

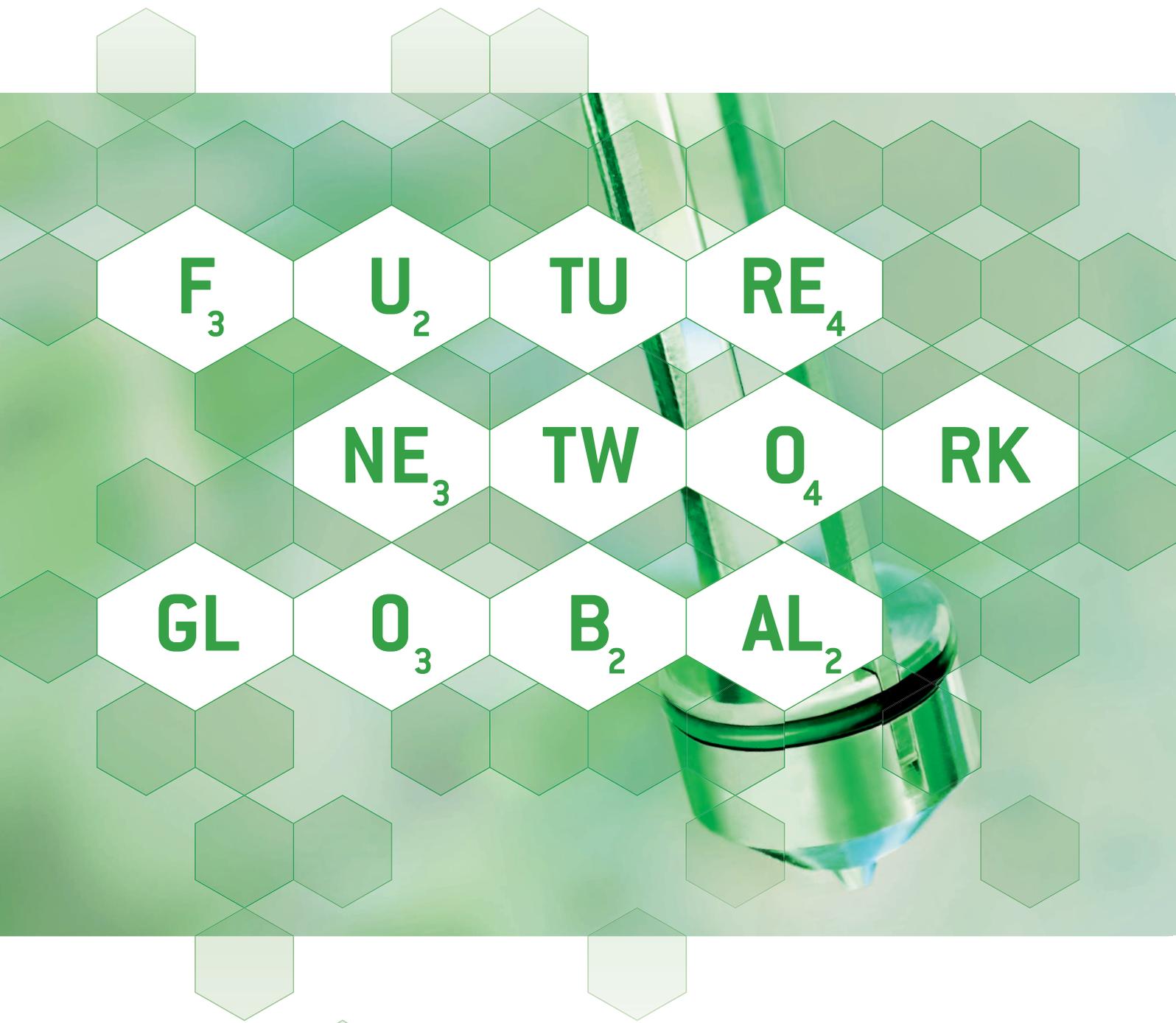


fairs
around the
world



Messe München

Connecting Global Competence



INFORMATION FOR EXHIBITORS

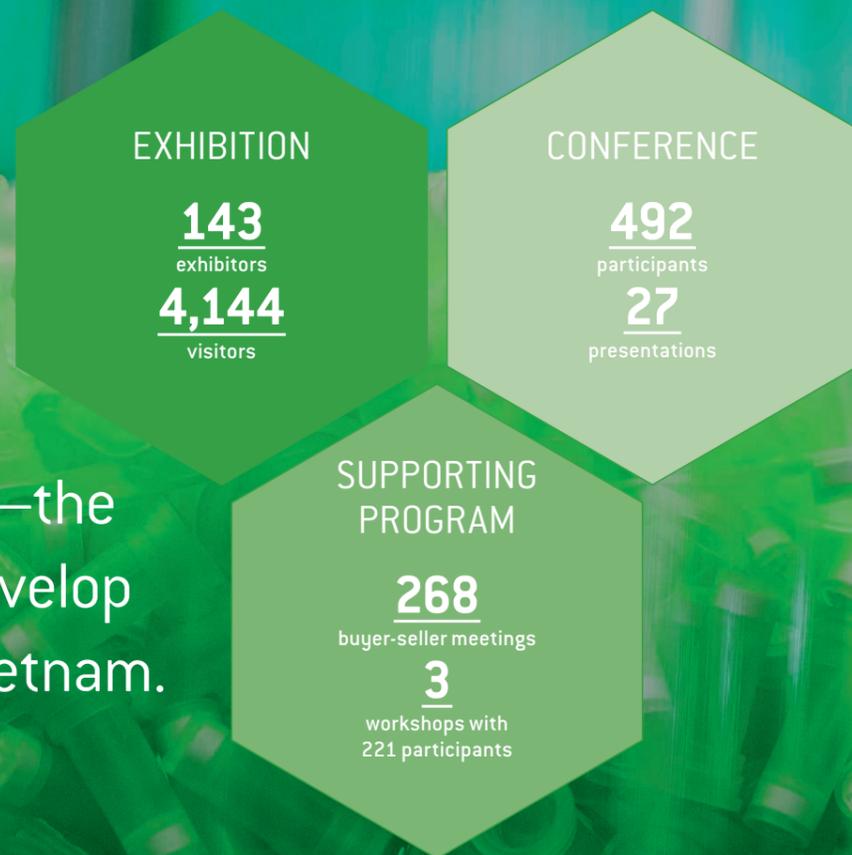
7th International Trade Fair for Laboratory Technology,
Analysis, Biotechnology and Diagnostics

