



Munich/ Mumbai, October 28, 2013

## Press release

### **analytica Anacon India 2013**

## **Analytical instruments industry offers potential to revolutionize other growing industries**

Kathrin Hagel  
Trade Fair PR Manager  
Tel. +49 89 949-21474  
[kathrin.hagel@messe-muenchen.de](mailto:kathrin.hagel@messe-muenchen.de)

Liza Paul  
Trade Fair PR Trainee  
Tel. +49 949-21502  
[liza.paul@messe-muenchen.de](mailto:liza.paul@messe-muenchen.de)

**Increased security concerns in India are leading to huge investments in laboratory instrumentation for forensic and explosive detections as well as in instruments for food, beverage and water analysis. The rapid economic growth and the competitive environment coupled with stringent government regulations are forcing the Indian industry to have a world class laboratory infrastructure.**

The growth in the analytical instruments industry has greatly contributed to a broad range of leading local, national and international analytical instrument manufacturers and distributors to showcase their products and solutions from November 12 to 14, 2013 at analytica Anacon India at the Bombay Exhibition Centre (BEC) in Mumbai. The event is jointly organized by MMI India and the Indian Analytical Instruments Association (IAIA). Next to German Federal Ministry of Economics and Technology (BMWFi) as well as the Association of the German Trade Fair Industry (AUMA) supporting German group participation, the event will also have international country pavilions from China and Japan.

Key players from the industry such as Agilent Technologies, Borosil, Bruker AXS Analytical Instruments Pvt Ltd, Cryogen Instruments, Eppendorf, GCE India Pvt Limited, GeneDireX, Horiba India, Hosokawa Micron, Inkarp Instruments, Labcon, LCGC Chrom Consumables LLP, Marsap, Medispec Instruments, Merck Millipore, Metrohm India Limited, Mettler Toledo, Phenomenex India, S.V.Scientific, Shimadzu Analytical, Skytech Systems, TA Instruments, Thermo Fisher Scientific and Waters India will be showcasing their products and solutions at analytica Anacon India.



Page 2

According to Deepak Parab, CEO of Metrohm India Limited, “this is the only trade fair which is not any sector specific like for example pharmaceuticals, environment or water. analytica Anacon India is basically for the latest technology in analytical instruments which can be used in various sectors. We are expecting customers from diverse industries as this is the platform where all analytical instrument companies can come together irrespective of the type of instruments they offer. This show is a niche sector and we expect lots of footfalls during the show since we feel that analytica Anacon India can be one of the good platforms to introduce new products.”

The Indian analytical industry contributes significantly to the overall growth of the economy and the security of citizens by maintaining food and environmental safety. Yet there are many challenges being faced by the members of the Indian analytical industry just like increasing costs, narrowing margins, fluctuating markets and customers demands. Addressing these concerns, the analytica Anacon India Conference 2013 with the topic “Research & Regulations: Challenges for the Pharmaceutical, Life Science and Food Industries” takes place on November 12 and 13. It will be conveniently located at the BEC and held by industry leaders as well as international speakers from the science giving expert insights into the latest research developments in the analysis, chromatography, biotechnology and life-science sectors. The program is organized by the IAIA and Prof. Dr. Oliver Schmitz (University Duisburg-Essen, Dept. Applied Analytical Chemistry).

During the past few years, the analytica Anacon India Conference has developed into a competent and focused gathering. “It is an excellent platform for the entire Asian industry to come together and showcase the latest technologies”, knows Senya Imamichi, Managing Director, Shimadzu Analytical (India) Pvt. Ltd. The conference sessions will be attended by users of analytical instruments from various segments of the industry such as pharmaceuticals, food and environment, as well as research and academic institutions.

analytica Anacon India 2013 is co-located with LASER World of PHOTONICS INDIA 2013.





**More information about the analytica Anacon India trade fair and conference are available online at [www.analyticaindia.com](http://www.analyticaindia.com).**

**About analytica Anacon India**

analytica Anacon India, the analytica Anacon India Conference and the exhibition portfolio for analysis, laboratory technology, diagnostics and biotechnology, address one of the industry's most important growth markets in Asia, i.e. India. Since 2003 the exhibition is held every two years in India's center of commerce, from 2011 every two years at Bombay Exhibition Centre (BEC) in Mumbai. Mumbai is also the hub of the Indian pharmacy and biotechnology industry. chemical and pharmaceutical industry. Visitors include users and decision-makers from the chemical, medical, food, environmental and pharmaceutical industries as well as industrial and governmental research. All information about analytica Anacon India is available online: [www.analyticaindia.com](http://www.analyticaindia.com)

analytica Anacon India is part of the international exhibition network that includes the exhibitions analytica – April 1-4, 2014, analytica China – September 24-26, 2014 and analytica Vietnam – Spring of 2015. Additional information about the exhibition(s) and the program of events is available on the Internet at [www.analytica.de](http://www.analytica.de).

**About MMI India**

As part of its international strategy, Messe München founded its own affiliated company in India with a registered office in Mumbai, in September 2007. MMI India Pvt. Ltd. has been founded to provide Messe München with timely and competent organisational support for its increasing involvement in India. Latest industry trends, techniques and methods bridge the gap between science and industry. With 6 subsidiaries abroad - in Europe and in Asia - and 60 foreign representatives covering 90 countries, MMI has a network that spans the globe.

**Media Contact at Messe München International India**

Anish Gangar  
Sr. Manager - Marketing Communications  
MMI India Pvt. Ltd.  
507/508, INIZIO, Cardinal Gracias Road, Chakala, Andheri East  
Mumbai - 400 099. India  
Handphone: +91 98205 82197  
[anish.gangar@mmi-india.in](mailto:anish.gangar@mmi-india.in)

**Media Contact at Mutual PR**

Riya Banga  
Accounts Manager  
Mutual Public Relations Ltd  
Handset: +919930375208  
[riya@mutualpr.com](mailto:riya@mutualpr.com)

