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## Press Release

### Early bird discount starts

# analytica China 2016 increases exhibition area by over 16 percent

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- 35,000 square meters of exhibition space
- Three theme areas for eight application industries
- First Food Safety Special Exhibition

analytica China will again open from October 10 to 12, 2016 at the Shanghai New International Expo Center (SNIEC). The exhibition is expected to take over 35,000 square meters (2014: 30,000), what makes it the largest analytica China ever. Exhibitors can benefit from preferential terms including discount prices and space allocation priorities. The early bird offers are valid until September 30, 2015. More information is available at [www.analyticachina.com](http://www.analyticachina.com).

### Three theme areas for eight application industries

analytica China 2016 will continue the themes of its last opening and set the areas Life Sciences, Bio-technology and Diagnosis, Instrumental Analysis and Quality Control as well as Laboratory Equipment and Technology. The trade fair covers the entire spectrum of laboratory applications, including high-tech analysis and peripheral equipment, measurement, testing and quality control, life science instruments, medical diagnosis, reagents and consumables, general laboratory equipment plus information technology and services.

Eight application industries are especially presented at analytica China 2016: biotechnology, pharmacy, chemistry and chemical engineering, scientific research, food safety, life science, environmental monitoring, industrial

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manufacturing (e.g. semiconductors and electronics), medicine and health as well as inspection and quarantine.

At the same time, based on a detailed assortment of the exhibited products and their applications, special areas like the Biotechnology Services Area, Fast Inspection Area and Third-Party Inspection Area will be established to provide more focused and effective communications and services to the exhibitors and visitors.

### **Focus on food safety with first Food Safety Special Exhibition**

Food safety has for a long time been the focus of the entire country. As China's leading exhibition for analysis, the organizers of analytica China are going to launch the Food Safety Special Exhibition and Summit to present food safety related analysis and testing measures as well as quality control products and technology.

Food safety concerns the two factors technology and management. The improvement in government management and technology progresses will both provide strong support for the sustainable development of the food industry and the quality of our food. The Food Safety Special Exhibition will center on systematic food safety solutions, analysis and inspection equipment as well as food safety control technology. It addresses research institutes, large and medium food manufacturers as well as trade and distribution. At the same time, the China International Food Safety Summit will offer in depth information on both technologies and management.

### **First alliance of analytica China and China Brew and China Beverage**

analytica China 2016 will for the first time open concurrently with China Brew and China Beverage (CBB), International Brew & Beverage Processing Technology and Equipment Exhibition for China. The collaboration between the two trade fairs is supposed to improve their influence in the food industry and attract new professional visitors.

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**More information is available at [www.analyticachina.com](http://www.analyticachina.com).**

#### **About analytica China**

analytica China with the analytica China conference is the Leading Trade Fair for Laboratory Technology, Analysis, Biotechnology and Diagnostics in China. In 2014, a total of 695 exhibitors and 18,775 visitors participated in the event. analytica China is held every two years at the Shanghai New International Expo Centre in Pudong—the next time from October 10 to 12, 2016.

#### **analytica worldwide**

analytica China is part of an international network of exhibitions that also includes the trade fairs analytica, analytica Vietnam and analytica Anacon India with India Lab Expo. Additional information about these exhibitions and their programs of events is available at [www.analytica.de](http://www.analytica.de).

#### **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.