

26. Internationale Leitmesse für Labortechnik, Analytik,
Biotechnologie und analytica conference
10.–13. April 2018, Messe München

26th International Trade Fair for Laboratory Technology, Analysis,
Biotechnology and analytica conference
April 10–13, 2018, Messe München, Germany

www.analytica.de



analytica

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Press Release

Companies putting their money on analytica

Manufacturers in the laboratory sector choose analytica

- Large number of exhibitors registered more than a year before analytica
- Companies decide early to participate in analytica
- Success concept to continue: analytica conference and supporting program

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More than a year before the fair, this much is certain: analytica 2018 is very popular among exhibitors. Some 14 months before the next exhibition is set to begin, more than 230 companies have already registered to participate in the International Trade Fair for Laboratory Technology, Analysis and Biotechnology. The exhibition is being accompanied by a supporting program that promotes the transfer of know-how at the highest level. analytica takes place at the Messe München trade-fair center from April 10–13, 2018.

More than 230 exhibitors from 22 countries have already registered for the next analytica—that is 26.4 percent more than at this same point in time prior to the 2016 fair (in 2015: 182). 36.2 percent of the applications received to date are from countries other than Germany. Exhibitors include leading international manufacturers such as Agilent, Akzo Nobel, Analytik Jena, Büchi, Mettler Toledo, Netzsch, Olympus, Perkin Elmer and Waters. In addition, large joint international exhibits, among other things from China and Korea, have also been announced. As a result, the trend that has been noticeable at previous exhibitions—companies registering for analytica early and in large numbers—appears to be continuing. Dr. Reinhard Pfeiffer, Deputy CEO of Messe München, sums things up: "The fact that manufacturers are expressing this much interest in analytica 14 months prior to the fair confirms that analytica is Number 1 in the

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industry. It covers the entire value chain in the laboratory sector in its entire breadth and depth. No other trade show in the world has a portfolio of equipment, techniques, services and innovations for the laboratory that is as comprehensive as that of analytica in Munich."

Leading international trade fair received top marks from exhibitors

The fact that exhibitors were satisfied with having participated in analytica 2016 and with the business that they initiated there was also reflected in an exhibitor survey that was conducted by the independent opinion research institute Gelszus Messe-Marktforschung GmbH. Susanne Grödl on the results of the analytica 2016 survey: "97 percent of exhibitors were satisfied or very satisfied with having participated in the fair, and 95 percent said that they wanted to participate again in 2018. For us, that is naturally an incentive to increase the quality of the fair, something that our exhibitors have come to expect, to a new level for analytica 2018. Exhibitors should be able to conduct the best business in the world at the largest industry gathering in the world. We want to enthrall our exhibitors with the trade visitors' internationality, quality and investment potential."

analytica a driving force behind innovations and a source of momentum

In addition to allocating stand space, preparations for the supporting program and the scientific conference are moving ahead at full speed. Keynotes from leading scientists from Germany and abroad and 1,839 participants—twelve percent more than in 2014—that is the record of success of the analytica conference in 2016. The conference promises to be a scientific highlight of analytica again in 2018. Experts will report on the latest developments in analysis in their presentations. They will cover the entire range of topics, from fundamental research to applications—and do so in nearly all application sectors, from material analysis and bioanalysis to food analysis and pharmaceutical analysis.

The Live Labs will also continue their success story in 2018. Well-known manufacturers give live demonstrations of their products and in various



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applications on the topics of food and material analysis. The extensive supporting program including Finance Day, Personalized Medicine and JobDay will also be continued in 2018 and expanded to include a number of trending topics. Whether it comes to the analytica conference, Live Labs, special shows or the forum program: The supporting program will give attendees a comprehensive look at the latest products in the laboratory community and at the future of laboratories.

An overview of the companies that have registered to date is available at <http://www.analytica.de/exhibitor-directory/index.html>.

Photo materials from the last exhibition are available in the [media database](#).

About analytica

analytica is the international trade fair for laboratory technology, analysis and biotechnology and their users in research and industry. The trade fair is accompanied by the analytica conference, where the international scientific elite meets to discuss the latest topics that pertain to chemistry, biochemistry and laboratory medicine. A total of 35,384 visitors and 1,166 exhibitors took part in analytica in 2014. analytica has been held in Munich every two years since 1968. The next analytica takes place from April 10 to 13, 2018.

analytica worldwide

Part of the analytica network are also the trade fairs analytica China, analytica Anacon India and India Lab Expo and analytica Vietnam.

Messe München

Messe München is one of the world's leading trade-show companies. It organizes some 40 trade shows for capital and consumer goods and key high-tech industries in Munich and abroad. Each year more than 30,000 exhibitors and some two million visitors take part in events held at the Messe München trade-fair center, the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München. In addition, Messe München organizes trade shows in China, India, Turkey, South Africa and Russia. Messe München has a global business presence with affiliates in Europe, Asia and Africa and more than 60 foreign representatives serving more than 100 countries.