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## Press Release

### Exhibitor Statements analytica 2018

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#### Thomas Brunner, Managing Director Bernd Kraft GmbH, Germany:

“As a leading international trade fair, attendance at analytica is an absolute must in our trade fair calendar to maintain customer relationships and present new products. Every time we’re here we look forward to talking with our business partners. At analytica, we especially like the familiar atmosphere and the good organization beforehand. It goes without saying that we’ll be back again next time.”

#### Thorsten Wagner, Head of Marketing at Carl Roth GmbH und Co. KG, Germany:

“For us personally, the best thing about the trade fair was the sheer number of visitors from all over the world who left our stand with a huge smile of their faces. We were extremely pleased with how analytica 2018 went! We had some great conversations with existing clients and were also able to win some exciting new clients. We will definitely be there again in 2020!”

#### Thomas Matheis, Regional Sales Manager, Düperthal, Germany:

“In 2018, we welcomed customers from all over the world to our booth, including from the Czech Republic, Russia, and India. The international nature of the trade fair is growing. We will certainly be here again in 2020.”

#### Ralf Claußen, Head of Global Events, Eppendorf, Germany:

“In the 50 years it has existed, analytica has developed into a leading international trade fair for laboratories. Eppendorf AG has used analytica from the outset as a platform to present its latest developments in lab technology and, more recently, digitization.”

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**Francis Pithon, Vice-President of FABRILABO and the European Federation of Precision Mechanical and Optical Industries, Organizer of the French Pavilion at analytica:** “For FABRILABO members, Europe is the most sustainable market, which is a pertinent issue, especially in today’s environment. The analytica is a real opportunity to implement development in Europe.”

**Wolfgang Simon, Sales Manager Fritzsch GmbH, Germany:**

“We have been exhibiting at analytica for decades. In 2018, analytica once again exceeded our expectations as regards the quantity and, even more, the quality of the visitors. Of course, we will be coming again next time.”

**Karin Hofelich, Life Sciences Publishing Manager at GoingPublic Media, and Organizer of the Finance Day and the Focus Day Personalized Medicine:** “The Finance Day and the Focus Day Personalized Medicine at the analytica bring capital market and life sciences together. This year, the panel discussion ‘Current financing trends in biotechnology’, with the focus on crowdinvesting, attracted a particularly large number of visitors. The mood at both events was very good, and we are looking forward to the next analytica.”

**HyunJung Lee, Marketing Manager, GT Scien Co., Ltd., Korea:**

“Our objective was to present the IT applications and smart technologies for laboratory equipment that we have developed and, at the same time to do market research. Thanks to the analytica 2018, we are a lot closer to achieving our objective. The main reason for this was the internationality of the visitors. We will be coming again in 2020 so that, as a Korean company, we can continue to develop our position in the international market.”

**Michael Dickescheid, Head of Marketing Communication LAUDA DR. R. WOBSE GMBH & CO.KG:**

“As the world’s leading supplier of solutions for precise temperature control with liquids, analytica is a very good platform to position our brand and present our



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new equipment innovations. This is where we meet our primary target group. These four days were a very important meeting place for the industry and, consequently. Our personal highlight at the fair was our new brand presence with an impressive booth. We were very satisfied with analytica 2018.”

**Dr. Peter Quick, Chairman of the Board of the Life Science Research Department and Member of the Board of the German Diagnostics Industry Association:**

“With regard to market size, the life science research sector caught up with the diagnostics industry for the first time ever in 2017. The LSR and IVD industries are each turning over 2.2 billion euros in Germany, made possible on account of pioneering technology. This was also apparent at analytica.”

**Jochen Schäfer, Head of Division at Metrohm Deutschland, Germany:**

“analytica 2018 once again proved to be the leading analysis trade fair. Chemicals, pharmaceuticals, the environment and R&D at universities and in industry are our biggest areas, and so the type of visitors that analytica attracts is perfect for us.”

**Dr. Jürgen Blumm, Managing Director Netzsch-Gerätebau GmbH, Germany:**

“analytica was once again an absolute highlight for us in 2018. This was the first time that we have been able to present our innovations in the field of thermal analysis in combination with gas analysis. Further automation in hardware and software was also popular with our customers. We are extremely satisfied with the good feedback that we received at the booth.

**Siegbert Holtermüller, Advisory Board Chairman of analytica and Regional Division Manager, Olympus Deutschland, Germany:**

“We had even more visitors at the booth than we had at the analytica 2016, and from a huge variety of industries too. Of course, digitization and automation



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continue to become more and more important, but naturally visitors are still looking for individual solutions to challenges in analysis and diagnostics.”

**Marco Buonaguidi, Director of Sales Discovery & Analytical Solutions, PerkinElmer, United States:**

“The analytica has evolved from a German exhibition to a truly international event that is of tremendous value to our team as we meet with customers and prospects from Western Europe, Central Eastern Europe, the Middle East and Russia, along with additional regions around the world. With the ever-growing number of exhibitors and customers, our booth was overflowing during the show. The number of leads and quality of contacts we receive from this event was significant. The analytica provided the ideal platform for PerkinElmer to nurture existing customer relationships and generate future business opportunities. We anticipate maintaining our prominent presence at future analytica events.”

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

“As an international supplier to pharmaceutical companies and laboratories, the analytica 2018 was the first time that we were represented with all our divisions. The visitors were enthusiastic. The public was especially attracted to our focal topics Molecule Development and Cell Line Development.”

**Nils Garnebode, Product Support & Marketing Manager, Shimadzu Deutschland GmbH, Germany:**

“The analytica is very focused on themes, which makes it a strong platform. Shimadzu has been a major exhibitor for decades now. Our company motto “Excellence in Science” is a perfect fit for the trade fair where industry professionals can gain a sound general overview of what is happening in the industry and can gather specific information before making their own purchases or implementing their own innovative developments. Our involvement in analytica is our biggest single marketing measure in the 2018 mix.”

**Mathis Kuchejda, President of the SPECTARIS Association Analysis, Biotechnology and Laboratory Technology:** “We are looking back at an



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outstanding year 2017 with a total growth of eleven percent. The central challenge in the digitization of the laboratory is the uniform device interface, together with the consideration of which data ought to be transferred in the first place, and how data security can be ensured.”

**Professor Ralf Zimmermann, the University of Rostock, and Session Chair at the analytica Conference:** “The conference program is excellent. We were able to organize a nice international session on aerosol and health this year. The trade fair itself enabled us, as it always does, to meet our various cooperation partners very efficiently.”

**The next analytica will take place from March 31 to April 03, 2020, on the fairgrounds of Messe München.**

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The **videos** from the analytica 2018 can be found [here](#).

**Image material** from the analytica 2018 is available in the [media database](#).

The industry will meet next from September 06 to 08 at the **analytica Anacon India and India Lab Expo** in Hyderabad. From October 31 to November 02, **analytica China** will then take place in Shanghai.

The final numbers of visitors and exhibitors verified by the FKM (*Gesellschaft zur Freiwilligen Kontrolle von Messe- und Ausstellungszahlen* – Society for the Voluntary Control of Trade Fair and Exhibition Statistics) will be found online in the auma’s [trade fair database](#) in a few months.