

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](http://www.analytica.de)



analytica

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## Press Release

**analytica supporting program**

## **Come be amazed by laboratory technology, analytics and biotechnology**

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From April 10 to 13, Munich is once again the meeting point of the laboratory industry: analytica, the leading international trade fair for laboratory technology, analytics and biotechnology, offers many highlights in the supporting program in addition to the exhibition and the top-class scientific conference program.

Direct sharing of knowledge and exchange with experts are the focus of the various events. Susanne Grödl, exhibition director of analytica, describes the diversity of the supporting program: “At analytica, visitors experience worldwide debuts, the latest developments in exciting live demonstrations, subject-specific forums, informative special exhibitions as well as special theme days. All program items highlight one thing: the practical suitability of modern analytics.”

### **NEW: The Digital Transformation forum**

Intelligent laboratory systems, individual networking, the integration of the laboratory in the corporate structure: Being able to take these steps successfully calls for intelligent digitalization so that the laboratory think tank becomes even more efficient.

With the new **Digital Transformation forum in Hall B2**, analytica specifically addresses these issues and offers all visitors a realistic view today into Laboratory 4.0 of the future: Topics addressed include big data handling, bioinformatics, digital networking and working effectively in the laboratory. The Digital Transformation forum offers expert lectures and discussion panels on all days of the trade fair. The two associations Life Science Research as well as SPECTARIS support the forum with interesting contributions and discussion

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panels. In addition, the established **“Biotech” (Hall A3)** and **“Laboratory and Analysis” (Hall B2)** forums offer best-practice lectures as well as useful tips for daily laboratory work.

### **Live Labs: Insights into daily laboratory work**

In the Live Labs **Food Analysis (Hall A3)** and **Material Analysis (Hall B1)**, visitors can experience all conventional procedures or specific methods in a real laboratory environment. In the Live Labs, the work steps from sample preparation to sample measurement to analysis and assessment of the results are shown.

In the Material Analysis Live Lab, experts from industry and science give talks and live demonstrations on the latest developments, for example from the areas of sample preparation, substance classes or quality assurance. Companies such as Carl Zeiss, LAUDA Netzsch and Thermo Fisher Scientific will be there. The Food Analysis Live Lab features innovations in pesticide and residue analysis, possibilities for detecting antibiotics and other pharmaceutical agents and mycotoxin analysis. Exhibitors such as Analytik Jena, Carl Zeiss, Hirschmann Knauer and Thermo Fisher Scientific present their products and solutions within the framework of the Food Analysis Live Lab.

The lectures take place from Tuesday to Thursday at 11:00 a.m., 1:00 p.m. and 3:00 p.m. each day as well as on Friday at 11:00 a.m. and 1:00 p.m.

### **Personalized medicine - Where is the journey taking us?**

At the **Personalized Medicine Theme Day** on April 13, experts from biotech, pharma and IT diagnostics companies, associations and clusters will discuss the current status and the future direction of personalized medicine. The events will be kicked off by Dr. Friedrich von Bohlen und Halbach, Managing Director and co-founder of dievini Hopp BioTech holding GmbH & Co KG who will start the Personalized Medicine theme day with a glimpse into the future. This will be followed by an extensive lecture program which will address, for example, the benefits provided by approaches such as precision medicine and also what economic effects this will have on the healthcare system. A panel of the lecture program additionally addresses the megatrend of digitalization and the



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associated question of how useful smart data can be obtained from big data  
(*"One in a million – your data will be king"* | 12:45 to 2:00 p.m.).

### **No experiments when it comes to occupational safety and health**

How can accidents in the laboratory be avoided? This question is posed by the special exhibition on occupational safety and health at analytica. The practice-oriented experimental lectures clearly show how important occupational safety is in the laboratory.

The special exhibition was held at analytica 2016 for the first time with its own space in Hall B2. More than 1800 visitors learned how quickly a hazard or accident can occur in the laboratory and how one can protect oneself and also colleagues and employees. The experimental lectures at the **special exhibition area in hall B2** each last about 30 minutes and are held every day at 11:00 a.m. and 3:00 p.m. in German and at 2:00 p.m. in English.

In addition, analytica, in cooperation with Klinkner & Partner, offers the proven **continuing education and training sessions**, the **analytica Job Day** with a comprehensive overview of courses of studies and careers in the natural sciences, as well as the **Finance Day** with information about financing options for start-ups.

**An overview of all program items as well as details on lectures and live demonstrations is available at:** [www.analytica.de/supporting-program](http://www.analytica.de/supporting-program)

**Two shows one date – [ceramitec](#)**, the leading international trade fair of the ceramic industry, is taking place at Messe München at the same time as analytica. Joining **ceramitec** is free for analytica visitors.



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**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 35,002 visitors and 1,244 exhibitors took part in analytica in 2016. analytica has been held in Munich every two years since 1968. The next analytica takes place from April 10 to 13, 2018.

**analytica worldwide**

Messe München is the world's leading trade fair organizer for laboratory technology, analysis and biotechnology: Part of the analytica network are also the trade fairs analytica China, analytica Anacon India and India Lab Expo, analytica Vietnam and analytica 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.