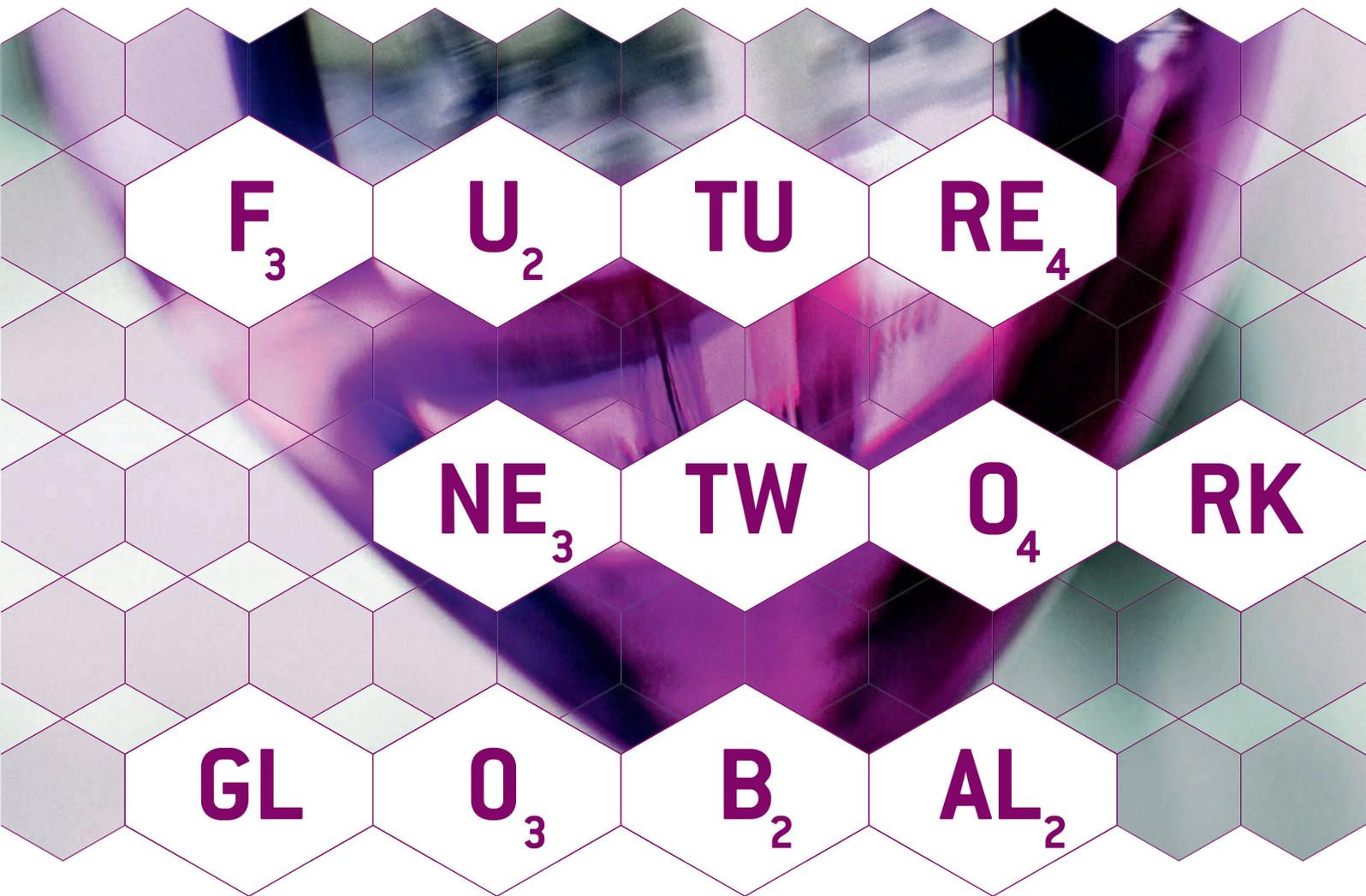




Messe München

Connecting Global Competence



## INFORMATION FOR EXHIBITORS

26th International Trade Fair for Laboratory Technology, Analysis,  
Biotechnology and analytica conference

