



Munich, October 24, 2019

Press Release

analytica 2020: The leading guide to the smart laboratory

- **The world's leading trade fair is the meeting place for the global laboratory industry**
- **International exhibitor participation is growing strongly**
- **The focus on digital transformation is being further expanded**

From March 31 to April 03, 2020, analytica will open its doors on the fairgrounds of Messe München. Even now there are already signs of an increase in the number of exhibitors. One focus of the world's leading trade fair for laboratory technology, analysis and biotechnology with the accompanying analytica conference: the digital transformation of the laboratory world.

Today, reliable analyses are more important than ever – for controlling the global movement of goods as well as for meeting climate targets and developing new materials or medicines. According to the 2019 Trend Report of the industry association Spectaris, the world market for analysis, bio- and laboratory technology is growing by five to eleven percent annually, depending on the segment. “We feel the positive mood in the industry when we register exhibitors for analytica,” says Susanne Grödl, Exhibition Director analytica at Messe München.

Above all, interest from abroad is growing strongly: Thus, exhibitors from the USA will for the first time be present in the form of a joint booth. China is planning a much larger trade fair presence than in 2018, and the United Kingdom, Spain and Korea have likewise booked national booths again. Five months before the start of the trade fair, 814 exhibitors have already registered – 369 of these international ones, an increase by 15 percent over the corresponding period in 2018. The number of German exhibitors has risen by six percent to 445 by now.

The supporting program: Forums, Live Labs, and more

“The megatrends of digitalization and networking are keeping the industry occupied,” emphasizes analytica Exhibition Director Grödl, “hence we are

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expanding the Digital Transformation Forum in terms of both space and contents.” In addition to keynote speeches, there will be a special show in Hall B2. Industry giants, medium-sized companies and start-ups will be presenting their concepts for the digital transformation live here. Further highlight: With virtual reality glasses, analytica visitors will be able to experience tomorrow’s smart laboratory already today.

The Biotech Forum (Hall A3) and the Laboratory & Analysis Forum (Hall B1) with best-practice presentations by the manufacturers will also be held again. The program of the Biotech Forum also includes the Finance Day on April 02 and the Personalized Medicine theme day on April 03. And anyone who would like to use their visit to analytica for their own career planning should miss neither the Job Day on April 03 nor the extensive continued training offered by analytica.

Practical tips for laboratory work can also be had from the Food Analysis (Hall A3) and Material Analysis (Hall A1) Live Labs. In the fully equipped laboratory lines, international market leaders demonstrate their products and systems in action. Crowd-pullers furthermore include the “explosive” demonstrations at the special show on workplace health and safety.

analytica conference: Focus on research

“Talking Science” is the motto of the analytica conference. It will take place on the first three days of the trade fair at the ICM Congress Centre of Messe München and bridge the gap between routine analysis and research with some 200 lectures. Renowned scientists from all over the world will not only present the latest methods of chemical analysis and bioanalysis, but will also discuss artificial intelligence and big data, resistance to antibiotics, nanoparticles and many other subjects.

Whether at the analytica conference or in the exhibition halls: The exchange of information between the various industry players is always a priority. “By bringing together equipment manufacturers, users and scientists, investors and decision-makers from all over the world and from all analytical disciplines, we drive the innovative power of the industry,” summarizes Susanne Grödl. In times of change, interdisciplinary global dialogue plays a key role. analytica offers a unique platform for this.



analytica

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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 is complemented by the analytica conference, where the international scientific elite meet for discussion of current topics in chemistry, biochemistry and laboratory medicine. At the analytica 2018, there were 35,626 visitors and 1,163 exhibitors. Since 1968, analytica has been held biannually in Munich. The next event will be from March 31 to April 03, 2020. www.analytica.de

analytica worldwide

Messe München is the world's leading trade fair organizer for laboratory technology, analysis and biotechnology: 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.