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Press Release

analytica China 2018

The benchmark for many of China's future-technologies

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analytica China 2018, the leading analysis, biotechnology, diagnosis and lab technology exhibition in Asia, will open at Shanghai New International Expo Center (Hall E1-E4) on October 31–November 2, 2018. As a biennial exhibition anticipated by the industry, this year's show will enlarge its exhibition scale by expanding to four halls, attracting more than 900 top-notch exhibitors as well as key players from Germany, UK and Japan within a display area of 46,000 square meters. 27,000 professional visitors from lab research and application fields are expected to make their presence.

In recent years, the analysis instrument industry has shown great potential as China offers more support and the relevant application markets, such as food, environmental protection and pharmacy, are expanding rapidly. According to statistics, the overall instrument industry in China last year maintained a growth rate of over 10 percent and the import and export trade volume reached 73.27 billion dollars. The numbers are expected to grow in 2018. Against such background, analytica China is committed to promoting the development of the nation's scientific instrument industry by offering a fantastic communication platform which integrates production, study, research and application for industrial enterprises, users, experts and practitioners.

Environmental testing and monitoring as a new focus topic

As a superior platform for the display of new products, technologies and solutions, analytica China will launch a brand new Environmental Monitoring Equipment and Technology Area this year, along with its existing areas—Life Science, Biotechnology, Diagnosis, Analysis and Quality Control, Lab Equipment and Technology, Food Safety Equipment and Technology. The new area is

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devoted to the environmental analysis, testing and monitoring technology and products, showcasing the new products, technologies and applications through both exhibition and forums, in order to cover the specific needs of this growing area.

By July, almost all spaces have been booked, once again consolidating the show's position as the industrial weather vane. During the show, leading players in the industry are going to demonstrate the state-of-the-art products and services, such as BRAND, Eppendorf, IKA, JULABO, Hamamatsu, Mettler Toledo, Metrohm, Thermo Fisher, Waters and Zeiss.

Prime Priority Program to Provide VIP Visiting Experience

In 2018, a new program, Prime Priority (PP), is initiated to provide high quality visiting experiences to important visitors and end users (VIPs). The program aims to help VIPs achieve their purposes and match their needs to the supplies.

The PP card is the exclusive identification of the VIPs, who enjoy a series of priorities including free admission, free lunch and VIP lounge (one companion allowed), free admission to support programs and over 100 lectures. Other PP card priorities are also open to the visitors now, including new product releases, gift cards for survey participation, and gifts for visiting groups.

Multiple Conferences to Explore the Future Industrial Development

Besides the exhibition, the analytica China supporting program provide cutting-edge topics, high quality lectures and professional services. In 2018, analytica China will again organize conferences on important topics in analytical chemistry, food safety and health, precision medicine, environmental analysis and test, sample preparation, lab certification and management.

Another highlight of the supporting program is the 9th Shanghai International Symposium on analytical Chemistry, organized by Chinese Chemical Society and Messe München. It addresses the topic "Analytical Chemistry Makes Life Healthier". Prof. Jin-Ming Lin from Tsinghua University

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and Prof. Oliver J. Schmitz from University of Duisburg-Essen will act as Chairmen of the conference. The **Shanghai Sino-EU International Forum on Food Safety** is organized by Shanghai Society of Food Sciences, Shanghai Food Safety Federation and Messe München. It will also feature a series of accompanying conferences for the first time, including the 2018 Annual Meeting of Shanghai Society of Food Sciences, the 2018 Annual Meeting of Shanghai Food Safety Federation and the Annual Party of regional food sciences societies. The **Laboratory Construction and Security Forum** will invite industrial experts and enterprises to communicate on topics such as laboratory safety management, lab design and operation, green lab/smart lab, etc. The **Environmental Monitoring Technology and Analysis Forum** will gather professional industrial experts and users to discuss relevant standards and technologies of environmental monitoring and analysis, so as to promote the development of the nation's environment protection industry. The **LSAC Life Science & Biotech Forum** will feature expert talks on **high-pass sequencing technology and its applications**. Other splendid programs include **Sample Pre-treatment Technology, Technical Training Series Courses, The Workshop on the Quick Testing Technologies' Development**, etc.

The analytica China 2018 visitor pre-registration is now online:

www.analyticachina.com.

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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.

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analytica worldwide

analytica China is part of an international network of exhibitions that also includes the trade fairs analytica, analytica Vietnam, analytica Anacon India with India Lab Expo and analytica Lab Africa. 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 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.