



Munich, October 10, 2023

Press Release

analytica 2024 presents the laboratory world of tomorrow

- All market leaders on board, high growth from abroad
- Concentrated expert knowledge in conference and forum program
- Focus topics are digitization and sustainability

The international laboratory industry will meet in person again in spring 2024 at analytica in Munich from April 9 to 12. The world's leading trade fair for laboratory technology, analysis and biotechnology covers the entire spectrum of laboratories in industry and research, and places great emphasis on the exchange of specialist knowledge for science and practice. Deputy Exhibition Director Susanne Grödl offers a glimpse of the innovations, key topics and highlights of the event.

Ms. Grödl, how are the registrations for analytica 2024 going?

Around 660 exhibitors have already registered, and all national and international market leaders will be present once again. We are seeing a particularly strong growth from China, where we are already at pre-pandemic levels. We are also noticing great interest from innovative start-ups and smaller companies that have not exhibited at analytica before. In addition, there will once again be large joint stands from the two leading markets, the U.S. and China. At present, it looks like the areas of analysis and quality control will be particularly well represented. As usual, we will occupy a total of five halls plus the ICM.

What industry topics will analytica 2024 focus on?

Digitization in the laboratory remains one of the leading topics in the industry. That's why we will once again be offering the "Digital Transformation" special show in collaboration with SmartLab Solutions GmbH, where visitors can try out

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working in a networked and digitalized lab based on five use cases.

Sustainability in the laboratory environment is an equally important issue. At analytica, relevant solutions will be presented and discussed, such as how to reduce energy requirements or how to reuse materials. The analysis of food also plays an important role in further improving its safety and quality as well as providing reliable consumer information about it. In this area, we will also take a glimpse of the future and deal with alternative forms of food, i.e. Novel Food, in connection with sustainability and world nutrition.

What highlights can we look forward to at analytica 2024?

As always, the renowned analytica conference will be held at the ICM alongside the trade fair. With around 180 lectures by international speakers, it covers the entire spectrum of modern analysis and promotes direct exchange between science and industry. The four forums at analytica are very practice-oriented, with best-practice presentations providing valuable tips for everyday laboratory work. Particularly popular is the Occupational Safety and Health Forum; its live demonstrations, some of which are explosive, vividly illustrate the dangers involved in everyday laboratory work. We will also once more offer events for school leavers and for professional development. Last but not least: ceramitec, the leading international trade fair for the ceramics industry, will be held at the same time as analytica, creating additional synergies for exhibitors and visitors.

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 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.



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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.