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Press Release

analytica Vietnam 2021: Vietnam's platform for the laboratory industry

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From April 14 to 16, 2021, **analytica Vietnam**, the most important meeting place for the laboratory industry in the country, opens its doors, now already for the seventh time, at the Saigon Exhibition & Convention Center in Ho Chi Minh City. The trade fair for laboratory technology, analysis, biotechnology and diagnostics is a spin-off of the world's leading trade fair **analytica in Munich**. Since its launch in 2009, **analytica Vietnam** has developed into one of the most important platforms for the industry in Southeast Asia. The exhibition is going to be accompanied by an extensive conference and supporting program that focuses on the exchange of specialist knowledge. **Exhibitors can register for analytica Vietnam 2021 from now on.**

The previous event showed how attractive the Vietnamese market is for the international analysis, biotechnology and laboratory technology sector: In 2019, the trade fair grew to a record level in terms of exhibitors, visitors and exhibition space. 143 exhibitors from 15 countries occupied around 33 per cent more space than in 2017, with 4,144 visitors from the field attending. In 268 buyer-seller meetings, exhibitors and visitors quickly found the right business contacts. In 2021, the organizer will again organize these free 20-minute meetings. China, Germany, Singapore and Taiwan, among others, will be represented at the trade fair with national pavilions. In addition, increased numbers of visitor delegations from neighboring countries such as Cambodia and Laos are expected.

Expert knowledge straight from the source

The comprehensive supporting program focuses entirely on the exchange of expertise. An important component is the **analytica Vietnam** conference. There, national and international experts will give lectures on the latest developments in

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the fields of biotechnology, pharmaceuticals, food and environmental analysis. Moreover, there will also be practice-oriented workshops, an Exhibitor Forum and live shows on safety in the laboratory. One day before the start of the trade fair, exhibitors will have the opportunity to gain an insight into selected laboratories on site in the course of a lab tour.

Vietnam – an up-and-coming market

Vietnam continues to offer excellent market opportunities for the industry. The country's economy has been growing at a high level for years. The health care system is expanding, and the government plans to spend around \$ 32 bn on health care by 2022. In order to be able to produce high-quality drugs in the country itself, concomitantly the Vietnamese pharmaceutical industry is to be expanded. For the quality assurance and optimization of its numerous export products, by contrast, such as in the food, textile and clothing industries, Vietnam still relies mainly on imports for laboratory and analytical equipment. The demand for chemical products such as those needed for the production of fertilizers, plastics, paints and varnishes is also increasing. Last but not least, a high level of pollution means that larger investments in environmental monitoring equipment are planned.

„With analytica Vietnam, biannually we bring together top-class international exhibitors, leading industry experts and several thousand visitors from the field. The event has earned itself an excellent reputation in the industry,” says Gabriele Kraus, Executive Director of the trade fair organizer IMAG. Susanne Grödl, Exhibition Director at the analytica events, adds: „In doing so, we want not only to create a platform to present the latest technologies and services in the industry, but also to promote a comprehensive exchange of expert knowledge. For this know-how continues to be in great demand in Vietnam.”

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

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analytica Vietnam

With its exhibition areas for laboratory technology, analysis, biotechnology and diagnostics, analytica Vietnam with the analytica Vietnam conference targets the growth market Vietnam. 143 exhibitors and 4,144 visitors participated in analytica Vietnam 2019. The trade fair is held every two years. Next time from April 14 to 16, 2021, 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: In addition to the world's leading trade fair analytica, the analytica network comprises analytica China, analytica Anacon India with India Lab Expo, analytica Vietnam, and analytica Lab Africa.

IMAG GmbH

IMAG, a subsidiary of Messe München GmbH, organizes its own trade fairs and trade fair participations for public and private customers all over the world. Since its foundation in Munich in 1946, IMAG has been involved in more than 5,000 international exhibitions. IMAG's annual portfolio comprises around 30 trade fairs in some 20 countries, particularly in the fields of automotive, commercial vehicle and component supply; building materials and construction machinery; machine tools and production technology; and environmental technology and analysis.

Messe München

With more than 50 own special trade fairs for capital goods, consumer goods and new technologies, Messe München is one of the world's leading trade fair organizers. In total, every year more than 50,000 exhibitors and some three million visitors take part in the more than 200 events on the exhibition grounds in Munich, at the ICM – International Congress Center Munich –, at the MOC Veranstaltungszentrum Munich, and abroad. Together with its subsidiaries, Messe München organizes trade fairs in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of affiliated companies in Europe, Asia, Africa and South America, as well as around 70 foreign representations for more than 100 countries, Messe München is globally present.