

Munich, April 25, 2018
Press Release

Ten years of analytica Vietnam

analytica Vietnam, a spin-off of the analytica in Munich, celebrates its tenth anniversary: From April 03 to 05, 2019, the sixth iteration of the trade fair for analysis, laboratory technology and biotechnology will be held at the Saigon Exhibition and Convention Center (SECC) in Ho Chi Minh City. Since its launch in 2009, analytica Vietnam has become the industry's most important trade fair in the growth market of Vietnam. In 2019, once more an extensive conference and supporting program with a Buyer–Seller Forum will accompany the exhibition. Exhibitors can register for analytica Vietnam from now on.

The attractiveness of the Vietnamese market for analysis, biotechnology and laboratory technology is evidenced by the high demand at analytica Vietnam: In 2017, the trade fair recorded 121 international exhibitors and more than 3,500 specialist visitors from 28 countries. With 157 participants, the then first-ever Buyer–Seller Forum, which will be held again in 2019, was very well received. Here, the trade fair organizer arranges 20-minute meetings between exhibitors and visitors in order to quickly establish suitable business contacts. These meetings are free of charge and take place in a separate area at the trade fair.

The comprehensive program that will accompany the trade fair in 2019 is all about knowledge transfer. At the analytica Vietnam conference, national and international experts will provide insights into the latest developments in biotechnology, pharmaceuticals and food and environmental analysis. Workshops, experimental lectures on laboratory safety and an Exhibitor Forum will complete the supporting program. One day before the opening of the trade fair, exhibitors will already have the opportunity to visit selected laboratories in the city during a lab tour and thus gain insight into the equipment situation of local research facilities.

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With a growth rate of its national economy of just under seven percent last year, Vietnam is one of Asia's most dynamic countries. For the food industry, experts expect an annual growth rate of almost eleven percent, while the pharmaceutical industry increased by ten percent in 2017. In addition, the Vietnamese government is planning long-term investments in order to further boost the upswing in the chemical and biotechnology sectors. Especially the segments of analysis, laboratory technology and biotechnology offer tremendous market potential. For many of Vietnam's export products are by now subject to international testing standards, for example from the food, textile and clothing industries, which are among the country's largest export industries. For the laboratory and analysis equipment required here for appropriate quality assurance and optimization, the country mostly relies on imports. At analytica Vietnam, this demand meets an international supply.

"We are very happy that we will be able to celebrate analytica Vietnam's tenth anniversary in the coming year", says Gabriele Kraus, Executive Director of the trade-fair organizer IMAG. "Every year, the trade fair attracts high-profile exhibitors from all over the world and receives several thousand trade visitors, and it has an excellent reputation in the industry." Susanne Grödl, Exhibition Director at the analytica-network, adds: "In Vietnam, not only the latest technologies and solutions are in demand, but exchange of expert knowledge is as well. Therefore, in 2019, once more we attach great importance to promoting this transfer of international expertise through lectures, workshops and forums."

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

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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. 121 exhibitors and 3,514 visitors participated in analytica Vietnam 2017. The trade fair takes place every two years. Next time from April 03 to 05, 2019, 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 around 70 representations abroad for over 100 countries, Messe München has a global presence.