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Final Report

analytica China 2016 closes with new product launches and record-breaking numbers

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- **Exhibitor and visitor numbers continue to grow**
- **New product releases well received**
- **Close attention to hot topic of food safety**
- **First organization of “Lab Safety Show”**

On October 12, 2016, the eighth edition of analytica China closed successfully at the Shanghai New International Expo Center. A total of 24,582 (including CBB 2016 visitors) professional instrument users, scientists and researchers, a plus of 31 percent compared to the 2014 edition (2014: 18,775), visited the trade show, again profiling the leading position of analytica China in the laboratory technology, analysis, biotechnology and diagnostics industry.

analytica China 2016 covered 35,000 square meters of exhibition space – an increase of 17 percent compared to the last event. 848 leading exhibitors (+ 22 percent) from 25 countries and districts attended the show. Again, Germany, the UK, Japan and Taiwan sent out their national or district pavilions to the exhibition.

Dr. Reinhard Pfeiffer, Deputy CEO of Messe München, is especially satisfied with the numbers: “analytica China made historical breakthrough in space, exhibitor and visitor numbers. Its increasing influence and the growing demand from the industry once again proved that analytica China still is the leading event in China. Its success also underpins the global leadership role of the entire analytica network.”

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New product launches enthrall visitors

This year, many new products were launched for the first time – in the country or even in the world: PerkinElmer launched two world premier products for the first time to the global market at its “drive innovation, explore the unknown” release conference: Qsight LC/MS/MS and the upgraded Torion T-9; Shimadzu came up with the LCMS-8060 ultra-fast triple quadrupole Liquid Chromatograph Mass Spectrometer; Analytik Jena held a life sciences new product conference and launched a ContraAA®800 HR-CS AAS; IKA launched its IKA CBC 5 basic/control for the first time in China; and Agilent showcased its new intelligent, efficient, simplified and innovative Intuvo 9000. There are many others like eppendorf’s 5920R high-capacity centrifuge; Mettler’s Bench Smart 96 and MP80 full automatic sliding melting point measuring instrument; or Merieux’s GENE-UP® PCR-based molecular diagnostic system. These product breakthroughs can be used in important areas related to human well-being as food safety testing, environmental monitoring, as well as medicine R&D and so on.

Ph.D. Bing Zhu, Country General Manager, EH China of PerkinElmer, was very satisfied with the show: “We chose analytica China as the venue to launch our new products because it is very influential in the industry. It is the biggest event for the analysis and biotechnology industry in China and there are a lot of customers every day. To sum up, analytica China offers a great chance to promote our new products.” Jiangxiang Hu, Senior Manager Marketing Division of Analytica & Measuring Instruments, Shimadzu, said: “The exhibition is great in both numbers and quality. We have brought many new products with us and use analytica China as a platform to present them to the world.” For Shimin Li, Vice Manager of R&D Unilever, the first participation in analytica China was impressive: “The overall results are very good. There are not only leading brands at the exhibition but also many domestic manufacturers who offer us many business opportunities.”

Food Safety Day with diverse program

Since its first opening in 2002, the food processing industry has always been one of the focal points of analytica China. This year, apart from new products and

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technologies, analytica China collaborated 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 Food Safety Forum as well as Live Presentations and a visitor tour on the subject of food safety. The program covered the entire value chain of the industry and featured insightful expert talks on food safety, offering strong support to the development of this field.

Sandy Yang, Director for Marketing & Communications, Thermo Fisher Scientific commented: “I took part in the food safety forum. It offered a lot of new ideas and findings about food safety in China and also discussed promising technological solutions.” Chi Zhang, QC and Food Safety Engineer, Nanjing Product Quality Control Institute, has never missed any analytica China so far. He said: “The exhibition is improving every year. We are here to get to know the latest technologies and products so we can decide on our purchases. This year, the Chinese exhibitors especially impress me. They are offering products that are comparable to their overseas counterparts.”

Special show on laboratory safety and health

For the first time ever, analytica China 2016 introduced a special show on lab safety and health, originated from its German parent fair analytica. Experts from asecos gave live presentations on “Lab fire prevention and explosive treatment”, “Safe handling of dangerous materials” and “Protect you and your employee from health risks” to offer the audience practical tips on how to react in face of danger. Further, leading lab construction enterprises and experts gave talks on lab construction and smart lab management.

analytica China conference with 3,323 visitors

Apart from the exhibition, high-profile academic events have always been the highlight of analytica China. In 2016, the analytica China conference concentrated on technological applications and solutions, offering the visitors not only insights into the latest academic research findings but also the latest industry and product information. The conference provided over 100 expert lectures on current topics such as food safety, analytical chemistry, environment

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and pharmacy. 3,323 visitors from different fields attended the analytica China conference, an increase of 41 percent compared to the 2014 edition.

Lin Jinming, Professor, Chemistry Department of Tsinghua University, pointed out: "The exhibition is especially big this year and the conferences are of the highest quality and very well attended. Analytical chemistry is crucial to the safety of our lives. Through the Chinese Chemical Society, we invited four keynote speakers and 16 guest speakers making it a first-class international conference."

Another highlight was the concurrence of analytica China and China Brew China Beverage (CBB). CBB is Asia's leading trade fair for the beverage and liquid food industry and co-organized by Messe München. The co-location not only enabled the sharing of visitors, but also improved the influence of both exhibitions in the food industry, offering added value to exhibitors and visitors likewise.

The next analytica China takes place from October 31 to November 2, 2018, at the Shanghai New International Expo Center.

For more information, please visit: www.analytica-china.com.

analytica worldwide

analytica China is part of an international network of exhibitions that also includes the trade fairs analytica, analytica Vietnam and analytica Anacon India with India Lab Expo. Additional information about these exhibitions and their programs of events is available at www.analytica.de.

Messe München

Messe München is one of the world's leading trade-show companies. It organizes some 40 trade shows for capital and consumer goods and key high-tech industries in Munich and abroad. Each year more than 30,000 exhibitors and some two million visitors take part in events held at the Messe München trade-fair center, the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München. In addition, Messe München organizes trade shows in China, India, Turkey, South Africa and Russia. Messe München has a global business presence with affiliates in Europe, Asia and Africa and more than 60 foreign representatives serving more than 100 countries.