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## Press Release

# analytica China 2016: Exhibitor numbers on the rise again

Bianca Gruber  
Press contact  
Tel. +49 89 949-21502  
Fax +49 89 949-97-21502  
[bianca.gruber@messe-muenchen.de](mailto:bianca.gruber@messe-muenchen.de)

**Safety crisis in food, environment, bio-pharmacy and agriculture has been drawing intense public attention in the past years. To address such issues, China has released a series of policies and laws making more, higher demands on testing instruments. Such changes foretell great expectations for the scientific instrument market—as well as for analytica China. From October 10 to 12, 2016, the Chinese spin-off of analytica, the world's leading trade fair for biotechnology, diagnosis and laboratory technology, will open again at the Shanghai New International Expo Center (SNIEC). Seven month before the show, the exhibitor numbers exceed expectations.**

## New faces joining in

Since the analytica China 2016 exhibitor recruitment began, the trade show has received strong support and active participation from companies in the industry, old and new. More than 600 exhibitors have already registered, among them over 150 new-comers like Bio-Rad, DANAHER, Grace, Genscript, Harvard Instruments, Kewaunee, NIMAC, Promega, Quantachrome Instruments, Shanghai TS Lab, TA Instruments, Taiwan Cleanleau, Taiwan HMTECH, TOMOS Instruments, Veolia ELGA pure water for laboratory, Xiamen Yixu Lab and ZEPHIRUS. This year's exhibition area covers 35,000 square meters. To date, more than 80 percent of it has already been ordered. Especially the areas "Life sciences, biotechnology and diagnosis" and "Analysis and quality control" are in demand and nearly sold out.

## Focus on food safety

Along with bio-pharmacy, chemical engineering and environment, food safety will be a main topic of analytica China 2016. The newly-organized special exhibition

Messe München GmbH  
Messegelände  
81823 Munich  
Germany  
[www.messe-muenchen.de](http://www.messe-muenchen.de)



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area for food safety will focus on the exhibition of systematic solutions to food safety and outstanding cases, so as to provide the latest, most cutting-edge food safety solutions for authorities, and quality control for food processing manufacturers. The major exhibits and the demo area for food safety provide analysis and test instruments (for microbes, toxics, pesticide residue, heavy metal, gene-mutation and additives), mobile fast testing technology, food safety tracing systems, temp/moisture monitoring systems, sanitation and sterilization equipment, reagents and consumables.

Moreover, special areas for biotechnology services, fast testing, third-party testing and laboratory construction will be set up to offer more detailed services and platforms to users and exhibitors from these areas.

### **Top supporting program**

At analytica China 2016, again there will be high-quality conferences, forums and workshops targeted at food safety, analytical chemistry, proteomics, laboratory construction and safety, environment and pharmacy, especially in their actual applications. Some of the topics are displayed in this year's analytica China conference, too. Further, the third Sino-European International Food Safety Forum for example will compare and analyze the latest food safety regulations in different countries, and address new trends in the food safety inspection technology and monitor system against such background. Leading food brands, like the Bright Group, will give speeches on their experience and achievements in food safety.

The eighth Shanghai International Symposium on Analytical Chemistry will offer talks on the application of analytical chemistry in food, biomedicine, environment, material and nano-technology. The Omics and Personalized Medicine Symposium and LSAC: Life Science & Biotech Forum will center on hot topics as precision medical treatment and big-data. Moreover, training sessions will be held during the exhibition, addressing gas and liquid chromatography, mass spectrometry, sample preparation, rapid detection technology, laboratory safety and certification.

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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**

Messe München is one of the world's leading trade-show companies. It organizes some 40 trade shows for capital and consumer goods and key high-tech industries in Munich and abroad. Each year more than 30,000 exhibitors and some two million visitors take part in events held at the Messe München trade-fair center, the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München. In addition, Messe München organizes trade shows in China, India, Turkey, South Africa and Russia. Messe München has a global business presence with affiliates in Europe, Asia and Africa and more than 60 foreign representatives serving more than 100 countries.