



Messe München

Connecting Global Competence



INFORMATION FOR EXHIBITORS

10th International Trade Fair for Laboratory Technology,
Analysis, Biotechnology and Diagnostics

16–18 November, 2020

Shanghai New International Expo Centre (SNIEC)

analyticachina.com



analytica China

EXHIBITION

950
exhibitors
30,852
visitors

CONFERENCE

4,605
participants
100+
presentations

SUPPORTING
PROGRAM

3
future lab/live labs

analytica China

The leading laboratory trade fair in Asia.

China's Leading Lab Exhibition

Over the past years, the laboratory instrument industry has changed significantly. In particular, demand for quality control solutions in the food sector is becoming an important topic. Suppliers in the chemical, pharmaceutical and biotechnology sectors also have outstanding market opportunities.

- Food industry:**

China is already the biggest food industry market worldwide. The reasons are the high population growth and the demand for high quality products. The food processing industry has always been one of the focal points of analytica China.

- Pharmaceutical industry:**

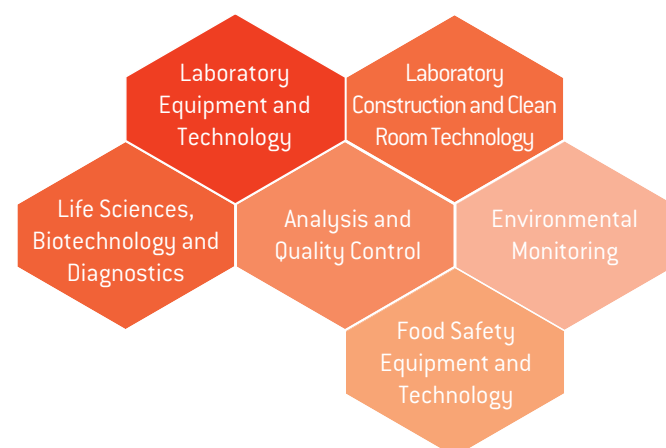
The Chinese pharmaceutical market is currently the biggest pharmaceutical market in the world. It is predicted to increase dramatically to \$200 billion by 2020 and increase its dominance as a leading player in Asia.

- Chemical industry:**

China is one of the chemical industry's strongest sales markets in the world. Even with slightly slower growth, sales opportunities remain outstanding, e.g. growth rates for fertilizers, cosmetics and pharmaceutical drugs are very high.

- Cosmetics industry:**

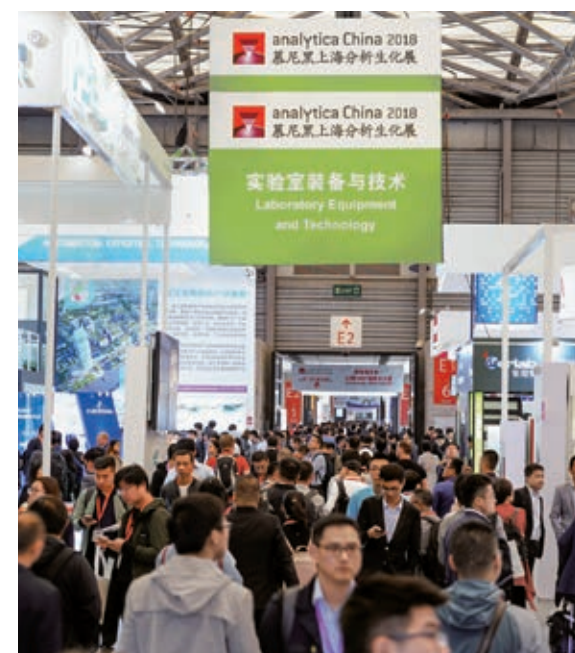
The cosmetics industry is also exhibiting a rapid growth of 9.75%. The Chinese government is planning to reduce taxes on cosmetic products, which will also support further growth in this sector.



- Environmental monitoring industry:**

With the comprehensive launch of China's ecological environmental monitoring network, the improvement of monitoring requirements and institutions and the completion of monitoring projects have led to a substantial increase in the demand for environmental monitoring equipment in China, and the industry has committed to acting fast. The total annual sales revenue of China's environmental monitoring equipment industry increased from RMB 3.5 billion in 2010 to RMB 6.5 billion in 2017. *

* Data from "Environmental Monitoring Instrument Industry Development Review 2017".