October 7–9, 2021 | Ho Chi Minh City
SECC—Saigon Exhibition and Convention Center
analyticavietnam.com



analytica Vietnam

analytica Vietnam—the no. 1 platform to develop your business in Vietnam.

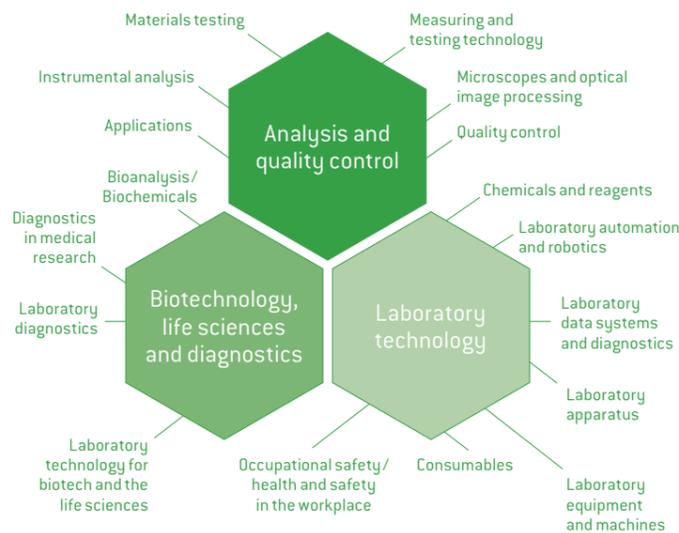


One exhibition—multiple opportunities.

