

Co-operation in photonics/lasers and materials R&D are an important activity under the Bilateral R&D Agreement between Canada and Germany. Photonics R&D plays a large role in the fifth European R&D Framework Program.

Market Access

The German market is not an easy market to access. Language and differences in business culture exist. For smaller companies, the identification of a partner can be a good strategy. Larger companies have normally enough resources and financial strength to establish a presence. In Germany, trade fairs are important meeting places for management-level representatives, technical experts and buyers.

Information Sources

There are some applicable Web sites...

German Society for Applied Optics (DGaO):
www.dgao.de
European Optical Society:
www.europeanopticalsociety.org

...and industry associations...

**German Communication Industry Association
ZVEI-FV-K, Frankfurt:** www.fv-kzvei.org/fv-k/
Tel.: (001-49-69) 6302-0
Fax: (001-49-69) 6302-288

**German Association of Machinery
Manufacturers (VDMA); Working Group
Lasers, Frankfurt**
Tel.: (001-49-69) 7560-8143
Fax: (001-49-69) 7560-8111

...and trade shows.

**Laser 2001 - World of Photonics, Munich,
June 18-22:** www.messe-muenchen.de/

CeBIT 2001, Hannover, March 22-28:
www.cebit.de

Hannover Fair 2001, Hannover, April 23-28:
www.messe.de

**ECOC European Conference on Optical
Communication, Amsterdam, October 1-2:**
<http://ecoc.homepage.net>

**Optatec, Frankfurt, (date of next Optatec in 2002
not yet known):** www.schall-messen.de

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