April 10–13, 2018 | Messe München  
[www.analytica.de](http://www.analytica.de)

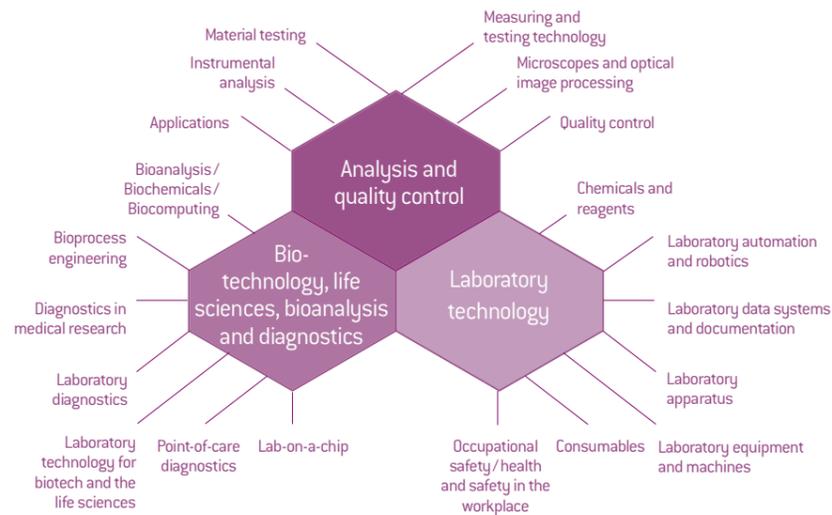


analytica

# analytica—the world’s largest and most important industry gathering at a glance

## Welcome to analytica!

analytica is the **perfect platform for your company**. It brings together **more than 1,200 exhibitors and 35,000 visitors** from around the world. The **largest international trade fair** focuses on all topics in modern industrial and scientific analysis.



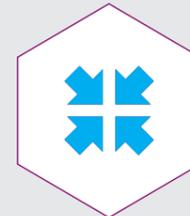
Thanks to **its clear focus on laboratory solutions for industry and research**, analytica gives **exhibitors** and visitors a **comprehensive market overview**. The exhibition showcases the entire value chain in the laboratory. Besides that, analytica bundles **relevant innovations**, promising **future trends** and valuable **expert knowledge**.

analytica celebrates its **50th anniversary** in 2018. The 26th edition of the show from April 10–13, 2018 gives exhibitors a **platform with plenty of potential investors and successful transactions**. This is where **market leaders, global players, decision-makers and experts** from around the world come together. The entire international laboratory community uses this key industry forum to exchange ideas and information.

50 years



**No. 1 in the world**



**Concentrated presence of leading manufacturers**



**Visitors with budgets to invest**



**Unique supporting program**



Top marks for analytica:  
[analytica.de/survey](http://analytica.de/survey)



# What makes analytica the most important driving force in your industry.

## Leading gathering for the global laboratory community

Thanks to its unique orientation, **analytica sets standards** for development in the entire industry. It is a global gathering that profits exhibitors and visitors alike—analytica stands for **profitable new ideas, concrete business transactions and promising collaboration opportunities**.