With an outstanding increase in exhibition space of 30% and growth in both exhibitor and visitor numbers of 18% in 2019, analytica Vietnam has developed into one of the most important platforms for the sector in South East Asia. As the leading laboratory trade fair in Vietnam, analytica Vietnam attracts the industry's top buyers and investment decision-makers as well as high-quality contacts from the science and research sector. Take advantage of the opportunities analytica Vietnam offers to create new business relations in this prospering market.

Apart from the purely exhibition area, analytica Vietnam 2021 offers a varied and first-rate program of related events for its participants including the scientific analytica Vietnam conference, workshops, lab tours, buyer-seller meetings and a delegation program. Due to the covid-19 pandemic analytica Vietnam 2021, which is usually scheduled for spring, will exceptionally take place in October 2021.

Exhibition profile.



Exhibitor's statement

"The focus on analytical instrumentation is paramount for us, and this is supported by the show. We are very happy with the number of visitors and the interest shown in our products. We look forward to attending again in 2021." Reto Broger, CEO, Metrohm Vietnam

MARKET

Double-digit growth rates, a high level of public investment—Vietnam offers great market opportunities.

Vietnam's economy is increasing rapidly; at 7% in 2019 GDP growth is higher than that of its neighbor China. The main growth driver is the processing industry, which grew by an impressive 11%. The dynamic strength of the economy is also reflected in the great business potential the analysis, laboratory technology and biotech industries offer.

Chemical industry.

The demand for chemicals and chemical products is rising; high-quality chemical pre-products are increasingly needed, notably for the production of fertilizers, plastic products, medicines, paints and varnishes. The chemical industry continues to rely on imports from abroad, the value of which increased by 17% to US\$ 10 billion in 2018.

Pharmaceutical industry.

Vietnam's pharmaceuticals market is expected to reach a market size of US\$ 7.7 billion by 2021 and US\$ 16.1 billion by 2026, with a compound growth rate of 11%. The government's initiative to produce higher quality pharmaceuticals in Vietnam will impact the market positively. According to the national strategy for the development of Vietnam's pharmaceutical industry, nationwide testing centers need to be established to speed up the inspection and supervision of drug quality.



Food industry.

Vietnam's food industry has experienced rapid growth over the past years and is one of the top export industries in Vietnam. Frequent food poisoning and contaminated food products have been widespread issues. Although Vietnam has a modern food safety regulatory framework, food quality monitoring is set to be improved further by the continued expansion of the country's food analysis facilities.

Environmental monitoring industry.

Due to the rapid economic development in Vietnam, river water and sea water quality has been affected by untreated waste water released in connection with industrial and agriculture activities. Furthermore, Vietnam is among the ten countries worldwide that are most affected by air pollution. Several investments in environmental monitoring equipment are planned, e.g. the Center for Environmental Monitoring in Ho Chi Minh City is spending US\$ 21.3 million on new instruments.

Source: vnexpress.vn / gtai.de / customsnews.vn / vietnamnews.vn / tapchithue.com.vn / seavestor.com

EXHIBITORS

According to exhibitors: Growth and quality are just right.

With an increase in space of 30%, analytica Vietnam 2019 was bigger than ever before. 143 exhibitors from 15 countries presented their newest products and innovations and underscored the leading role of analytica Vietnam in this region.

Exhibitor's statement

"The Vietnamese market is very important, and through our participation we could generate more contacts and potential sales. The show is great to attain knowledge on the industry."
Adrian Koh, Area Sales Manager, Eppendorf South East Asia



Exhibitor satisfaction with analytica Vietnam:
Probability that exhibitors will recommend exhibition further: **98%**
Probability that participants will take part again: **98%**
Possibility of establishing new business relationships: **85%**

Exhibitors particularly valued:
> Quality of visitors
> Possibility of preparing future business transactions
> Character as a leading trade fair

Excerpt of analytica Vietnam 2019 exhibitors.

