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Press Release

Anniversary records

analytica Vietnam continues to grow in terms of exhibitors, space and visitors

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analytica Vietnam 2019, which took place in Ho Chi Minh City from April 3 to 5, provided a twofold cause for celebration: The country's most important industry platform for laboratory technology, analysis, biotechnology and diagnostics, celebrated its tenth anniversary, marking the most successful trade fair event in this series to date. 143 exhibitors from 15 countries occupied around 33 per cent more space in the Saigon Exhibition and Convention Center (SECC) than in 2017. The 4,144 trade visitors not only flocked to the trade fair stands to find out about current developments in the industry but also attended the comprehensive supporting program featuring lectures, tutorials, buyer-seller meetings and lab safety shows.

The exhibitors included numerous national and international industry heavyweights. Germany, China, Taiwan and Singapore were on show with country pavilions of their own. Dr. Reinhard Pfeiffer, Messe München's deputy CEO said: "analytica Vietnam is one of the jewels in analytica's global network and we are delighted with its positive development. 18 per cent more exhibitors, a third more space and 18 per cent more visitors compared with 2017 are an impressive reflection of the boom in the Vietnamese laboratory sector. It also has to do with the increasing need to import laboratory equipment, especially prevalent in the foodstuffs and pharmaceutical industry and in environmental analysis."

Gabriele Kraus, Executive Director of event organizer IMAG said: "We are pleased that analytica Vietnam 2019 has such positive news to report. This trajectory demonstrates just how important the Vietnamese market has become

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for the industry. In addition to the need for new technologies, the exchange of knowledge has also played a major role in this. Our trade fair concept addresses this need and has been extremely well received by exhibitors and visitors alike.”

Pham Thi Tuyet, Marketing Manager at exhibitor SISC, summed it up: “analytica Vietnam is a prestige exhibition that has a lot of influence on the market that makes half of our income. The organizer is really enthusiastic and has had good support for the exhibitors.”

Reto Broger, CEO of Metrohm Vietnam, is enthusiastic about his company’s participation in the trade fair: “The focus on analytical instrumentation is paramount for us and this is supported by analytica Vietnam. We are very happy with the number of visitors and the interest shown in our products and look forward to attending again in 2021!”

First hand expertise

A particular emphasis of analytica Vietnam was on the comprehensive supporting program, which was very much about knowledge transfer. The analytica Vietnam conference was packed out on the first two days of the trade fair. International speakers discussed topical industry issues and presented findings from recent studies. For example there was considerable interest in the lectures on new chemical and biological analytical techniques for air pollution, on detecting micro-plastics in the environment and on the use of stable isotopes for inspecting the quality of tropical fruit.

The daily experimental lectures on laboratory safety were particularly popular with trade fair visitors. Planned explosions and pyrotechnic effects graphically illustrated the attendant risks of laboratory work, and how to avoid them.

In addition to trade fair stand discussions a total of 268 buyer-seller meetings helped exhibitors and visitors to establish the correct business contacts. The 20-

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minute meetings, prearranged by the event organizer, brought together potential business partners from appropriate industry sectors.

The next analytica Vietnam will be held in the spring of 2021. Additional information is available at www.analyticavietnam.com.

Photographic material accompanying the press release is available [here](#).

analytica Vietnam

With its exhibition areas of laboratory technology, analysis, biotechnology and diagnostics, analytica Vietnam with the analytica Vietnam conference targets the growth market of Vietnam. 143 exhibitors and 4,144 visitors participated in analytica Vietnam 2019. The trade fair takes place every two years. Next time in spring 2021, at the SECC – Saigon Exhibition and Convention Center. www.analyticavietnam.com

analytica worldwide

Messe München is the world's leading trade fair organizer for laboratory technology, analysis and biotechnology. The international network of exhibitions includes analytica, analytica China, analytica Anacon India & India Lab Expo, analytica Vietnam and analytica Lab Africa. Additional information about these exhibitions and their programs of events is available at www.analytica.de.

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 materials and equipment; tools; environmental technology and analysis.

Messe München

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as

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around 70 representations abroad for over 100 countries, Messe München has a global presence.