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Press Release

analytica Anacon India and India Lab Expo 2016 close on a high note

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- **Strong participation with 7,042 trade attendees**
- **New product launches well received**
- **Key highlights: Lab safety, Live Lab and analytica Anacon India conference**
- **Trade bodies and key associations continue strong support**

analytica Anacon India and India Lab Expo 2016, leading trade fairs for laboratory technology, analysis, biotechnology and diagnostics which took place from October 20 to 22, 2016 at the HITECH Exhibition Center in Hyderabad welcomed 231 exhibitors from 11 countries and gathered 7,042 trade visitors in three days. Claudia Sixl, Exhibition Group Director at Messe München, is more than satisfied with the result: “The great success of this year’s event not only underlines the importance of analytica Anacon India and India Lab Expo. It also highlights the huge potential of the Indian laboratory technology, analysis, biotechnology and diagnostics solutions to be unlocked by manufacturers and laboratories in pharma, chemical, food industry, environmental analysis as well as by different producing sectors.”

On 9,500 square meters of exhibition space, the event brought together internationally renowned manufacturers, laboratory users, consultants and key government officials on one common platform to discuss best practices and seek solutions to some of the most pressing challenges related to the industry and research.

Rajnish Verma, Sales Manager at Honeywell, says: “analytica Anacon India and India Lab Expo gave us a lot of visibility in terms of displaying the products and technologies and meeting important customers. We intend to come back next

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year and based on our current experience, which has been good, we plan to showcase more solutions at our booth. We definitely will come back stronger and with a wider portfolio in the 2017 edition of the trade fairs.”

Also Oswin D’Souza, Director at Osworld Scientific Equipments, is pleased: “We have been participating in analytica Anacon India and India Lab Expo for the past seven years. These trade fairs are excellent not only in terms of footfall but also in terms of quality visitors and even customers who have visited our stall. We will continue to be a part of the future editions of the trade fairs and look forward to doing good business for ourselves as well.”

Knowledge-rich supporting program

For the first time ever, the trade fairs staged a Live Lab, where visitors had visual experience of lab demonstrations. In a real live laboratory, exhibitors performed live experiments for the visitors by displaying and running instruments from the pharma analysis area.

Burkhard Baier, Chief Representative at Sympa Tec, notes: “We are here to get an opportunity to network with the pharmaceutical companies in Hyderabad which is considered the hub for the pharma sector. Apart from being an exhibitor, we also had the opportunity to showcase our products working live at the Live Lab pharma analysis. Personally, my experience was very good.”

Very successful were also the special show on “Lab safety in the workplace” and the “Practice-oriented seminar for laboratory users”. Both not only offered valuable advice from the experts, but also exciting experiments and insights.

As always, the high-impact analytica Anacon India conference was another highlight of the event. Under the title ‘Science meets Technology’, the conference focused on ‘Regulatory aspects of Pharmaceutical Laboratories’, ‘Biopharmaceuticals and Bioanalysis’, ‘Food Safety’ and ‘Clinical Diagnosis’. The theoretical sessions were rounded out by tutorials where practical application tips were passed on the audience. Eminent speakers, scientists, industry

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representatives and more than 320 delegates engaged in knowledge-share and exchange of expertise. The analytica Anacon India conference was co-organized by Messe München India and the Indian Analytical Instruments Association (IAIA) and chaired by Mr. Nitin Kabbin from the Indian Analytical Instruments Association (IAIA) and Prof. Oliver J. Schmitz from the University of Duisburg-Essen, Germany.

Excellent networking platforms

Key buyers engaged in close to 750 face to face meetings as part of the Buyer-Seller program running alongside the trade fairs. Exhibitors, decision makers and VIPs directly networked and interacted with clients and other industry delegates from international and domestic markets and discussed new equipment, technologies and solutions.

Sharing his experience at the Buyer-Seller Forum, Dr. Swapnil P Sonawane, Associate Director of Dr. Reddy's Laboratories, says: "This is the second time that we are attending analytica Anacon India and India Lab Expo. Last time we met with a number of domestic players but this time we explored new technologies that are coming into the Indian market place. The Buyer-Seller Forum has been very useful as we have been able to interact with several industry players in a short span of time and especially with global companies from the sector. Our experience at the Buyer-Seller meet is invaluable and we are eagerly looking forward to many more meetings."

Bhupinder Singh, CEO of Messe München India, concludes: "We are very happy to see a great response at analytica Anacon India and India Lab Expo 2016 in terms of visitor turnout and engagement from our participants. Our key programs, the Buyer-Seller Meetings along with the much anticipated Live Lab Demonstration completely added value in terms of enhancing visitor and business experience at analytica Anacon India and India Lab Expo 2016."

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The next edition of analytica Anacon India and India Lab Expo will take place from September 21 to 23, 2017 at the HITEX Exhibition Center in Hyderabad.

For more information, please visit: www.analyticaindia.com
and www.indialabexpo.com

analytica worldwide

analytica Anacon India and India Lab Expo are part of an international network of exhibitions that also includes the trade fairs analytica, analytica Vietnam and analytica China. Additional information about these exhibitions and their programs of events is available at www.analytica.de.

Messe München

Messe München is one of the world's leading trade-show companies. It organizes some 40 trade shows for capital and consumer goods and key high-tech industries in Munich and abroad. Each year more than 30,000 exhibitors and some two million visitors take part in events held at the Messe München trade-fair center, the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München. In addition, Messe München organizes trade shows in China, India, Turkey, South Africa and Russia. Messe München has a global business presence with affiliates in Europe, Asia and Africa and more than 60 foreign representatives serving more than 100 countries.

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