Top marks for analytica China:

analyticachina.com



Overview of analytica China

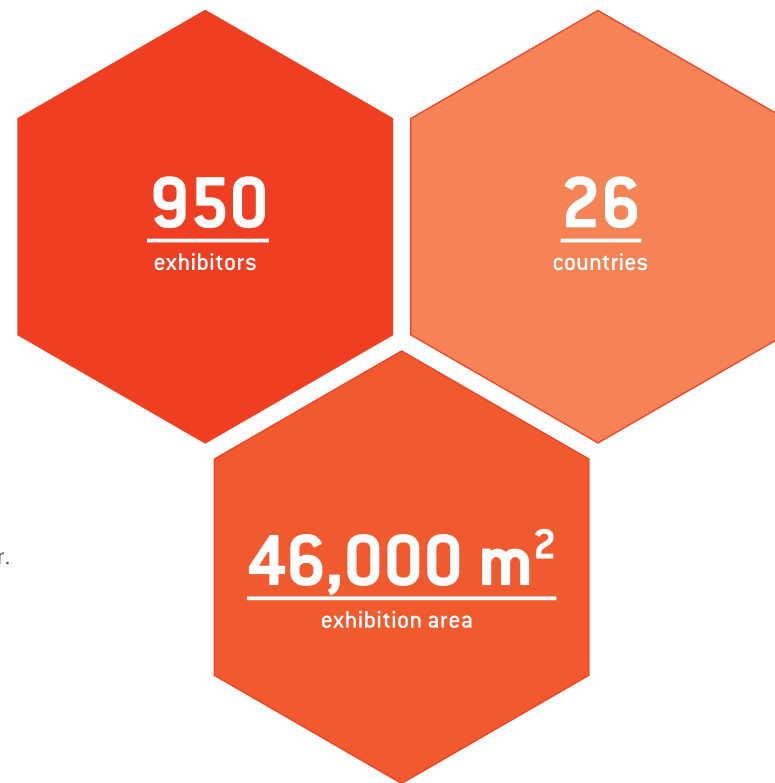
- E2** Laboratory Design, Construction and Safety
- E2** Live Labs
- E3** General Laboratory Equipment
- E3** Core Component for Laboratory Equipment
- E4** Biotechnology and R&D Service
- E4 ES** Life Science, Diagnosis and Biotechnology
- E5** Environment Protection Equipment and Technology
- E5** Food Safety Equipment and Technology
- E5 ES** Analysis and Quality Control

Good reasons to attend

- Asia's leading lab exhibition with five halls and over 57,500 sqm
- Entire product chain for laboratories
- 4 pavilions: Germany, UK, Japan and Taiwan [China]
- Sales power: visitors willing to make high investments

EXHIBITORS

Stage.
Meeting place.
Marketplace.



With 950 exhibitors from 26 countries in 2018, analytica China impressively enhanced its significance as Asia's leading trade fair. For our exhibitors, this is a development that will pay off both personally and financially—in 2020 again.

Exhibitor satisfaction for analytica China:
Overall rating from good to excellent: **96%**
Would definitely or probably exhibit again: **98%**

Competitive advantage by exhibiting at analytica China:
Big/ Very big advantage: **72%**

Top five countries:
> China
> Germany
> USA
> Japan
> Switzerland

The Who's who of the sector

The 950 exhibitors at analytica China 2018 included the following companies:



VISITORS

Investment power.
International.
Highly satisfied.



Dream scores for analytica China, and thanks to the medium-high proportion of decision-makers, these scores represent a high realistic sales potential for our business contacts.

Visitor satisfaction for analytica China:
Overall rating from good to excellent: **97%**
Recommend analytica China to business partners or colleagues: **98%**
Would definitely or probably exhibit again: **97%**

Top five visitor countries (apart from China):
> Korea
> India
> Japan
> Thailand
> USA

2018 visitors according to industry

26% Biotechnology & pharmaceutical	8% Environmental monitoring
19% Education / Scientific & research development	7% Healthcare, quarantine and medical inspection
18% Dealer of instruments	4% Semiconductors and electronics
11% Manufacturer of instruments	2% Power generation, petrochemical industry
10% Foodstuff	1% Steel and metallurgy
9% Chemistry and chemical industry	1% Farming, forestry, fishing and animal husbandry
9% Industry / Manufacturing	2% Others

Basis: all visitors and users or manufacturers of instrumental analysis or working in research & development and government agencies.