**analytica gets top marks for its overall impression.\***

**99%** of visitors gave analytica a rating of good to excellent.

**93%** of exhibitors gave analytica a rating of good to excellent.

**Large numbers of exhibitors and visitors recommend analytica to others.\***

**100%** of visitors recommend analytica to others.

**97%** of exhibitors recommend analytica to others.

**analytica will be a popular industry event again in 2018—for visitors and exhibitors alike.\***

**98%** of visitors plan to attend again in 2018.

**95%** of exhibitors plan to participate again in 2018.

\*Basis: 2016 visitor survey, all trade visitors; 2016 exhibitor survey, all exhibitors

#1

# analytica is No. 1 the world over!

## Convincing facts that speak in favor of analytica

analytica has maintained its **leading role for 50 years**. Its **longstanding success concept** gives visitors access to marketable solutions as well as innovative products and services.

analytica effortlessly underscored its **leading position** again in 2016. Once again the International Trade Fair for Laboratory Technology, Analysis and Biotechnology was convincing as the industry's largest and most important gathering in the world:

- 1,244 exhibitors from 40 countries
- World's largest exhibition with 5 halls and 55,000 m<sup>2</sup> of space
- 35,002 trade visitors with plenty of investment potential from 119 countries
- A number of new products and world premieres
- Concentrated presence of leading manufacturers

And an end to its growth is nowhere in sight. Among other things, the renowned **analytica conference** and its **first-rate information program** for scientists as well as our **superb supporting program** will see to that.

## Meet interested visitors with purchasing power from around the world\*



A 37% share of international visitors shows very clearly that analytica is the event to which **the most important markets** are oriented.

We are a member of the Society of Voluntary Control of Fair and Exhibition Statistics. All exhibition statistics for analytica have been verified by an independent auditor and carry the FKM seal. Additional information: [www.fkm.de](http://www.fkm.de)



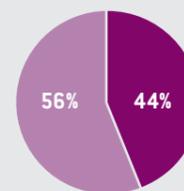
\*Basis: Visitor survey 2016, all gainfully employed visitors



Thanks to its clear focus on the following exhibition sectors, analytica is very broad in its scope and enjoys a sustainable position:

- Laboratory technology
- Analysis and quality control
- Biotechnology
- Bioanalysis
- Life sciences and diagnostics

Exhibitor profile 2016—  
1,244 exhibitors from  
40 countries:



Int'l exhibitors: 552  
German exhibitors: 692

88% of all exhibitors gave analytica's **character as a leading exhibition** a rating of good to excellent.\*\*



See all the exhibitors from 2016:  
[analytica.de/exhibitorlist](http://analytica.de/exhibitorlist)



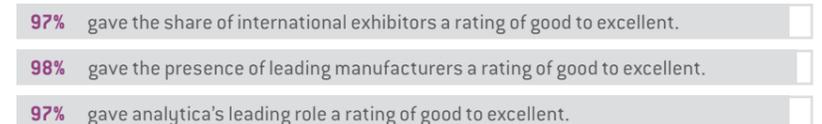
# Where the industry's leading international manufacturers meet.

## Your most important marketplace

analytica has approximately 1,200 exhibitors, and **all relevant leading international manufacturers are represented there**.\* You should be, too!



Our trade visitors gave participating exhibitors top marks.\*\*\*



\*Excerpt from 2016, sorted alphabetically  
\*\*Basis: 2016 exhibitor survey, all exhibitors  
\*\*\*Basis: 2016 visitor survey, all trade visitors



## Our trade visitors have excellent investment potential.

### Outstanding chances for new business

Our trade visitors come from **user industries with excellent investment potential** as well as from the science and research sectors. The high quality of our visitors underscores analytica's exceptional position as a **leading platform for your company**. This is the place to meet the **laboratory industry's leading buyers and investment decision-makers**. As a result, promising transactions are guaranteed.

