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Press Release

analytica China 2018: Bigger and new layout

Asia's leading trade show for analysis, lab technology and biotechnology, **analytica China**, will open again at Hall E1 to E4, Shanghai New International Expo Center from October 31st to November 2nd, 2018. The exhibition is a spin-off of **analytica** in Germany - the leading international fair for laboratory technology, analysis and biotechnology. **analytica China** is the leading barometer for the analysis industry in China and the Asian-Pacific Region.

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Four Halls, Five Areas: Bigger size, New Layout

In 2018, the exhibition will expand again and grow from 3 halls to 4 halls with a total area of 46,000 square meters. The exhibitor number is expected to reach 1,000, unprecedented in the history of the exhibition.

The five segments of **analytica China 2018** are now decided: apart from the original areas – Life Sciences, Bio-technology and Diagnosis; Analysis and Quality Control; Lab Equipment and Technology; Food Safety Equipment and Technology – a new area, Environmental Monitor Equipment and Technology is added. The new areas will include analysis and monitoring products and technology for environmental monitoring. Together with relevant supporting programs, the new show segments will exhibit the new products, technology, applications and trends in the industry and support the development of the environmental monitoring industry in China.

Market development boosts exhibition segments

As two of the most important areas at **analytica China**, Life Sciences, biotechnology and diagnostics as well as analysis and quality control have always been the focus of brands and users. China adopted a plan to build a healthy China in the next 15 years. The government has been raising people's

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living standards, but new challenges to a healthy society, such as the aging population and environmental pollution, have also emerged. It stresses that health should be combined into all major policies, such as fighting environment pollution and improving the nation's healthcare provision.

Exhibits at analytica China 2018 cover all important areas in lab applications, including general analysis instruments and peripheral equipment, environmental and food analysis equipment, test and measurement, quality control, life sciences, medical treatment and diagnosis, reagents and consumables, general lab equipment, and information services. The main target groups as visitors are from industries such as biochemistry and pharmacy, chemical engineering, education and research, food safety, environmental monitoring, industrial manufacturing, medical and health, and inspection & quarantine.

Strong participation: Industry leaders and increased space

Since early bird sales started in January, the participation has remained very strong. About 500 exhibitors have already secured their booths and the space allocation is under way. Many important brands have already made orders and got their place in the exhibition, including Agilent, PerkinElmer, Shimadzu, Eppendorf, Analytik Jena, Techcomp, Hitachi, Tegel, Anton Paar, METTLER TOLEDO, Bruker, Horiba, Erlab, Metrohm, Tecan, BRAND, Merck, Miele, IKA, Verder, Wilsonart, Trespa, Esco, Sartorius, OHAUS, DKSH, and Foss.

Participation from domestic brands is also strong, companies such as Focused, Hanon, Skyray, JET, Dragon, Bioer, Titan, Spectrum, Haier, Sinopharm, INESA, Sunny Hengping, Hanguang, Daxpro, Chuangmei, Yiheng, SAN Group, Road Lab and Weizhen are participating. Most of them also expand their booths.

High quality accompanying programs showcasing the trends in the industry

analytica China 2018 will again organize a host of high-quality forums and training courses, addressing topics like food safety, analytical chemistry, lab construction and safety, environmental monitoring, pharmacy and life sciences. Over 100 lectures will be given at the conferences. The organizers will invite leading speakers from China, Germany, USA and Japan to make keynote

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speeches and share their ideas on cutting-edge technology, market trends and needs.

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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 2016, a total of 848 exhibitors and 24,582 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 31 to November 2, 2018.

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.

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

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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.