

analytica Exhibitor Statements 2016

Ralf Claußen, Head of Communication and Advertising, Eppendorf, Germany

“Given our global expertise in liquid, sample and cell handling, analytica is an incomparable industry platform with tangible live content marketing.”

Dr. Holger Bengs, CEO and Managing Partner, BCNP Consultants, and organizer of the Focus Day on Personalized Medicine, Germany

“The visitors' positive response to the Focus Day on Personalized Medicine at analytica demonstrates the importance of this topic to society and its significance to the industry. Anyone can become a patient, and everyone wants to benefit from new types of therapies that are tailored to the individual. That is why many exhibitors also use this platform to connect with speakers and panel members to further their own business.”

Tim Collins, Director, Laboratory Technology Group, GAMBICA, Great Britain

“Probably the best laboratory trade show in the world.”

Prof. Dr. Horst Domdey, Managing Director, BioM, Germany

“Once again, analytica has done an impressive job of confirming why waiting for this fair to come around every two years is worthwhile: Everyone here is really eager and motivated to present their latest developments to an audience of extremely interested professionals. This spirit is simply fun, and at our joint Bavarian exhibit, we have done our best to work with Bayern-innovativ to create an atmosphere that allows us to mix business with pleasure.”

Prof. Dr. Markus Fischer, Director Hamburg School of Food Science

“The latest methods and techniques in food analysis make it possible to conduct analyses that are more in depth and accurate than ever. Not only do trade visitors find the latest products at analytica, they also experience them in actual applications in the Live Labs. Manufacturers and laboratory experts can discuss situation-specific challenges and potential solutions at the fair, which makes this format ideal and unique.”

Nadja Goldfuß, Marketing Services at Hirschmann Laborgeräte and 2016

Spokesperson for nexygen, an initiative of the German manufacturers KÖTTERMANN, Memmert, Hirschmann, 2mag and Sartorius

“nexygen was founded in 2014 as an interdisciplinary initiative. We have continued to intrigue visitors with our extensive applications and processes ever since. At analytica, we are presenting an integrated, flexible and modular solution that will revolutionize routine laboratory applications. Exhibiting at this year's fair is very important to us because it allows us to foster an exchange of know-how with users and work together to develop new visions for the laboratory of the future. analytica is the perfect platform for doing so.”

Svenja Goth, EMEA Marketing Manager, Environmental Health, PerkinElmer, Germany

“analytica is an important part of our efforts to acquire new customers and cultivate existing customer ties. The outstanding quality of the fair and its supporting program allow us to present ourselves to a broad-based audience and meet important decision-makers. We were very pleased with the number of visitors and, above all, how interested they were in our products. Once again it was apparent that analytica is the perfect platform for introducing new application solutions. We will definitely be back again in 2018.”

Karin Hofelich, Life Sciences Publishing, GoingPublic Media AG, Germany

“We were very satisfied with this year's Finance Day because it attracted more visitors than ever before. That shows us that the topic of financing and biotechnology and keeping an eye

on the American market is still of great interest to biotechnology companies. Our American guests were very impressed by analytica's dimensions, especially the number of halls and visitors.”

Siegbert Holtermüller, Managing Director, Olympus, Germany

“The industry needs analytica so that it can present its innovations to an international audience and hold discussions about developing them further.”

Dr. Wolfgang Kronemeyer, Vice President Sales Central Europe, QIAGEN, Germany

“One of our analytica highlights was when the delegation from Kazakhstan visited our stand. The visit was very successful because it immediately resulted in follow-up business. For us, the delegation was proof that the trade fair's visitors are becoming increasingly international.”

Claude Menard, Organizer French Pavilion, France

“For the French exhibitors it was a very good participation at this year's analytica. We could achieve all our objectives. It is a very good show, the visitors came from all over the world, like Turkey and Vietnam. We plan to participate again in 2018.”

Günther Rossdeutscher, Managing Director and shareholder, asecos, Germany

“analytica knows how to use attractive topics to call attention to itself before the fair even begins. It's noticeable at the fair. Our presentations on the topic of occupational safety and health and safety in the workplace also generated a great deal of attention among visitors. We are also thinking about analytica 2018 and are considering which aspects of occupational safety we should present there to attract large numbers of visitors again.”

Horst Schierholz, Management Board, Waldner Laboreinrichtungen GmbH & Co. KG, Germany

“The theme of the systems and solutions that we have on display at analytica is “Dimensions”, and they are broken down into three categories: tried and tested, recently introduced and the future. Our discussions at the stand verified that this approach was spot on with visitors. We are particularly pleased with the increased share of international visitors. Being located in Munich certainly plays a key role here. As an exhibitor, the thing that makes Munich such an attractive location is that investment behavior in Bavaria and in Baden-Württemberg is particularly good.”

Dan Shine, Senior Vice President and President Analytical Instruments Group, Thermo Fisher Scientific, USA

“We come to analytica because this is where the world comes to find out what's happening in the industry. Thermo Fisher boasts one of the most comprehensive product portfolios in our space and analytica provides us with the perfect venue to showcase and demonstrate our breadth of capabilities. Our customers span many different end markets—from food safety to environmental to research and more—and they're all at this event, making analytica an ideal event to introduce new products and exhibit existing ones.”

Wolf-Henning Walther, Sales Director Central Europe, Sartorius, Germany

“analytica 2016 has been a complete success for Sartorius. We will be back in 2018.”

Dr. Gunther Wobser, Managing Partner, LAUDA DR. R. WOBSE

“analytica is one of the most important trade fairs that we participate in. We present our latest innovations here and cultivate existing business contacts. We will certainly be back again in 2018.”