### Visitors by branches of industry\*

|     |                                       |    |                                   |
|-----|---------------------------------------|----|-----------------------------------|
| 19% | Pharmaceuticals industry              | 4% | Electrical/electronics            |
| 18% | Chemicals industry                    | 4% | Medical technology                |
| 15% | Biotechnology                         | 3% | Automotive industry               |
| 15% | Life science industry                 | 3% | Metal and plastics processing     |
| 14% | Other industries/sectors              | 3% | Forensics/Clinical diagnostics    |
| 10% | Food/luxury goods industry            | 3% | Clinical research organizations   |
| 8%  | Medical laboratories                  | 2% | Veterinary medicine / diagnostics |
| 8%  | Environmental protection / technology | 2% | Cosmetics industry                |
| 7%  | Water/Sewage                          | 1% | Construction industry             |
| 6%  | Healthcare/Medicine                   | 1% | Aviation and aerospace technology |
| 5%  | Diagnostics industry                  |    |                                   |

### Meet visitors from reputable companies\*\*

**Pharma industry:** Abbott, abbvie, AMGEN, AstraZeneca, BAYER, betapharm, Boehringer Ingelheim, FRESENIUS, GlaxoSmithKline, HEXAL, Johnson-Johnson, Lilly, MERCK, mundipharma, NOVARTIS, novo nordisk, Pfizer, ratiopharm, Roche, SANDOZ, SANOFI, STADA

**Food industry:** apetito, BRITISH AMERICAN TOBACCO, Cargill, Coca Cola, DANONE, Dr. Oetker, HiPP, KRAFT, MARS incorporated, Mondelez International, Nestle, REEMTSMA, SÜDZUCKER, Unilever

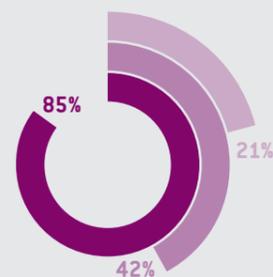
**Chemical industry:** AkzoNobel, BASF The Chemical Company, BAYER, DUPONT, EVONIK INDUSTRIES, Henkel, INEOS, LANXESS Energizing Chemistry, Linde, MITSUBISHI CHEMICAL, P&G, Roche, sabic, Shell, WACKER

**Cosmetics industry:** Beiersdorf, Johnson-Johnson, KAO, Kneipp, P&G, Unilever, WELEDA

\*Basis: All trade visitors and users or manufacturers of instrumental analysis equipment or active in research and development or government agencies  
\*\*Excerpt from 2016



### Meet decision-makers with purchasing power\*



- Decision-makers total
- In management position
- Essential for decisions

92% of exhibitors gave the **quality of the visitors** a rating of good to excellent.\*

\*Basis: 2016 exhibitor survey, all exhibitors

### Visitors and exhibitors are thrilled!

In domestic and international comparisons, analytica is convincing as an exhibition that is as **diverse** as it is **practice oriented**. It features the **world's largest supporting program**. This is where **innovations are a tangible experience!**



## The unique supporting program fascinates the industry.



### analytica conference

Renowned international experts present and discuss the latest scientific results.



### Special shows

#### Occupational safety / Health and safety at the workplace

The basics, adequate procedures, effective tips and trends: Extensive information on this hot topic that concerns every laboratory.

#### Live Labs

Progress live and up close! Participants experience innovative experiments in real laboratory worlds—at the heart of it all, directly at the fair.



### Forums

#### Biotech Forum and Laboratory & Analysis Forum

analytica's forums are practice-oriented platforms for users. Best-practice presentations give participants valuable inspiration for their everyday laboratory work.



### Focus Days

#### Personalized medicine

Lectures, business pitches and panels by recognized experts from the pharma and diagnostics companies, trade associations and clusters.

#### Finance Day

Lectures and panel discussions on the latest financing trends and innovative models in the biotech industry.

#### analytica Job Day

The leading careers springboard for everyone who is looking for a new career challenge in the analysis, laboratory technology or biotechnology sector. analytica Job Day consists of jobvector career day and Student Day.



### Education and training

A competitive edge through knowledge: analytica is partnering with the independent training and consulting company Klinkner & Partner to offer half-day and full-day seminars.



