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## Final Report

### More exhibitors, more exhibition space **analytica Vietnam on a Growth Course**

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- **Trade fair closes with significant exhibitor growth**
- **analytica Vietnam as a technology hub in a future-oriented industry**
- **Strong supporting program ensures full houses**

The fifth edition of analytica Vietnam, which was held from March 29 to 31, 2017, in the International Center for Exhibition (I.C.E) in Hanoi, produced an excellent overall result. 121 exhibitors from 17 countries, more nations than ever before, presented their products and solutions for the laboratory technology, analysis, biotechnology and diagnostics industries. There is considerable interest in the topics of analytica Vietnam: A total of 3,514 visitors obtained information during the fair about the developments in the industry.

Susanne Grödl, Project Manager of the analytica trade fairs at Messe München, summarized the three event days: "This year's analytica Vietnam has demonstrated impressively that the Vietnamese market for analytical techniques, biotechnology and lab technology is growing. The demand for laboratory equipment is increasing, and the numerous products exported from the country are analyzed in accordance with international testing standards. Our trade fair concept starts exactly at this point and combines the latest products and solutions as well as links national and international manufacturers with extensive knowledge transfer in the supporting program".

Gabriele Kraus, Division Manager at the trade fair organizer IMAG, also emphasized the advantage of the location in this context: "Vietnam has one of the fastest growing economies in Asia. Its proximity to China and stable political

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situation have a positive influence. These factors have favored the growth of analytica Vietnam. Exhibitor growth of 27 percent shows that companies share this assessment."

Tok Wee Keong, COO of Technospex confirmed: "This is the first time we are exhibiting in Vietnam and it was truly an eye-opener for us. The lab visits gave us the valuable opportunity to see and experience the Labs in Vietnam first hand and we now understand their equipment requirements which is very important information for making sales."

Exhibitors have also been impressed by the high quality of the visitors. Pham Thi Tuyet, PR Manager at SISC Vietnam, sums up: "We're definitely happy with the results of analytica Vietnam 2017. Since the first day we have connected with many big potential end-users. We surely will participate again."

### **Blast effects accompany the trade fair and supporting program**

Not only the numbers of exhibitors and visitors, but also the supporting program got people's attention. The experiment presentations on the topic of occupational health and safety held by asecos, the German specialist for safety and environmental protection when working with hazardous materials, attracted a large audience, not the least due to the planned triggered explosions that contributed by illustrating risks in laboratories.

During the analytica Vietnam conference, international experts from science and research provided insights into the latest developments and practice-oriented solutions in the areas of foodstuff analytics and safety, pharmaceutical and medical diagnostics, environmental analysis and quality optimization as well as chromatography and mass spectrometry. The halls were full at the conference, especially for the talks "Mobile toxic carrier – the main perpetrator causing an environmental disaster in the central coast of Vietnam in 2016" and "Two-dimensional liquid chromatography – applications in food analysis". A total of 411 visitors filled the rows of the conference area in the I.C.E.

**Premiere for buyer-seller meetings and the seminar series of VinaLAB**

There were lively exchange between exhibitors and visitors not only at the trade fair stands; the buyer-seller meetings also provided an attractive context for business talks with precisely the right contacts. And they also did it successfully! Approximately 160 people attended the organized discussions.

There were very attentive listeners on the last day of the fair in the specialist laboratory analysis presentations. The seminars series, organized by the Vietnam Association of Testing Laboratories (VinaLAB), dealt with topics such as "National brands and credibility of testing results in Vietnam".

**The next analytica Vietnam will take place in the spring of 2019. You can find additional information and photo material for your reporting at [www.analyticavietnam.com](http://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 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 machinery, building material and mining; machine tools and further industries; 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 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.