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Press Release

New venue and date are fixed

analytica Lab Africa to become the hub for South Africa's laboratory industry

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The analytica Lab Africa will take place for the first time from July 9 to 11, 2019, on the premises of the Gallagher Convention Centre in Johannesburg. Following its acquisition by Messe München and its integration into analytica's network, the event is set to continue growing in the promising market of Africa.

Reinhard Pfeiffer, Deputy CEO of Messe München on the subject of the new purchase: "The integration of Lab Africa into the analytica network offers the opportunity to give the event an even more professional appearance and greater international visibility. The further development of the trade fair brand from Lab Africa to analytica Lab Africa, including its new brand identity, is the first big step in that direction."

New location offers growth perspectives

A new logo, the extended trade fair name and the new website www.analytica-africa.com are not the only changes: In 2019, the trade fair will be held for the first time at the new location, the Gallagher Convention Centre. As one of Africa's largest exhibition venues with modern infrastructure, the Gallagher Convention Centre offers analytica Lab Africa plenty of space for development opportunities in the exhibition and conference sector.

Exhibition areas at the pulse of the industry

As part of the worldwide analytica network with events in Germany (Munich), China, India and Vietnam, the trade fair will combine different topics: Innovative, international products and solutions meet the specific requirements of the South African market at the first analytica Lab Africa. The focus is on new developments in the areas of laboratory technology, analytics, biotechnology and diagnostics.

Visitor target groups reflect key topics of South Africa

On the visitor side, analytica Lab Africa targets a wide audience of laboratory professionals from areas that play an important role in South Africa. These include pharmaceuticals,

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medicine, agriculture and mining, as well as environmental technologies, the food and beverage industry, and many others. Numerous application areas likewise meet at the analytica Lab Africa: from representatives of research through quality control to laboratory users and decision-makers.

In addition to trade visitors from South Africa, the theme portfolio of the trade fair is geared also to participants from the neighboring states of Namibia and Botswana, as well as from Kenya, Nigeria and Ghana.

About the analytica Lab Africa

Messe München is further expanding its international network in the field of laboratory technology, analysis and biotechnology with a new event in South Africa: From July 09 to 11, 2019, the analytica Lab Africa will take place at the Gallagher Convention Center in Johannesburg. For the premiere of the event in analytica's network, the organizers – Messe München and its subsidiary MM South Africa – expect some 125 exhibitors and more than 2,000 visitors on 6,000 square meters gross of exhibition area.

analytica worldwide

Part of the analytica network are also the trade fairs analytica China, analytica Anacon India and India Lab Expo, analytica Vietnam and analytica Lab Africa.

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 and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. 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.