

Press release / final report from P.E. Schall GmbH & Co. KG regarding: 9th OPTATEC

9th OPTATEC Closes Successfully – Optical Technologies in Focus

The 9th OPTATEC is transmitting highly positive industry signals: 524 exhibitors, more than 190,000 square feet of overall exhibition floor space and high levels of foreign participation. The 10th OPTATEC will be held again in Frankfurt from the 15th through the 18th of June, 2010.

The OPTATEC international trade fair for future optical technologies, components, systems and manufacturing took place for the 9th time at the Frankfurt Exhibition Centre from the 17th through the 20th of June, 2008. Private trade fair promoter P.E. Schall GmbH & Co. KG, as well as the event's 524 exhibitors, were very satisfied with expert visitor numbers which climbed to 5569 this year. Especially considering the fact that OPTATEC faced a difficult competitive situation in the year 2008, which, as is always the case with the even numbered years, was characterised primarily by polytechnically oriented (metalworking) trade fairs which are more appealing to the users than the equipment suppliers. Nevertheless, the 9th OPTATEC was once again highly convincing for numerous exhibitors and expert visitors, as revealed by many of the comments heard from longstanding exhibitors.

Outstanding Visitor Quality

The great majority agreed unanimously that visitor numbers, and above all the quality of the expert visitors who travelled to Frankfurt from 28 countries around the world, were entirely satisfactory. As a logical consequence, most of the exhibitors made binding reservations to participate at the 10th OPTATEC during this year's event, which will of course take place once again at the well established, time tested Frankfurt Exhibition Centre from the 15th through the 18th of June, 2010. Several foreign exhibitors and co-exhibitors from the USA, Japan and China, who were exhibiting for the first time at an event as distinguished as the OPTATEC international trade fair for future optical technologies, components, systems and manufacturing, were especially impressed by the atmosphere, the event's target-group accuracy and the attending expert visitors.

Strong Interest from All Areas

524 exhibitors from 28 industrialised nations presented current worldwide offerings at the 9th OPTATEC including optical technologies and components, as well as system solutions, and 5569 expert visitors demonstrated strong interest for what they saw. Correspondingly, most of the exhibitors, from both inside and outside of Germany, were full of praise for the renewed large percentage of foreign expert visitors which amounted to more than 30%. Conversely, the foreign exhibitors were very satisfied with the large percentage of German and other European expert visitors, with whom they'd like to start doing business soon with the help of OPTATEC as a springboard.

OPTATEC as an Innovation and Business Platform

Whereas the expert visitors were naturally able to enjoy gathering information and examining numerous useful innovations and new products which were introduced for the first time anywhere in the world, the expert visitors, the exhibitors and the promoter were all very impressed with the new admission and registration system. It functioned in a trouble-free fashion at all levels, from registration and ticket distribution via the Internet at the home PC, right on up to quick admission to the exhibition centre and admissions registration, and made things much easier for all involved parties. There were no queues, time spent at the exhibition centre could be used more productively, and the exhibitors' booth personnel weren't swamped with the otherwise usual visitor peaks. The next, i.e. the 10th OPTATEC will take place from 15 through 18 June 2010, and event promoter P.E. Schall GmbH & Co. KG will once again put together an interesting information and communication package for the trade fair's anniversary celebration.

Further information, logos and image files can be accessed at www.optatec-messe.de.

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