Visitors in numbers:  
[analytica.de/visitorprofile](http://analytica.de/visitorprofile)



## Highlight 1: analytica conference.

### From science and for practice

The analytica conference is the **scientific centerpiece** of analytica and a **world-class event**. It brings providers, users and researchers together directly—and in doing so clearly advances an **interdisciplinary exchange at the international level**.

As the **most important interface between science and industry**, the analytica conference was also impressive in 2016:

- **1,839 visitors** (12% more than in 2014) filled the rows of seats until it was standing room only.
- More than **150 reputable scientists** from around the world spoke about the latest findings in the sectors for analysis, quality control, diagnostics, measuring and testing technology, biotechnology and the life sciences.

The analytica conference is the **most rapidly growing scientific conference in the industry**—which make it extremely relevant to your target groups.

#### A popular attraction and top marks from participants\*

|     |  |
|-----|--|
| 97% | Overall rating (good to excellent)   |
| 99% | Topicality of lecture content (good to excellent)                                  |
| 98% | Quality of lecture content (good to excellent)                                     |
| 98% | Practicality/objectivity of lecture content (good to excellent)                    |
| 95% | Practical relevance/application orientation of lecture content (good to excellent) |

### The organizers

The analytica conference is organized by Forum Analytik, an alliance of the most important scientific associations in the German-speaking region.



\*Basis: Survey of participants, analytica conference 2016



The **analytica conference** features a poster show that allows a number of young scientists to present the results of their research and innovative applications. The program is rounded out by award ceremonies.

**Incidentally: Attending the conference is free of charge to all analytica participants with a ticket or pass that is valid on that day.**

analytica introduced the **Live Labs concept** in Munich in 2012 and established it for the **domestic and international market**. As a result, it is a **trailblazer** for this type of trade-fair event in Germany.

Statements from conference participants: [analytica.de/statements](http://analytica.de/statements) Experience the Live Labs in 2016: [analytica.de/live-lab](http://analytica.de/live-lab)

### Save the Date!

April 10–13, 2018  
**analytica trade fair**

April 10–12, 2018  
**analytica conference**

The conference program in 2016: [analytica.de/conference](http://analytica.de/conference)



## Highlight 2: Live Labs.

### Experience innovations live

In analytica's Live Labs, **innovative application techniques** and **equipment systems** encounter a **real environment**. Well-known companies introduce their latest products and invite the audience to participate in an intense exchange with their specialists in practice-oriented, interactive surroundings. Complex topics and issues that arise in the **everyday working world** are discussed in the **real-time atmosphere** of our laboratories.

The Live Labs are moderated by **reputable experts**.

### New products and solutions in genuine laboratory surroundings

#### Live Lab on Material Analysis

The potential uses and applications for **modern substances and functional materials** are **complex and varied**. The **enormous spectrum** ranges from consumer goods and medicine to industrial high-tech products in the electronics and automotive industries. The Live Lab on Material Analysis will illustrate this exciting range of topics.

#### Live Lab on Food Analysis

How healthy is our food? **Analysis techniques for identifying** ingredients that are toxic or relevant to quality are indispensable. In the Live Lab on Food Analysis, visitors experience **all the common work steps**—from sample preparation and sample measuring to analysis and evaluating the results—up close.

#### A highlight that gets top marks!\*

96% of visitors gave the analytica Live Labs a rating of good to excellent.

\*Basis: Visitor survey, 2016, all trade visitors

## Highlight 3: Occupational safety / Health and safety in the workplace

### Everything you need to stay safe in the laboratory

Safety is an absolute priority in everyday laboratory work. In our **experimental lectures**, you will find out all about occupational safety and health and safety in the workplace—so that you and your employees can work safely every day.

This successful **special show** features **live demonstrations** on the following topics:

- Fires and explosions
- Handling hazardous materials safely
- Avoiding health hazards

Experts explain the best ways to organize a laboratory to protect **employees' health** in everyday laboratory operations in a vivid and comprehensible manner.

