

Final report
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Press release

Closed with overall success

analytica China further strengthens its position as leading platform

On September 26 analytica China 2014 closed with record-breaking visitor numbers: 18,775 business professionals (2012: 16,940) from 62 countries attended the seventh edition of Chinas Leading Trade Fair for Laboratory Technology, Analysis, Biotechnology and Diagnostics at the Shanghai New International Expo Center (SNIEC). Moreover, the exhibition space recorded over 30,000 square meters on which 695 exhibitors – a plus of 20 percent compared to 2012 – from 29 countries presented their products and technologies. Further, the analytica China Conference held along with the exhibition attracted about 2,360 participants from various industry fields.

Dr. Reinhard Pfeiffer, Deputy CEO of Messe München International, said: “analytica 2014 in Munich in April has seen a remarkable growth in regard to exhibitor and visitor participation. analytica China could even top these figures and proved that analytica worldwide stands for the growth of this industry.” Ryan Loh, Managing Director of MMI Shanghai, was enthused: “We are happy about the great result of this year’s analytica China. The continued expansion of the show reflects that the industry is optimistic about the Chinese market and that the future of the Chinese biotechnology and analytical instrument industry is promising.”

Exhibition space and exhibitors number at new highs

As the brand recognition and influence of analytica China constantly increases, its scale and the number of exhibitors have continuously made new records. In 2014, the show expanded to three halls – Hall N1, N2 and N3 – and covered over 30,000 square meters, which is a considerable increase of 25 percent compared to the last edition of the trade fair. Among the 695 exhibitors, 258 of

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them are first timers at analytica China. Moreover, the show's international influence has further increased: 37 percent of the exhibitors are from overseas. Germany, Japan, Taiwan and the UK organized national pavilions. The German Pavilion again expanded and covered 510 square meters of exhibition space. The Taiwan Pavilion, a cluster of twelve Taiwanese companies organized by Kaohsiung Instruments Commercial Association, joined analytica China for the first time.

Shuitian Hong, Chairman of Kaohsiung Instruments Commercial Association, was very surprised of the results of the show: "It is the best analytical trade show we have ever attended in China. There were a lot of visitors, many from foreign countries, and the quality was very good. Most exhibitors in our pavilion are newcomers in the industry. Through analytica China, we met many agents and partners." Nam-Hoon Kim, Vice President and General Manager of PerkinElmer, said: "analytica China is an important platform for us to show our innovative products and solutions, and it gave us a good opportunity to connect with key customers and scientists in the laboratories."

Professional users and representatives from various industry fields

18,775 professional visitors including users and decision-makers from the chemical, medical, food, environmental and pharmaceutical industries as well as representatives from industrial and governmental research institutes attended analytica China 2014. The high quality of the visitors was further underlined by Houlong Cheng, National Product Manager of Boao Biotechnology Group: "Plenty of visitors attended analytica China. Compared to the last two sessions, there were more end-users this year apart from professionals in the biotech industry, for example, researchers from Shanghai Jiaotong University, Fudan University, Ruijin Hospital and Zhongshan Hospital. Also, there were some biotech companies from the product conversion business. I think they have completed the visitor profiles and made the trade show more exclusive."

Even the visitors themselves were satisfied with the show as Yun Yang, Director of the Technology Promotional Center at Baosteel Chemical, confirmed: "A lot of leading companies exhibited at analytica China, so we could get to know their



technologies and products through the exhibition and find what we need. I have visited every analytica China. Clearly there were more exhibitors and new products this year. I hope analytica China will develop further in the future.”

The visitors came from altogether 62 countries, such as China, Japan, Korea, Taiwan, Thailand and the US. Szabolcs Beatá, Sales Manager of AA Labor Kereskedelmi Kft, said: “China’s analysis market is getting bigger and bigger. It was our first time to visit analytica China, we came here to look for distributors of Laboratory Equipment and Accessories. Also we wanted to find out more especially about glassware laboratory use in analytica China.“

Three application areas and live product presentations

With regard to current trends and demands, analytica China 2014 focused on the three hot topics biomedicine, food safety as well as environmental monitoring and set up special application areas for each of them. In addition, a variety of technological forums and live presentations were given where participants had the chance to talk face-to-face with exhibitors and discuss on systematic solutions.

High quality accompanying conference won widespread acceptance

In cooperation with the Chinese Chemical Society (CCS), Messe München International organized 13 high-profile conferences and lectures along with the exhibition: besides the 7th Shanghai International Symposium on Analytical Chemistry, the Shanghai Sino-EU International Forum on Food Safety, the Symposium and Personalized treatment, the LSAC Forum 2014 as well as the 2014 International Conference on Functional Materials (ICFM 2014) were held. Over 200 experts from China and abroad gave more than 200 keynote speeches and reported on the latest developments in science. A total of 2,360 participants attended the conferences.

Prof. Yingjie Pan, Director of the Shanghai Society of Food Science, stated: “analytica China 2014 is a very important high-tech trade show. Leading experts and professionals shared their findings and insights into food safety issues at the Food Safety Forum. The theme of the forum is quite clear and concerns the



most discussed topics that intrigued active participation. World-class manufacturers and leading domestic companies all joined in analytica China as it provides a very good platform for them.”

The next analytica China takes place from October 10 to 12, 2016 in Shanghai.

More information is available online under www.analytica-china.com.

Messe München International

Messe München International is one of the world’s leading trade show companies. In Munich alone it organizes around 40 trade shows for capital and consumer goods, and key high tech industries. Each year more than 30,000 exhibitors and around two million visitors take part in the events held at the Messe München exhibition center, the ICM – International Congress Center München, and in the MOC Veranstaltungszentrum München. The leading international trade fairs of Messe München International are all independently audited. In addition, Messe München International organizes trade shows in China, India, Turkey and South Africa. With a combination of affiliates abroad – in Europe, Asia and in Africa – and over 60 foreign representatives actively serving over 100 countries, Messe München International has a worldwide business network. The Group also takes a pioneering role as regards sustainability: It is the first trade-fair company to be awarded energy-efficiency certification from the technical inspection authorities TÜV SÜD.

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