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Press Release

analytica: Significant upswing in international spin-offs

- Increase in visitors at all analytica international spin-offs
- Country-specific challenges
- New format for Vietnam: analytica Convention

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The five international analytica trade fairs that make up the international cluster of the world's leading trade fair for laboratory technology, analysis and biotechnology registered some significant increase in visitors and exhibitors this year. With the successful local spin-offs in China, Vietnam, South Africa and at the two sites in India, analytica emphasized its status as a leading trade fair network for the global laboratory sector. The main trade fair will take place next year in Munich from April 9 to 12, 2024.

"We had visitor numbers that surpassed those of the previous events in Shanghai, Mumbai, Ho Chi Minh City, Johannesburg and Hyderabad. All key players in the industry were also represented," says Armin Wittmann, Exhibition Director of the analytica network. This trend also reflects the global upturn in the laboratory industry: According to figures from the German industry association SPECTARIS, the global market for analytical, biological and laboratory technology is recording annual growth rates of five to twelve percent, depending on the segment. The need for laboratory technology is increasing, especially in the ASEAN region, where state health systems and private care services are being expanded.

Accordingly, the key topic of each trade fair differs depending on the country and region: In Vietnam, for example, there is a strong focus on food and quality

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control, while in China the digital, intelligent laboratory of the future plays the biggest role. In India, meanwhile, the pharmaceutical sector is very important; in South Africa, the focus is on water quality assurance, logistics and consumer safety, among other things.

From Munich out into the world

analytica, which took place for the first time in Munich in 1968, began tapping into international growth markets in 2002 with a spin-off in Shanghai, China. This was followed by India one year later with Mumbai, and by Hanoi, Vietnam in 2009. analytica has also been represented in Johannesburg, South Africa as of 2019. “Through analytica’s international network, we are helping companies to gain easy access to international markets with our trade fair expertise,” says Armin Wittmann. “At the same time, we are planning new, diversified formats to even better meet the requirements of the respective markets.” These include the analytica Convention in Hanoi, which, as of 2024, will facilitate knowledge transfer between experts on site with a combination of conference format and networking event in the years between analytica Vietnam.

analytica trade fairs abroad in 2023 in figures

	Exhibitors 2023	Visitors 2023
analytica China	1,273	45,538
analytica Vietnam	141	5,273
analytica anacon India Mumbai	122	5,214
analytica anacon India Hyderabad	215	21,491
analytica Lab Africa	107	4,762

The next analytica, including the analytica conference, will take place in Munich from April 9 to 12, 2024.

Please find this press release for download including press pictures at analytica.de/en/press/newsroom

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



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analytica conference, where the international scientific elite meet for discussion of current topics in chemistry, biochemistry and laboratory medicine. Since 1968, analytica has been held biannually in Munich. The next event will take place from April 9–12, 2024.

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.

About 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, the Conference Center Nord and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, South Africa and Turkey. 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.