They also discuss the risks of chemicals and how to handle them properly, **protective and preventive measures, legal foundations and labeling** hazardous materials.

That way hazards can be recognized quickly and unwanted reactions avoided by **dealing with them accordingly**. The special show will also showcase products that are necessary for safety such as safety cabinets, gas detectors, protective clothing and much more.

#### A special show with a great deal of utility!\*

**98%** of visitors gave the show a rating of good to excellent for its utility.

\*Basis: 2016 visitor survey, all trade visitors;  
Question: "Can the program of lectures/  
demonstrations help you avoid work accidents?"



### analytica Exhibitor App

**Efficient planning  
the quick and easy way!**  
Download it now at  
[analytica.de/app](http://analytica.de/app)

Stay in touch with us!



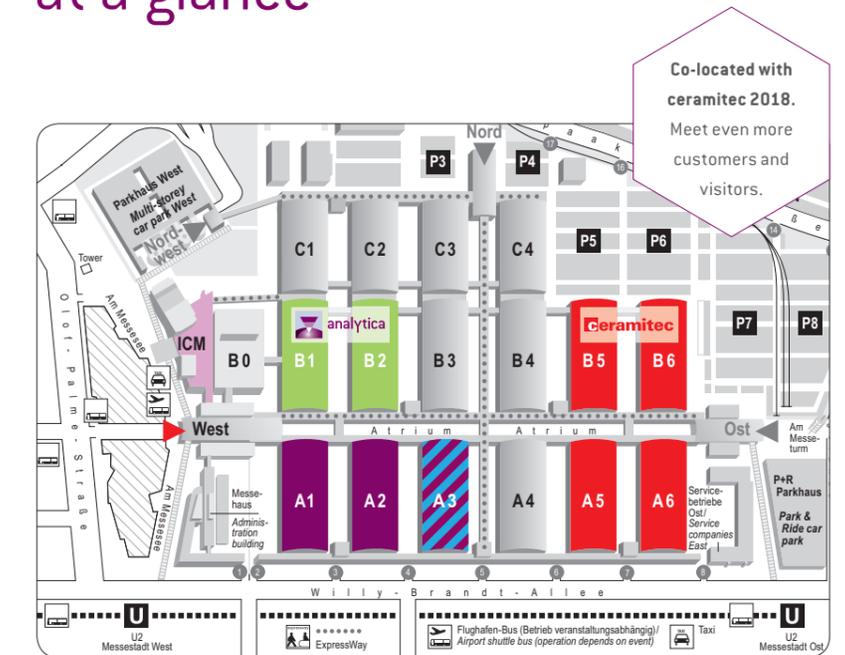
The Messe München trade-fair center is the perfect venue for analytica: It features **short distances, a number of services for exhibitors and visitors, an attractive surrounding region and special travel offers** for participants.

**As an exhibitor**, you can rely on our team's **support** at the **highest professional level** before, during and after the fair. We have a number of goals-oriented exhibitor, event and marketing services that will help you **increase your visitor numbers** and improve your chances of **profitable business deals**.

**Talk to us:**  
[projektleitung@analytica.de](mailto:projektleitung@analytica.de)

Let us advise you now:  
[analytica.de/services](http://analytica.de/services)

## The entire exhibition at a glance



- A1 A2 A3** Analysis and quality control
  - Instrumental analysis
  - Applications
  - Microscopes and optical image processing
  - Measuring and testing technology
  - Materials testing
  - Quality control in industry
- A3** Biotechnology / life sciences bioanalysis / diagnostics
  - Biotechnology applications
  - Laboratory technology for biotech laboratories and the life sciences
  - Bioanalysis
  - Bioinformatics
  - Biochemicals
  - Diagnostics in medical research
  - Industrial biotechnology
  - Financing possibilities in biotechnology

- B1 B2** Laboratory technology
  - Laboratory equipment and machines
  - Laboratory automation / robotics
  - Laboratory data systems and documentation
  - Laboratory apparatus
  - Chemicals and reagents / Consumables
  - Occupational safety / health and safety in the workplace

**ICM** analytica conference

**A5 A6 B5 B6** Two Shows—One Date  
Benefit from analytica taking place at the same time as ceramitec and meet more customers and visitors.

