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## Press Release

### **analytica 2024: “Sustainability and AI are particularly popular topics”**

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- **Complete market overview with over 1,050 exhibitors**
- **Great interest in sustainable solutions and the use of AI**
- **Three questions for Armin Wittmann, Exhibition Director, and Susanne Grödl, Deputy Exhibition Director analytica**

From April 9 to 12, 2024, analytica will bring the international laboratory industry back together in Munich. Armin Wittmann, Exhibition Director, and Susanne Grödl, Deputy Exhibition Director analytica, reveal what visitors to the world's leading trade fair for laboratory technology, analysis and biotechnology and the analytica conference can expect this year and which topics are particularly popular.

#### **Mr. Wittmann, analytica will soon be opening its doors again. What can visitors expect?**

If you take a look around the five exhibition halls at analytica, you will get a complete market overview of innovations in the laboratory world. Over 1,050 exhibitors, with more than 50 percent of them from abroad, will be showcasing their world premieres. All national and international market leaders will be present, as well as numerous startups. The renowned analytica conference and a practice-oriented lecture program will present the latest research results and best practice examples from all application areas. In this way, we offer our visitors a comprehensive range of information to help them meet the challenges posed by current issues such as AI, digitalization, skills shortages and many more. And last but not least, the industry always looks forward to meeting up again and having the opportunity to exchange ideas and expand their network.

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**Ms. Grödl, have any topics emerged that are particularly popular with visitors?**

Definitely. We have noticed that demand is very high among visitors when it comes to sustainability, which is of course also becoming increasingly important in the laboratory environment. In the exhibition area, we will see numerous solutions related to this topic, from energy-efficient laboratory equipment and environmentally friendly chemical alternatives to miniaturization for producing less waste. On April 10, there will be a panel discussion and several presentations on the topic at the Forum Laboratory & Analysis. Talks at the analytica conference will also address topics such as circular economy, energy transition, and the green laboratory. There is strong demand for the topic of artificial intelligence, too, and how it can be applied in the laboratory environment, for example, when it comes to evaluating huge amounts of data or automating laboratory processes. In addition to forum and conference presentations, we will also primarily be addressing this topic in the special show Digital Transformation.

**Is there a program item that particularly means a lot to you?**

Since the laboratory sector has not been spared problems with young talent and the shortage of skilled workers, career planning and further training are very important to us, and we support them with various formats. The last day of the trade fair in particular, April 12, will be all about the career prospects offered by the industry: The Study Information Day, which is aimed at school students, will provide information about the entire range of scientific degree courses, while Jobday will offer the opportunity to get to know potential employers and find out about job vacancies. In the Jobday Forum (Hall B1), graduates or young professionals will also receive tips and tricks for their application documents and first job interview. As a special service for the time after the trade fair, Hay AG is offering to check resumes that can subsequently be submitted online, as well as a consulting service all about career interviews. Both offers are free of charge.

Please find this press release including pictures to download at [analytica.de/en/munich/press/press-releases/](https://analytica.de/en/munich/press/press-releases/)



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**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.

**About Messe München**

As one of the world's leading trade fair organizers, Messe München presents the world of tomorrow at its more than 80 trade fairs worldwide. These include eleven of the world's leading trade fairs such as bauma, BAU, IFAT, electronica, and ISPO. Messe München's portfolio comprises trade fairs for capital and consumer goods, as well as for new technologies. Together with its subsidiaries, it organizes trade fairs in China, India, Brazil, South Africa, Turkey, Singapore, Vietnam, Hong Kong, Thailand, and the U.S. With a network of more than 15 affiliated companies and almost 70 representations worldwide, Messe München is active in more than 130 countries. The more than 150 events held annually attract around 50,000 exhibitors and around three million visitors in Germany and abroad.