ANALYTICA CHINA CONFERENCE

Future.
Knowledge.
Business.

4,605
participants

140
presentations

32
sessions

The analytica China conference held together with the trade show focuses on the progress of the entire industry and is an ideal platform for the exchange of knowledge between science and industry.

The 9th Shanghai International Symposium on Analytical Chemistry

Subject of the conference
Analytical Chemistry for Health Science

- Organizers**
- Chinese Chemical Society
 - Messe Muenchen Shanghai Co., Ltd.
 - Prof. Dr. Schmitz (University of Duisburg, Germany)

Attendees: 1,076

2018 LSAC Life Science & Biotech Forum

Subject of the conference
Technology and Application of High Throughput Sequencing

- Organizers**
- Shanghai Bioon Group Corporation
 - Messe Muenchen Shanghai Co., Ltd.

Attendees: 192

2018 China International Food Industry Development Forum/Shanghai Sino-EU International Forum on Food Safety

Subject of the conference
Innovation and Development of China's Food Industry in the New Age

- Organizers**
- Shanghai Society of Food Science
 - Shanghai Food Safety Federation
 - Messe Muenchen Shanghai Co., Ltd.

Attendees: 778

Precision Medicine: From Multi-Omics to Precision Medicine

- Topics**
- From Multi-Omics to Precision Medicine

- Organizers**
- Shanghai Bio Pharmaceuticals Industry
 - Shanghai Association for Science & Technology
 - Shanghai Biotechnology Corporation
 - Messe Muenchen Shanghai Co., Ltd.

Attendees: 279

China Int'l Congress on Lab Planning, Construction and Lab Management

- Topics**
- Design and Planning of Modern Scientific Research Buildings
 - Smart Laboratory Construction and Development
 - Laboratory Safety and Management

Organizer

- Messe Muenchen Shanghai Co., Ltd.

Attendees: 1,298

2018 Environmental Monitoring and Analysis Technology Forum

- Topic**
- Environmental Monitoring and Analysis Technology

- Organizers**
- LaborPraxis China
 - Vogel Business Media
 - Messe Muenchen Shanghai Co., Ltd.

Attendees: 218

The Forum on Food Safety, Rapid Detection Technology and Innovation Development

- Topics**
- Food Safety in Present-Day China
 - Rapid Detection Technology
 - Innovation
- Organizers**
- Beijing Associated & Service Center of Scientific Instrument & Equipment
 - Testing and Certification Centre of Capital Science & Technology
 - Messe Muenchen Shanghai Co., Ltd.

Attendees: 179



Other conferences

- Topics**
- Tutorial I: HILIC: Background and Theory for a Better Understanding and Successful Method Development and Application
 - Tutorial II: Automated Sample Preparation for LC and GC Methods in Food, Forensics and Material
 - Tutorial III: The Strategy to Integrate Metabolic Flux, Cell Metabolism with Metabolomics to Study the Mechanism of Drug Action
 - Tutorial IV: How to Maximize the Chromatograph Analysis Efficiency
 - Tutorial V: Analysis on the New Environmental Standard "Water Quality—Determination of Alkyl Mercury—Purge and Trap Gas Chromatography/Cold Vapor Atomic Fluorescence Spectrometry" and its Practical Workflow
 - Tutorial VI: Symposium on Industrial Production Technology of Cell Therapy
 - Tutorial VII: Unbelievably Powerful, Remarkably Small—New Agilent MS Technology and Application Era
 - Workshop: Introduction to Chromatography
 - Lunch Seminar I: Essential LC-MS Method Development
 - Lunch Seminar II: Recent Developments in Automated Micro-Extraction Techniques for Volatile and Non-Volatile Trace Contaminants
 - Lunch Seminar III: Introduction JEOL Scanning Electron Microscope JSM-7900F and How to Make a Cross Section of Specimens for Observation by Scanning Electron Microscope

*Basis: all visitors and users or manufacturers of instrumental analysis or working in research & development and government agencies.

