World of PHOTONICS CHINA will take place from July 3 to 5, 2020 at the National Exhibition and Convention Center (NECC) in Shanghai.

About the LASER World of PHOTONICS global network

The LASER World of PHOTONICS has developed an international trade fair network. The LASER World of PHOTONICS in Munich is the world’s leading laser and photonics trade fair and as the innovation pacemaker is where the global photonics industry gathers every two years. The LASER World of PHOTONICS CHINA and the LASER World of PHOTONICS INDIA are leading regional trade fairs for laser and optical technologies and are staged annually in China (Shanghai) and in India (alternating between Bengaluru, Mumbai and New Delhi). With these trade fairs in Munich, China and India, Messe München is the world’s leading trade fair organizer for lasers and photonics.

Messe München

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.