### An attractive venue

A number of success factors make Munich the perfect place for the industry's largest trade fair:

- Leading location for high-tech companies in Europe
- Largest and most important German biotechnology location
- Center for top-level research with two elite universities
- Trade hub with international connections to locations around the world
- Frequently visited cosmopolitan city with a perfect infrastructure
- Most modern trade-fair venue in Germany



# Profit now and in the future!

Be part of the world's largest network of trade fairs and exhibitions for laboratory technology, analysis and biotechnology. analytica is **perfectly tailored to supply and demand in both established and growing markets**—which opens up strong, new opportunities for success for your company, too.

Our industry portal [analytica-world.com](http://analytica-world.com) keeps visitors and exhibitors up to date the entire year. The bi-monthly business letter with more than 25,000 contacts offers you ideal presentation alternatives. [analytica-world.com](http://analytica-world.com) is the perfect digital platform for your business success.



analytica



analytica China



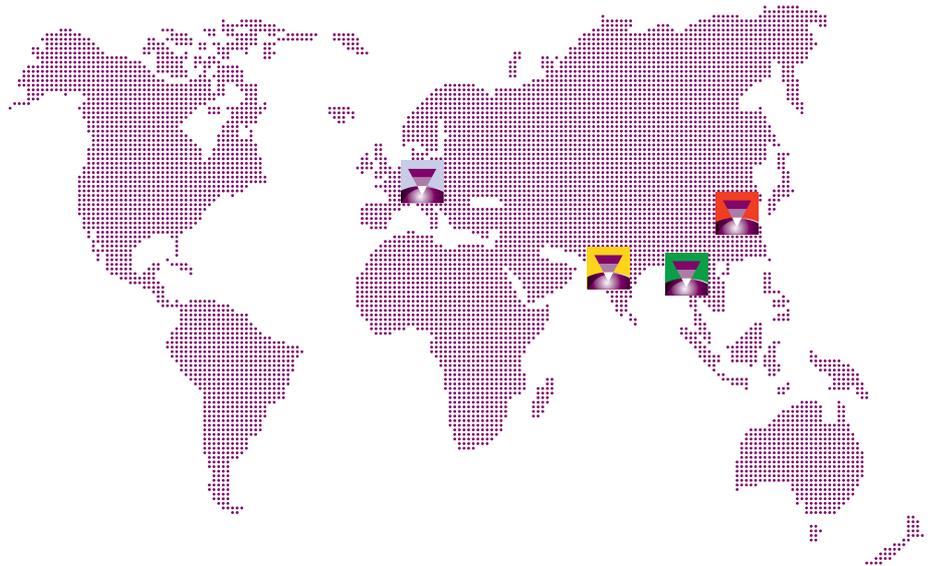
analytica Vietnam



analytica Anacon India



analytica-world.com



## Contact us to maximize your success.



Exhibition Director  
Susanne Grödl



Exhibition Manager  
Sibylle Rebek



Exhibition Manager  
Julia Kühnl



Exhibition Manager  
Anita Mayr



Exhibition Assistant  
Marlen Schieder

### Contact

Tel. +49 89 949-20381

Fax +49 89 949-20389

[projektleitung@analytica.de](mailto:projektleitung@analytica.de)

### Worldwide contacts:

Messe München has affiliates and foreign representatives in 67 countries that serve 115 countries to support its exhibitors.

A list of foreign representatives is available here:

[analytica.de/officesworldwide](http://analytica.de/officesworldwide)

Organizer  
Messe München GmbH  
Messegelände  
81823 München, Germany

[www.analytica.de](http://www.analytica.de)



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