

Manufacturers in the laboratory sector choose analytica

More than a year before the fair, this is certain: analytica 2018 is very popular among exhibitors. Many months before the next exhibition is set to begin, more than 230 companies have already registered to participate in the International Trade Fair for Laboratory Technology, Analysis and Biotechnology. The exhibition is being accompanied by a supporting program that promotes the transfer of know-how at the highest level. analytica will take place at the Messe München trade-fair center from April 10–13, 2018.

More than 230 exhibitors from 22 countries have already registered for the next analytica—that is 26.4% more than at this same point in time prior to the 2016 fair (in 2015: 182). 36.2% of the applications received to date are from countries other than Germany. Exhibitors include leading international manufacturers such as Agilent, Akzo Nobel, Analytik Jena, Büchi, Mettler Toledo, Netzsch, Olympus, Perkin Elmer and Waters. In addition, large joint international exhibits, among other things from China and Korea, have also been announced. As a result, the trend that has been noticeable at previous exhibitions—companies registering for analytica early and in large numbers—appears to be continuing. Dr. Reinhard Pfeiffer, Deputy CEO of Messe München, sums things up: “The fact



More than a year before the next exhibition is set to begin many companies have already registered to participate in analytica 2018.

that manufacturers are expressing this much interest in analytica 14 months prior to the fair confirms that analytica is Number 1 in the industry. It covers the entire value chain in the laboratory sector in its entire breadth and depth. No other trade show in the world has a portfolio of equipment, techniques, services and innovations for the laboratory that is as comprehensive as that of analytica in Munich."

An international trade fair that received top marks from exhibitors

The fact that exhibitors were satisfied with having participated in analytica 2016 and with the business that they initiated there was also reflected in an exhibitor survey that was conducted by the independent opinion research institute Gelszus Messe-Marktforschung GmbH. Susanne Grödl on the results of the analytica 2016 survey: "97% of exhibitors were satisfied or very satisfied with having participated in the fair, and 95% said that they wanted to participate again in 2018. For us, that is naturally an incentive to increase the quality of the fair, something that our exhibitors have come to expect, to a new level for analytica 2018. Exhibitors should be able to conduct the best business in the world at the largest industry gathering in the world. We want to enthrall our exhibitors with the trade visitors' internationality, quality and investment potential."

A driving force behind innovations and a source of momentum

In addition to allocating stand space, preparations for the supporting program and the scientific conference are moving ahead at full speed. Keynotes from leading scientists from Germany and abroad and 1,839 participants —12% more than in 2014— that is the record of success of the analytica conference in 2016. The conference promises to



The supporting program at analytica promotes transfer of know-how at the highest level.

be a scientific highlight of analytica again in 2018. Experts will report on the latest developments in analysis in their presentations. They will cover the entire range of topics, from fundamental research to applications—and do so in nearly all application sectors, from material analysis and bioanalysis to food analysis and pharmaceutical analysis. The Live Labs will also continue their success story in 2018. Well-known manufacturers give live demonstrations of their products and in various applications on the topics of food

and material analysis. The extensive supporting program including Finance Day, Personalized Medicine and JobDay will also be continued in 2018 and expanded to include a number of trending topics. Whether it comes to the analytica conference, Live Labs, special shows or the forum program: The supporting program will give attendees a comprehensive look at the latest products in the laboratory community and at the future of laboratories.

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