

## An interview with Susanne Grödl, director of analytica

**F**rom the point of view of the organization and planning of the fair, and regarding the last edition, has the focus changed much?

Analytica (19-22 October; with analytica virtual from 19 to 23 October) is the leading platform worldwide for the laboratory industry and science. It is the largest trade fair, which shows all devices, applications and services in a depth and breadth like no other trade fair. We see ourselves as a platform for top-class business contacts between manufacturers and users. Therefore, we provide manufacturers with high quality and quantity of lab users and, conversely, to offer lab users a wide range of manufacturers. In order to make the event even more attractive for laboratory users, in 2020 we have innovative topics such as digitalization in the laboratory, the latest developments in personalized medicine. In addition, we will dedicate the corona virus from the point of view of diagnostics in the laboratory. We will once again high-light all exhibitors who offer solutions on this topic and offer interesting lectures in the forums.

**How do you prepare to face the health demands of coronavirus?**

Together with the responsible health authorities in Bavaria, Messe München has drawn up a very comprehensive protection and hygiene concept that guarantees maximum protection for all those involved on the exhibition grounds. The hygiene concept includes precautionary measures to ensure that people are kept away from each other, additional disinfection facilities and a reliable system for tracking contacts as quickly as possible in the event of an infection. The concept is further specified and updated daily and we take into account the questions and suggestions of our exhibitors when implementing it.



Susanne Grödl

**Will you combine the face-to-face and virtual conceptions of the fair?**

In recent months, we have all learned to communicate and work with digital solutions. Many things that seemed unthinkable before have worked. It's similar with trade fairs. They offer exhibitors and visitors the opportunity to make new contacts through personal discussions, and laboratory users are able to try out new products on site and live. I still consider this exchange to be irreplaceable, because we humans need personal communication, and a trade fair guarantees that. At the same time, the external factors have changed, so that it is no longer possible to meet so many people at the same time in a small space. That is why we will be adding a virtual platform to analytica to give all those who are not allowed or do not want to travel an opportunity to take part in analytica's comprehensive and innovative supporting program. The

## TRADE FAIRS

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*analytica 2016*

*virtual event will take place at the same time as analytica and will also offer manufacturers an opportunity to make their sales contacts - worldwide. We assume that the virtual trade fair will generate even greater coverage than before, as everyone around the world will have 24-hour access to virtual analytica.*

***How does the health and economic situation, both quantitatively and qualitatively, affect analytica? Are there any alterations regarding the number of exhibitors in different sectors?***

*Currently, analytica covers the entire portfolio in the fields of laboratory technology, analytics and biotechnology with its exhibitors, so that analytica continues to stand for a comprehensive range of products for the laboratory of research and industry. Over 75% of the international market leaders in the laboratory sector are represented at analytica.*

*We have been receiving cancellations from countries with travel restrictions. However, especially when it comes to combining a live event with a virtual event, we are optimistic about the future, because we are convinced that we will continue to offer exhibitors and visitors a very high-quality opportunity for personal exchange and to participate in innovations in the industry.*

***Do you have a plan B in case the coronavirus returns with intensity?***

*In case the coronavirus returns and we face the situation that we have to cancel the show, we will transfer the analytica to the digital platform. Exhibitors will then present themselves exclusively in digital form and large parts of our supporting program will also take place virtually.*

**What surface will the fair occupy?**

*We are currently planning with five halls, I just think that we will and must have more generous open spaces within the halls, because the protection and hygiene concept includes the provision of space to give visitors more distance.*

**How many exhibitors will be there? From how many countries?**

*We will certainly have fewer exhibitors and visitors at the analogical analytica because many customers will not be able to travel. The virtual analytica opens up this target group to be part of the world's largest trade fair. I therefore assume that we can welcome over 1.000 exhibitors to the live and digital platform.*

**What is the expectation of the number of visitors?**

*By combining the analogical analytica with the digital analytica, I assume that we will still be able to reach over 30.000 visitors. The virtual format in particular offers very high international access to new visitor groups, especially in Asia and in the US.*

**Where will they come from?**

*Due to travel restrictions I assume that primarily visitors from Germany and Europe will come to the live event. Visitors from overseas can be reached via the virtual analytica.*

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**What would stand out from the parallel congresses and meetings? Will there be any star issues?**

*Analytica is known for its extensive supporting program and also for an internationally renowned conference for scientists. On the one hand, the conference includes a range of lectures on classical methods in instrumental analysis, especially in spectroscopy, microscopy and chromatography. We also focus on pharmaceuticals and personalized medicine. Further challenges in research data management will be addressed, here with the lectures Innovation for Research Data Management and Mining Data Management Aspects of Human Biobanking. And many other topics more.*

*Regarding the supporting program I would like to highlight the Live Labs. Manufacturers present their applications in live*



analytica 2018

*modus and lab users are able to ask questions at hands on sessions. One of our highlights will be also the show on lab safety with live demonstrations how to handle hazardous substances in daily laboratory work.*

**Where would you place analytica in the European and global context of the industry's fairs?**

*Even in difficult economic times like these, I still see analytica as the world's leading trade fair for the laboratory business since analytica covers the entire value chain in the laboratory business. Now and in the future, we will focus on hot topics of the future and focus on ensuring that the most important manufacturers meet their most important customers. To this end, we are creating visionary platforms - both live and digital.*

**Do you want to highlight something else?**

*One of the highlights at analytica will be the Digital Transformation show. This is about the transformation of previously analogical processes into the digital world in a laboratory. We have worked out the concept almost a year ago together with the Technical University of Dresden because we believe that digitization will be a key aspect of future work in the laboratory. The current developments in our life confirm that this was the right approach.*

*18 exhibitors will present the latest and market-ready solutions in the field of digitization and will showcase their services on small demonstration islands. You will find further details under <https://www.analytica.de/en/supporting-program/special-shows/digital-transformation-labor-4-0/>*

[www.analytica.de](https://www.analytica.de)