The 143 exhibitors at analytica Vietnam 2019 included the following companies*:



* See all exhibitors from 2019: analyticavietnam.com/exhibitor-directory

VISITORS

Incomparable growth — record number of visitors.

The trade fair was able to increase visitor numbers by an impressive 18%, setting a new record of 4,144 visitors, the highest number in its ten-year history. 98% of the visitors rated the trade fair as excellent to good.



Visitor satisfaction with analytica Vietnam:
Probability that visitors will recommend exhibition further: **98%**
Probability that visitors will come again: **93%**
Satisfaction with completeness and breadth of product range: **97%**

Top five visitor countries (apart from Vietnam):
> China
> Singapore
> Cambodia
> Korea
> Thailand

2019 visitors according to industry.

- 22%** Pharmaceutical industry
- 21%** Chemical industry, petrochemicals
- 18%** Alimentary and foodstuff industry
- 18%** Universities, research institutions
- 16%** Biotechnology
- 14%** Medical laboratories
- 13%** Environment protection / technologies
- 13%** Materials testing & inspection
- 13%** Electrical engineering, electronics
- 10%** Healthcare & diagnostics
- 8%** Other industries
- 6%** Petroleum & petrochemicals industry
- 5%** Cosmetics
- 5%** Clinical research lab
- 4%** Automotive
- 3%** Building sector
- 3%** Metal working, synthetics processing
- 2%** Public authorities
- 2%** Textile industry

Base: Visitor registration form 2019 and visitor survey



REASONS TO ATTEND

analytica Vietnam's factors of success.

10 reasons why you should participate.

- > **Leading:** analytica Vietnam is the largest trade fair in the analysis, laboratory technology and biotechnology markets in Vietnam.
- > **Meet potential customers from neighboring countries:** Delegations from Laos and Cambodia offer access to new markets.
- > **High level of internationality:** 64% foreign exhibitors from 15 different countries.
- > **Direct contact to potential buyers:** The buyer-seller meetings offer a unique platform for establishing direct contact with prospective customers from different industry sectors.
- > **International pavilions:** from China, Germany, Taiwan and Singapore.
- > **Top marks from visitors & exhibitors** rating the fair.
- > **Presence of industry leaders:** The industry's global players are represented at analytica Vietnam.
- > **High potential market:** The Free Trade Treaty CPTPP and the Vietnam-EU Free Trade Agreement EVFTA underpin the integration of the country into the global economy, providing excellent trading conditions.
- > **Lab tours:** As exhibitor you can join the lab tour and get a rare insight into a Vietnamese lab.
- > **Strong support** from the government and leading institutions.

Ho Chi Minh City—an ideal place to develop your business in Vietnam.

Ho Chi Minh City is the commercial and economic center of Vietnam. Located in the heart of South East Asia, Ho Chi Minh is an important hub and easy to reach from all over the South East Asian region. The Saigon Exhibition & Convention Center (SECC) has all the facilities of a modern exhibition venue, built and managed to meet the highest international standards.

SUPPORTING PROGRAM

A comprehensive supporting program that stands out.

