

23. Internationale Leitmesse für Labortechnik,
Analytik, Biotechnologie und analytica Conference
17.–20. April 2012, Messe München

23rd International Trade Fair for Laboratory Technology,
Analysis, Biotechnology and analytica Conference
17–20 April 2012, Munich Trade Fair Center, Germany

www.analytica.de



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Press release

Kathrin Hagel
Press office analytica
Tel. +49 89 949-21474
kathrin.hagel@messe-muenchen.de

Final report

Decision-makers announce definite intentions to invest

- **More than 30,000 trade visitors**
- **Exhibitors and visitors extremely satisfied**
- **Live Labs generate a great deal of interest**

The 23rd analytica, the International Trade Fair for Laboratory Technology, Analysis and Biotechnology, concluded in Munich today with more than 30,000 visitors. The three new Live Labs on the topics of Forensics and Clinical Diagnostics, Plastics Analysis and Food and Water Analysis were popular attractions that generated a great deal of attention. For the first time ever, participants experienced what really happens in an analysis laboratory at a trade fair.

Norbert Bargmann, Deputy CEO of Messe München, was positive in his assessment of the four-day fair: “This year’s highlights included the Live Labs, which did a dynamic and impressive job of demonstrating how laboratories analyze food to identify ingredients or pathogens and how plastics are characterized. Strong visitor interest and positive feedback from the exhibitors encourage us to develop this new concept further.” According to Markus Wick, Director of WALDNER Laboreinrichtungen, Southern Branch: “The Live Lab concept was very well received by everyone in our company and by our customers. Based on our experience in 2012, we will support its ongoing development.”

Messe München GmbH
Messegelände
81823 München
Deutschland
www.messe-muenchen.de





Global market position expanded

More than 30,000 trade visitors from over 110 countries came to the fair in Munich. 100 percent of the visitors were industry professionals, and according to a survey by the market research institute TNS Infratest, they came to the fair with intentions to make investments: 20 percent planned to invest EUR 25,000 to EUR 50,000 in laboratory and analysis equipment, 16 percent between EUR 50,000 and EUR 100,000, and 29 percent more than EUR 100,000. “Besides the research aspects of this event, no other trade fair focuses so intensely on business ties,” said Bargmann. Just less than one-third of all visitors were from companies with more than 1,000 employees. Based on the TNS Infratest survey, customer satisfaction in analytica is at its highest in the last 16 years.

The countries with the largest numbers of visitors were Austria, Switzerland, Great Britain, Italy and France. There was also a significant increase in the number of visitors from the United States (just less than 14 percent). For the first time ever, the Analytical & Life Science Systems Association (ALSSA), an American trade association, held a meeting at the fair.

1,026 exhibitors from 37 countries presented their products and equipment for research and industrial laboratories. Besides Germany, the countries with the largest number of exhibitors included the United States, Great Britain, France, Switzerland and the Netherlands.

Growing interest in the analytica Conference

More than 1,700 visitors participated in the analytica Conference, an increase of more than 40 percent. According to Dr. Martin Vogel, Chairman of the GDCh Working Group for Analytical Chemistry at the German Chemical Society: “The organizers of the analytica Conference – the German Chemical Society, the Society for Biochemistry and Molecular Biology and the Society for Clinical Chemistry and Laboratory Medicine – are very satisfied with its outcome. Attendance at this year’s lectures was so good that it was standing room only in many of the rooms. The conference’s topics were very well received among participants and speakers from Germany and abroad. For them, the conference is an important, established analysis platform in Europe.” 120 renowned



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speakers examined the latest trends and current topics in analysis methodology and applications in 22 symposia. Besides the award ceremonies of the GDCh Working Group for Analytical Chemistry, highlights included lectures on x-ray diffraction techniques in drug testing, point-of-care diagnostics, applications for separation techniques in the life sciences, doping analysis, proteome research, nanoparticles in the environment and clinical metabolomics.

Related-events program

For three days, the Biotech Forum and the Laboratory & Analytics Forum were platforms for practice-oriented exhibitor presentations. Attendance at the seminars for laboratory experts was also high. On the final day of the fair, analytica Job Day served as a career springboard for future industry professionals. Finance Day gave visitors access to information about the latest financing trends in the life sciences.

The industry will meet again in Shanghai on October 16, 2012: for analytica China. Besides China, the global analytica network is represented in the future markets of India and Vietnam.

Exhibitor statements are available at the [press section of analytica website](#). Photo material for analytica 2012 is available in the [media database](#). Information and details about exhibitors, the related-events program, the conference agenda and the Live Labs is available at www.analytica.de.

The next analytica takes place in Munich from April 1 – 4, 2014.

About analytica

analytica, which includes the analytica Conference, is the international trade fair for analysis, laboratory technology, biotechnology/life sciences, diagnostics and data and process management. It is held in Munich, the leading trade-fair venue and business location in the world. Visitors include decision-makers and users from the chemical, medical and pharmaceutical sectors as well as industrial and government research organizations. analytica is held every two years and has established itself as a central marketplace for marketable products and solutions as well as innovations. The 23rd analytica is being held at the New Munich Trade Fair Centre from April 17 – 20, 2012.





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analytica is part of an international network of trade fairs: It includes the trade fairs analytica, analytica China (Shanghai, Sept. 16 – 18, 2010), analytica Anacon India (Mumbai, November 12-14, 2013) and analytica Vietnam (Ho Chi Minh City, April 18-20, 2013). Additional information about the fair(s) and the program of events is available on the Internet at www.analytica.de/en as well as in our media database at <http://www.analytica.de/en/Home/Journalists/photos-logos>.

Messe München International

Messe München International is one of the world's leading trade show companies. In Munich alone it organizes around 40 trade shows for capital and consumer goods, and key high tech industries. Each year more than 30,000 exhibitors and around two million visitors take part in the events held in the New Munich Trade Fair Center, the ICM – International Congress Center Munich, and in the MOC Event and Order Center. The leading international trade fairs of Messe München International are all FKM-certified, i.e. exhibitor and visitor numbers and the figures for exhibition space are collected in line with agreed standards and independently audited on behalf of the FKM (Gesellschaft zur Freiwilligen Kontrolle von Messe- und Ausstellungszahlen), a society for the voluntary monitoring of fair and exhibition statistics.

In addition, Messe München International organizes trade shows in Asia, Russia, the Middle East and South America. With six subsidiaries in Europe and Asia and more than 60 foreign representatives actively serving over 90 countries, Messe München International has a worldwide business network. The Group also takes a pioneering role as regards sustainability: It is the first trade show company to be awarded energy efficiency certification from the technical inspection authorities TÜV SÜD.

Press contact for analytica:

Kathrin Hagel
Press Officer analytica
Messe München GmbH
Tel. +49 89 949-21474
e-mail: kathrin.hagel@messe-muenchen.de