SUPPORTING PROGRAM

Informative.
Inspiring.
Pioneering.



Exhibitor's Statement

“One of the greatest features of **analytica China**—is the combination of forums and exhibition: the exhibition offers the latest products and the forums provide detailed presentations which help the visitors to get to know about technological backgrounds and trends.”

**ChenJie Zhuang, Marketing Manager,
Great China Life Science, Agilent
Technologies (China) Co., Ltd.**



analytica China Conference

High-profile academic conferences and lectures have always been the highlights at analytica China.
Apart from the widely applauded Shanghai International Food Safety Forum, Forum on Genomics and Personalized Treatment, LSAC-Life Science and Biotech-Forum, more training sessions will be organized in 2020.
The lectures will focus on the rapidly growing Chinese market and connect research, industry and education to better serve the exhibitors and visitors.



Lab Safety Show

The lab safety show is a special demonstration show on occupational safety and health, taking its origin from the German parent fair analytica.
This special show will feature live presentations on topics such as "Risks and preventive measures for handling hazardous materials", "Safe handling of dangerous materials" and "Protect yourself and your employees from health risks".
Experts will offer the audience practical tips on how to react in the face of danger.
Furthermore, leading lab construction enterprises and experts will give talks on lab construction and smart lab management.



Food Safety Day

analytica China collaborates with leading exhibitors such as Agilent, PerkinElmer and Thermo Fisher and with industry organizations and users to set up a “Food Safety Day” including events like a CEO talk, the Sino-EU-International Forum on Food Safety as well as live presentations and a visitors' tour on the subject of food safety.



7 Technical Visitor Routes

To help users find their target exhibitors and products during analytica China, seven theme tours will be offered, each connecting about 15 recommended or selected exhibitors and products that focus on a certain industry or application.
The tour themes include: Sample Pre-Treatment; Dairy Product Safety Solutions; Pesticides, Drug Residues And Heavy Metal Measurement; Chromatography, Mass Spectrometry and Spectrometry.

PRIME PRIORITY

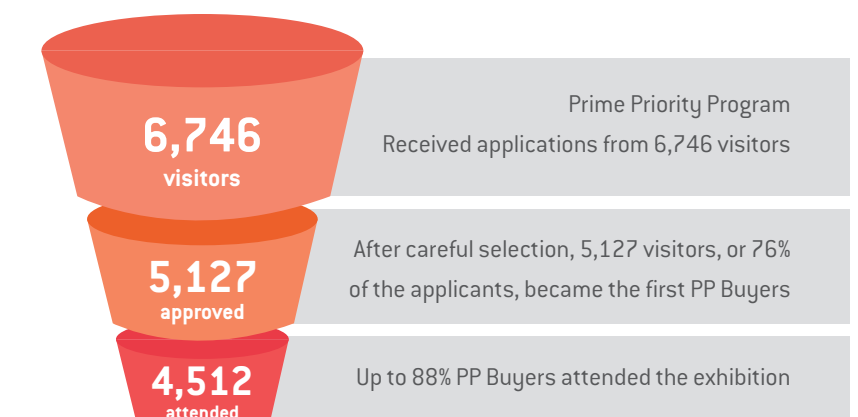
Match Making.
VIP Service.
Free Participation.

Prime Priority Program

The Prime Priority Program helps exhibitors and premium buyers to meet their targets even more efficiently by offering a high-quality service upgrade and matching services for supply and demand.

Prime Priority Buyers according to Branches of Industry*

- 23% Biotechnology & pharmaceuticals
- 17% Education / Scientific & research development
- 13% Foodstuff
- 12% Chemistry and chemical industry
- 12% Medical healthcare, inspection and quarantine
- 5% Machinery manufacturing
- 4% Third-party inspection
- 3% Environmental monitoring
- 3% Life science
- 2% Semiconductors and electronics
- 1% Farming, forestry, fishing and animal husbandry
- 1% Steel and metallurgy
- 5% Others



*Basis: All trade visitors and users or manufacturers of instrumental analysis equipment or working in research and development or government agencies



