



Munich, 26 October 2020

Press Release

Final Report

analytica 2020 with very good results in the digital format

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- analytica 2020 largest virtual platform of the laboratory industry
- An average of more than 5000 visitors per exhibition day, of which 50 per cent from abroad
- № 1 topic digitization / lab of the future

analytica 2020 successfully concludes five days of virtual trade fair and presentation formats: A total of 21,641 participants (unique users) from 152 nations took part in the world's leading trade fair for laboratory technology, analysis and biotechnology, which was held for the first time in purely virtual fashion from October 19 to 23. Here, 268 exhibitors from 24 countries presented more than 700 product highlights. There was a total of more than 33,000 participations in the 200 exhibitor webinars and the 119 scientific presentations at the analytica conference. № 1 topic: digital transformation.

Dr. Reinhard Pfeiffer, Deputy Chairman of the Management Board of Messe München: "Many customers in all areas of our trade fair business say that in particular acquisition of new customers is possible only to a limited extent via virtual platforms. Nevertheless, many analytica customers now emphasized that it was proper and important to hold analytica virtual in times of corona. The result consolidates analytica's position as the world's leading trade fair. At the upcoming presence fair in June 2022, we will use the knowledge we have now gained, and expand our range of offerings digitally."

Messe München organized analytica virtual 2020 in cooperation with LUMITOS AG.

High foreign share

The 24-hour accessibility of the digital platform for easier global access proved worthwhile: analytica 2020 had the highest international share in its history. 50 per cent of the overall 21,641 participants (unique users) did not come from Germany. Second to Germany, the top user countries were (in that order): Switzerland, USA,

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United Kingdom, Austria and India. Evaluation showed a strong influx of participants from Asia in the morning hours of Central European Time, while in the evening and night hours many Americans frequented the platform. On average, some 5,000 participants attended the virtual analytica on each of the five days of the event – at peak times even more than 7,000.

For optimum orientation, the booths of the 268 international exhibitors were grouped into six virtual exhibition halls. These were dedicated to the areas of Premieres, Analysis & Measurement Technology, Laboratory Technology, Biotech & Bioanalytics, Diagnostics & Medicine, and Start-ups. The restriction to a maximum of four products presented per booth, which was necessitated by technical limitations, ensured that only absolute highlights and innovations were shown. Visitors could contact exhibitors directly via text, audio or video chat.

Strongly booked presentation program with the № 1 topic digitization

From the extensive presentation program, topics related to digital transformation, laboratory automation and data management were in particular demand. More than 24,000 participations were registered for the 200 exhibitor presentations. The analytica conference was able to maintain its outstanding class. With 2,126 visitors, it reports the same figures as the record event in 2018. The systems registered more than 9,300 participations for the 119 presentations. All the presentations were repeated several times during the five days of the event.

Positive comments from exhibitors

Exhibitors' statements underscore the success of analytica 2020: "We as Merck found the Premiere Hall is giving high visibility to our innovations. We are pleased that the virtual platform offer Webinars as mean to share knowledge and skills they are highly attended and have an international reach. We are definitively looking forward to get back together at Analytica 2022 and give hands-on demonstrations at the Live Labs," says Dr Véronique Batifort, Head of European Conferences and Exhibitions Research & Applied, Merck Life Science.

Ruben Lonneville, Global Marketing Manager, Customer Engagement at Thermo Fisher Scientific, confirms: "Analytica virtual was a good opportunity to connect with our customers. The ability to present new product innovations in a virtual way and respond to customer questions in real time has been a valuable part of the



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virtual show. analytica will continue to be an important platform for us in the future to connect and collaborate with our valued scientists. While we all hope that a return to an in-person show will be possible in 2022, we strongly believe, that the future of analytica should evolve to a combined live and virtual experience.”

Susanne Grödl, Exhibition Director at analytica, adds: “We have succeeded in providing the industry with an optimal platform to present itself globally for 24 hours a day, despite the contact and travel restrictions currently in force. We have achieved our goal of giving greater visibility to the laboratory sector, which is particularly important in these times. Now we are looking ahead and already forward to seeing you again at analytica 2022.”

The next analytica will take place from June 21 to 24, 2022, as a presence fair on the fairgrounds of Messe München. On this particular occasion, the event will be held concomitantly with automatica, the leading trade fair for intelligent automation and robotics, and ceramitec, the international meeting point for the ceramics industry. Digital offerings will continue to complement the trade fair.

This very year, the industry will meet at analytica China in Shanghai from November 16 to 18, 2020. The event can already report a record number of exhibitors.

About analytica

analytica is the world's leading trade fair for the laboratory technology, analysis and biotechnology industries and their users in research and business. The trade fair will be complemented by the analytica conference, where the international scientific elite meets for discussion of current topics in chemistry, biochemistry and laboratory medicine. At the analytica 2018, there were 35,626 visitors and 1,168 exhibitors. Since 1968, analytica has been held biannually in Munich. The next event will take place from June 21 – 24, 2022. www.analytica.de

analytica worldwide

Messe München is the world's leading trade fair organizer for laboratory technology, analysis and biotechnology: The analytica network comprises – in addition to the world's leading trade fair analytica – analytica China, analytica Anacon India with India Lab Expo, analytica Vietnam, and analytica Lab Africa.

Messe München

Messe München is one of the world's leading platforms for networking. True to the claim “Connecting Global Competence”, Messe München acts as a global networking platform, bringing together decision-makers from all over the world. The portfolio of Messe München includes over 50 of its own trade fairs for capital and consumer goods and novel technologies, which address current socially relevant issues. These include the world's leading trade fairs bauma, BAU, IFAT, and ISPO Munich. Each year, Messe München's approximately 200 events attract around 50,000 exhibitors and three million visitors.

Messe München has one of the most modern fairgrounds in the world; with the entire exhibition center in Riem, the ICM – International Congress Center Munich, in the MOC Veranstaltungszentrum Munich and at the Conference Center North, Messe München offers its customers four locations that meet all their individual needs. In addition to its home market of Munich, Messe München is also very successful abroad, and with representations in China, India, South Africa, Brazil, Russia and Turkey it is active in all the world's important growth markets. Overall, with its network of affiliated companies and foreign representatives Messe München is present in more than 100 countries.