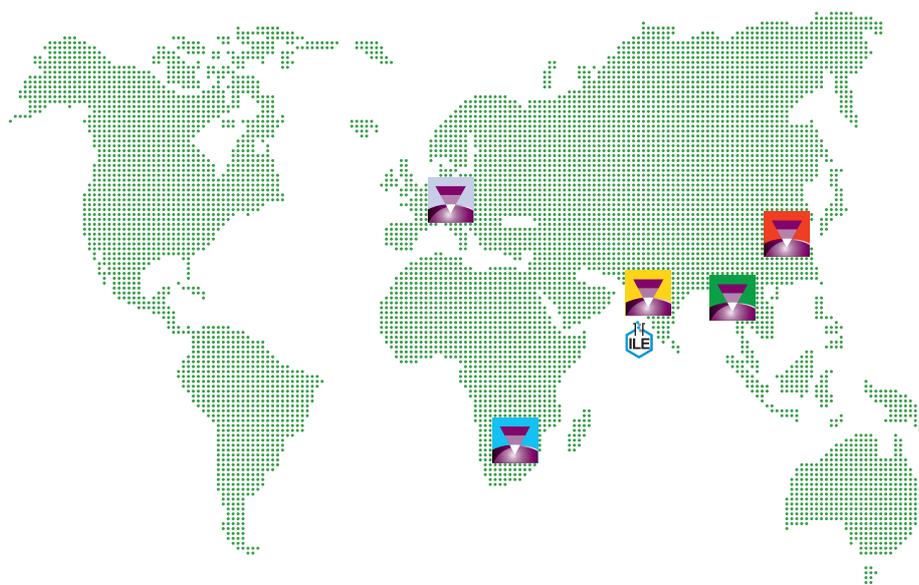
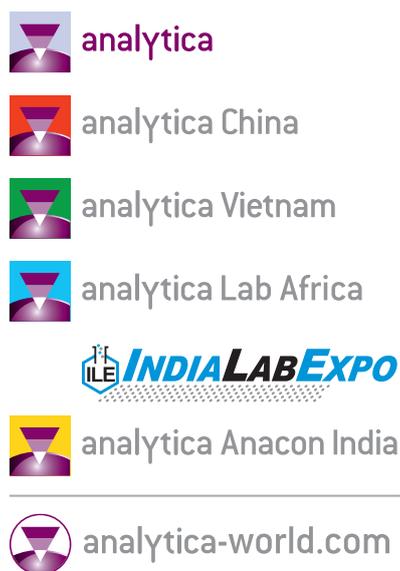
- analytica Vietnam conference**
Trends, innovations and everything else that moves the industry: the analytica Vietnam conference provides the perfect meeting point for the industry, where **national and international experts** from science and research report **on the latest topics** in the areas of:
 - > Biomedical and Forensic Analysis
 - > Novel analytical methods
 - > Food Analysis and Food Safety Control
 - > Environmental Analysis and Environmental Quality Control**Organizer:** Hanoi University of Science CETASD, Ho Chi Minh City University of Industry, University of Essen-Duisburg – Faculty of Chemistry, Nguyen Tat Thanh University
- Special show on lab safety**
Safety is an absolute priority in daily laboratory work! The lab safety show is a special demonstration show on occupational safety and health and safety in the workplace.

- Educational workshops**
The transfer of knowledge and continuing education are an important part of analytica Vietnam. Compact workshops and intense tutorials offer the current state of the art in technology to participants in a qualified, practice-oriented manner.
- Buyer-seller meetings**
The pre-scheduled buyer-seller meetings allow exhibitors and visitors to meet easily and establish new business contacts. In 2019, 268 face-to-face meetings took place. Use this free-of-charge service to develop new business contacts.
- Exhibitor Forum**
The Exhibitor Forum offers an excellent platform to present companies' products and services to a professional audience interested in the applicability of laboratory technology, analysis, biotechnology and diagnostics-related services and products.



The global network for your international business.

analytica offers you the world's largest trade fair network for laboratory technology, analysis and biotechnology.
Set your company on the path to global success. Present your products and solutions to the markets of the future!



To maximize your success, contact us.



Exhibition Director
Eva Sauerborn



Exhibition Manager
Franziska Dorfmueller

Contact for
International Exhibitors:
IMAG GmbH
Am Messesee 2
81829 München
Germany
Tel. +49 89 552912-120/211
Fax +49 89 552912-350
info@analyticavietnam.com



Sales & Marketing Manager
Do Thuy Dung

Contact for local Exhibitors
in Vietnam only:
Vietnam Exhibition and
Event Services Co. Ltd. (VNEES),
5th Floor, A Tower, 47 Nguyen Tuan Str.,
Thanh Xuan, Hanoi, Vietnam
Ms. Do Thuy Dung
Tel. +84 973 583 572
dung.do@analyticavietnam.com.vn

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