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Press release

analytica Vietnam is moving to Hanoi

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The fifth edition of analytica Vietnam, a spin-off of analytica in Munich, will take place at the International Center for Exhibition (I.C.E.) in Hanoi from March 29 to 31, 2017. Moving the trade fair from Ho Chi Minh City to the Vietnamese capital has advantages: Hanoi is the political center of the country and home to its most important universities. Effective immediately, [exhibitors may now register](#) for analytica Vietnam.

Dr. Reinhard Pfeiffer, Managing Director of Messe München, is very enthusiastic about analytica Vietnam moving from Ho Chi Minh City to Hanoi: "Holding the fair in Hanoi gives us proximity to the country's most important research organizations and, above all, to the government. Those are important prerequisites for driving trade and for an exchange at the international level." The fact is that the Vietnamese market for analysis, biotechnology and laboratory technology depends quite strongly on political support. According to the Vietnam Association of Testing Laboratories (VINALAB), 65 percent of investments in this sector come from the government.

And the market is growing rapidly: Vietnam is one of the largest exporters of food. In fact, it is the leading exporter of coffee, pepper and cashew nuts. High-quality laboratory and analysis equipment is needed to guarantee and optimize quality—equipment that Vietnam does not manufacture itself. In 2014, the annual import value in this sector was just less than 400 million dollars, compared to just 250 million in 2009. In addition, product testing and analysis are also up in other branches of industry such as the clothing, textile and wood furniture industries.

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Thanks to these developments, business opportunities for suppliers of analysis devices and laboratory equipment are very promising. analytica Vietnam brings local demand for these products together with international supply. It is the only trade fair in the country that covers the analysis, biotechnology and laboratory-technology segments.

"Beside technologies and solutions, Vietnam also needs corresponding know-how," says Gabriele Kraus, Executive Director of the trade-fair organizer IMAG. "That is why, once again, the 2017 fair will be accompanied by the analytica Vietnam conference as well as forums and workshops on the topics of food analysis, pharmaceuticals, environmental analysis, chromatography and mass spectroscopy."

Additional information about analytica Vietnam is available at www.analytica-vietnam.com. Download photographic material [here](#).

About analytica Vietnam

analytica Vietnam and the analytica Vietnam conference target the rapidly growing Vietnamese market with its exhibition sectors for laboratory technology, analysis, biotechnology and diagnostics. A total of 95 exhibitors and 3,523 visitors took part in analytica Vietnam in 2015. The fair is held every two years. The next fair is at the International Center for Exhibition (I.C.E.) in Hanoi from March 29 to 31, 2017. www.analyticavietnam.com

analytica worldwide

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

IMAG – Internationaler Messe- und Ausstellungsdiens GmbH

IMAG, a subsidiary of the Messe München Group, organizes trade fairs around the world and supports participants in international events outside Germany on behalf of public and private clients. Since its foundation in 1946 in Munich, IMAG has been involved in over 5,000 international exhibitions abroad. IMAG's annual portfolio encompasses approximately 30 trade fairs, spanning around 20 countries. The events focus in particular on the automotive, commercial vehicles and auto parts sector; construction materials and equipment; tools; environmental technology and analysis.

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

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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.