LABTECH CHINA CONGRESS

Innovation.
Unique.
Live.

labtech China Congress Review 2018



labtech China Congress 2018 was held at Shanghai New International Expo Center from October 31 to November 2, 2018. The exhibition was comprised of three parts: China International Laboratory Planning, Construction and Management Congress, Laboratory Construction Exhibition and Live Live Labs. With 36 speeches, more than 10 workshops and on-site live demonstrations, 327 laboratory construction and

equipment exhibitors and 11,500 square meters of exhibition area, the exhibition gave a comprehensive display of the laboratory ecosystem, as well as expert talks on the design and planning of modern scientific research laboratory buildings, intelligent laboratory construction and development, laboratory safety and management and other hot topics.

Convincing reasons to attend

- Three days, one place to exhibit and discuss the needs and innovations of China's next generation laboratories, covering site planning, design and construction, furniture materials and equipment, consumables and management and services.
- Supporting programs: over 40 training courses on laboratory design and planning, laboratory engineering, laboratory safety and certification, laboratory informatization, workflow management and third-party testing are provided to help the visitors acquire the planning and operational skills needed in the whole life cycle of laboratories.
- The exhibition is based on two themes: "Laboratory Environment and Safety" and "Smart Laboratory". In addition to the regular exhibition area, the Live Lab area creates an interactive environment that turns labtech China into a unique platform for the sector.
- Support and cross-disciplinary forums as well as long-night laboratory tours create comprehensive benefits for the users and participating enterprises.
- Live broadcast and recordings accessible all year round: an efficient and consistent online learning and communication platform for the industry and users. Available to about one million analytica China and labtech China visitors.
- With the rich end user resources and brand influence of analytica China, labtech China Congress offers accurate, high-quality and efficient communication and exhibition platform for the users in a non-analytica China exhibition year, an arrangement that guarantees both the professionalism and brand influence.



November 6–8
2019

labtech China Congress 2019

The upcoming labtech China Congress will take place on November 6–8, 2019 at the Kerry Hotel in Pudong, Shanghai. A broad selection with various themes and events awaits you here:



analytica worldwide—a global network for you business success

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



analytica



analytica China



analytica Vietnam



INDIA LAB EXPO



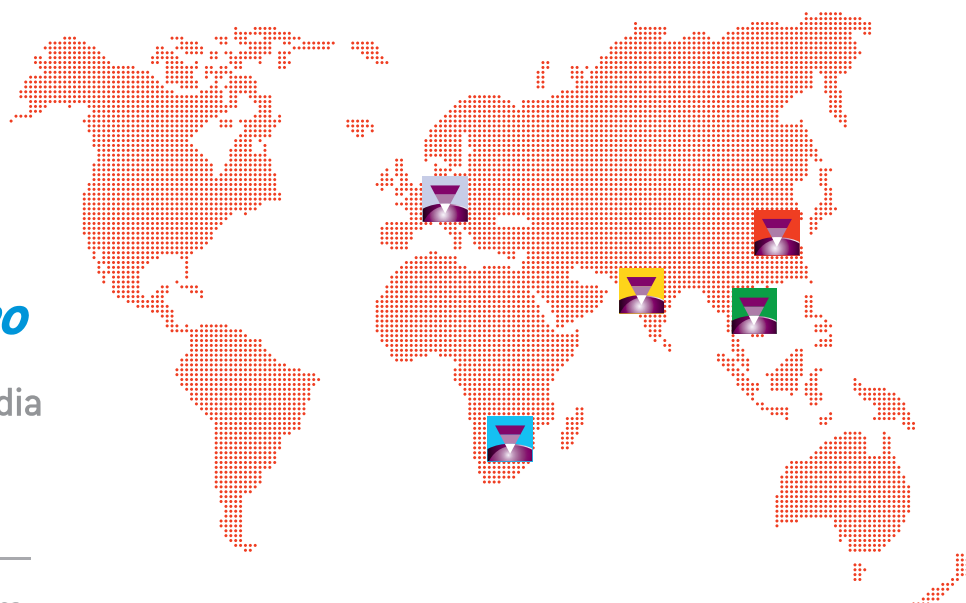
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To maximize your success, contact us



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analytica China

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