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Press Release

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Vietnam – an up-and-coming market
analytica Vietnam records exhibitor rush

About half a year before the start of analytica Vietnam, the trade fair for laboratory technology, analysis, biotechnology and diagnostics in Ho Chi Minh City is in greater demand than ever before. Now, by the end of October, about 60 percent more exhibitors than in the same period of 2016 have registered for the spin-off of analytica in Munich, which will take place from April 03 to 05, 2019, at the Saigon Exhibition and Convention Center (SECC). This throng reflects the increasing importance of Vietnam's growing market for the industry. In 2019, analytica Vietnam will celebrate its 10th anniversary and present visitors from the field with an extensive supporting program including the analytica Vietnam conference, buyer–seller meetings, workshops, and lab tours.

Since the first event in 2009, analytica Vietnam has established itself as the leading trade fair for laboratory technology, analysis, biotechnology and diagnostics in the region. Among the exhibitors who have already confirmed their participation for next year there are national and international market leaders such as Agilent, Eppendorf, Merck, Metrohm, Mettler Toledo, Shimadzu, Saigon Instruments, and Waters. In 2019 there will moreover be four country pavilions from Germany, China, Taiwan and Singapore.

First-hand information

During the lab tours, visitors to the fair will have the opportunity to gain an insight into the equipment of Vietnamese laboratories, and to obtain first-hand information about the country's research and laboratory technology. These guided tours take place on the two days before the official opening of the fair and take the participants to selected research institutions and companies, where they can visit laboratories and exchange ideas with the staff.

In order to quickly establish the right business contacts at the trade fair, the organizer once again offers buyer–seller meetings, at which exhibitors and visitors are brought together without much ado in 20-minute meetings. Here, representatives of the exhibiting companies indicate in advance which sectors and companies are of potential interest to them. The trade fair organizer then arranges the meetings, which are free of charge and take place in a separate area of the event.

Vietnam's economy is booming

Vietnam is a promising market in particular for the analytics, laboratory and biotechnology sector. In no other country in the ASEAN region is the economy growing so fast; the Asian Development Bank is predicting an increase of 6.7 percent for 2018. With increasing prosperity in society, the healthcare system is expanding and the pharmaceutical industry booming. Food safety is becoming increasingly important in the victuals industry. Vietnam's many other export products, for example from the textile and clothing industry, are by now likewise subject to international testing standards. Accordingly, there is a great need for suitable laboratory and analytical equipment, most of which the country still has to import. "With analytica Vietnam, we are providing the proper platform for bringing demand and supply together", says Gabriele Kraus, Executive Director at the trade fair organizer IMAG. Experts expect the free trade agreement between the EU and Vietnam, which is scheduled to enter into force at the beginning of 2019, to provide a further boost to the Vietnamese economy.

Further information on analytica Vietnam and registration forms can be found at www.analyticavietnam.com. Photo material supporting the press release is available here.

analytica Vietnam

With its exhibition areas of laboratory technology, analysis, biotechnology and diagnostics, analytica Vietnam with the analytica Vietnam conference targets the growth market of Vietnam. 121 exhibitors and 3,514 visitors participated in analytica Vietnam 2017. The trade fair takes place every two years. Next time from April 03 to 05, 2019, at the SECC – Saigon Exhibition and Convention Center.
www.analyticavietnam.com

analytica worldwide

Messe München is the world's leading trade fair organizer for laboratory technology, analysis and biotechnology. The international network of exhibitions includes analytica, analytica China, analytica Anacon India & India Lab Expo, analytica Vietnam and analytica Lab Africa. Additional information about these exhibitions and their programs of events is available at www.analytica.de.

IMAG GmbH

IMAG, a subsidiary of the Messe München Group, organizes trade fairs around the world and supports participants in international events outside Germany on behalf of public and private clients. Since its foundation in 1946 in Munich, IMAG has been involved in over 5,000 international exhibitions abroad. IMAG's annual portfolio encompasses approximately 30 trade fairs, spanning around 20 countries. The events focus in particular on the automotive, commercial vehicles and auto parts sector; construction materials and equipment; tools; environmental technology and analysis.

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 Veranstaltungscenter 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.