

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

Expansion of the analytica network

Messe München acquires lab-technology trade fair Lab Africa

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Messe München bolsters its portfolio with the future market of Africa. By taking over Lab Africa, it is acquiring the only laboratory and analytics trade fair in South Africa, which is part of the analytica trade fair network. The first Lab Africa under the banner of Messe München will take place in Johannesburg in mid-2019.

Reinhard Pfeiffer, Deputy CEO of Messe München: “Through the acquisition of Lab Africa, we are offering our customers in the growth market of southern Africa a strong trade fair platform for market entry and development. This will allow us to drive increased exhibitor and visitor promotion in the region for the international trade fair analytica, which takes place in Munich every two years.”

The event has existed since the 1990s and has successfully been positioned by Orbes Media in the South-African market: 109 exhibitors at Lab Africa 2017 presented their innovations to 1,698 visitors from 12 countries. Among the trade visitors there were, above all, lab operators from the fields of food and beverage, pharmaceutical, biotech, environmental technology, agriculture, mining and research.

Michelle Coetzee from Orbes Media on the acquisition: “With its global sales network, its industry contacts and its know-how, Messe München offers a unique opportunity to further expand Lab Africa within the analytica trade fair network as the leading trade fair for analysis, laboratory technology and biotechnology for southern Africa.”

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Presence in South Africa grants Messe München access to the largest market for analysis, biotechnology and laboratory technology (ABL) within Africa.

Nutrition, health and environment are the topics most predominantly spurring the demand for modern lab solutions and are contributing to above-average growth in the industry. The ABL sector is expected to see worldwide growth between six and eleven percent in the coming years, according to the IBO 2017 Industry Forecast.

Furthermore, Lab Africa, with its focus on technology, will ideally be seamlessly integrated into the already existing conference structure, says Elaine Crewe, CEO of Messe München's subsidiary in South Africa. She goes on to explain that, "Lab Africa is a valuable addition to the Messe München South Africa trade fair portfolio alongside the existing trade fairs bauma CONEXPO AFRICA, IFAT Africa, and food & drink technology Africa. We are expanding the scope of the technology-oriented events in South Africa and can exploit valuable synergies."

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, analytica Vietnam and Lab Africa.

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.