

München/Ho Chi Minh City, October 15, 2020

## Press Release

# analytica Vietnam 2021 postponed from April to October

Frank Fleschner  
Press contact  
Tel. +49 89 949 20421  
[frank.fleschner@messe-muenchen.de](mailto:frank.fleschner@messe-muenchen.de)

**analytica Vietnam, the most important meeting place for the laboratory industry in the country, will be postponed from April 2021 to the autumn and now takes place at the Saigon Exhibition & Convention Center in Ho Chi Minh City from October 7 to 9, 2021. Against the background of the ongoing COVID-19 pandemic and the related international travel restrictions, exhibitors thus will be able to better plan their trade fair participation.**

The trade fair for laboratory technology, analysis, biotechnology and diagnostics is a spin-off of the world's leading trade fair analytica in Munich. Since its launch in 2009, it has developed into one of the most important platforms for the industry in Southeast Asia and particularly in the emerging market Vietnam. Besides the exhibition area, a key aspect of the trade fair is the comprehensive conference and supporting program. It allows exhibitors and visitors to make new business contacts, to exchange ideas and to acquire first-hand expert knowledge. In 2019, the trade fair grew to a record level in terms of exhibitors, visitors and exhibition space.

„By postponing analytica Vietnam to the autumn, we enable the exhibitors to plan their trade fair participation more reliably, especially with regard to the possibility that international travel restrictions may continue for several months”, explains Gabriele Kraus, Executive Director of the trade fair organizer IMAG. “As one of the industry's most important trade fairs in Southeast Asia, we want to

IMAG GmbH  
Am Messesee 2  
81829 München, Germany  
[www.imag.de/en](http://www.imag.de/en)

Press Release | October 15, 2020 | 2/3

offer exhibitors and visitors an optimal platform to take on their previous trade fair successes at analytica Vietnam”.

Mr. Nguyen Quy Giang - Director of Nam Viet and Representative of Waters in Vietnam adds: “We agree with the organizer to move analytica Vietnam to October 2021. Moreover, we need the presence of international specialists and experts to support us presenting our products during the show. Also, Vietnamese visitors are happy to meet and exchange knowledge with foreign experts. We look forward to an offline exhibition where we can directly showcase our latest products and meet our clients.”

Exhibitors can register at [www.analyticavietnam.com](http://www.analyticavietnam.com)

**Further information on analytica Vietnam and registration forms can be found at [www.analyticavietnam.com](http://www.analyticavietnam.com). Photo material supporting the press release is available [here](#).**

#### **About analytica Vietnam**

With its exhibition areas for laboratory technology, analysis, biotechnology and diagnostics, analytica Vietnam with the analytica Vietnam conference targets the growth market Vietnam. 143 exhibitors and 4,144 visitors participated in analytica Vietnam 2019. The trade fair is held every two years. Next time from October 7 to 9, 2021, at the SECC-Saigon Exhibition and Convention Center.

#### **analytica worldwide**

Messe München is the world’s leading trade fair organizer for laboratory technology, analysis and biotechnology: In addition to the world’s leading trade fair analytica, the analytica network comprises analytica China, analytica Anacon India with India Lab Expo, analytica Vietnam, and analytica Lab Africa.

#### **IMAG GmbH**

IMAG, a subsidiary of Messe München GmbH, organizes its own trade fairs and trade fair participations for public and private customers all over the world. Since its foundation in Munich in 1946, IMAG has been involved in more than 5,000 international exhibitions. IMAG’s annual portfolio comprises around 30 trade fairs in some 20 countries, particularly in the fields of automotive, commercial vehicle and component supply; building materials and construction machinery; machine tools and production technology; and environmental technology and analysis.

Press Release | October 15, 2020 | 3/3

### **Messe München**

With more than 50 own special trade fairs for capital goods, consumer goods and new technologies, Messe München is one of the world's leading trade fair organizers. In total, every year more than 50,000 exhibitors and some three million visitors take part in the more than 200 events on the exhibition grounds in Munich, at the ICM – International Congress Center Munich –, at the MOC Veranstaltungszentrum Munich, and abroad. Together with its subsidiaries, Messe München organizes trade fairs in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of affiliated companies in Europe, Asia, Africa and South America, as well as around 70 foreign representations for more than 100 countries, Messe München is globally present.