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**Final report**

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## **analytica Vietnam again confirms its role as the most important technology hub in Vietnam**

**The fourth analytica Vietnam, the International Trade Fair for Laboratory Technology, Analysis, Biotechnology and Diagnostics, came to a successful close mid of April at the Saigon Exhibition & Convention Centre in Ho Chi Minh City. The response of exhibitors and visitors confirms that analytica Vietnam is an important industry platform in Southeast Asia and a gateway to several growing markets.**

Claudia Sixl, Exhibition Group Director at Messe München, knows: "The Vietnamese economy has stabilized in the last few years—something that was also noticeable at analytica Vietnam. Although the country still faces economic challenges, the industry is optimistic. analytica Vietnam serves a number of important and, above all, growing branches of industry that have great need for analytical instruments for quality control and optimization in regard to their export activity." Gabriele Kraus, Executive Director at IMAG – Internationaler Messe- und Ausstellungsdienst GmbH, elaborates: "The demand for new technologies and solutions in all the represented application sectors is still very high."

### **Interest in supporting program high again**

3,523 trade visitors attended analytica Vietnam to gather information about the latest industry developments. Exhibitors specifically emphasized the visitors' concrete interest and professionalism. Further, the demand for the analytica Vietnam conference again was strong: A total of 252 participants took advantage of the extensive program of supporting events. International experts from the scientific and research communities gave insights into the latest developments and practice-oriented solutions in the sectors for food analysis

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and safety, pharmaceuticals and medical diagnostics, environmental analysis and quality optimization as well as chromatography and mass spectroscopy.

Professor Dr. Duong Tuan Quang from the Hue University in Vietnam is very impressed by the organization as well as the program of the high profile conference: “The global analytica network is not only an exhibition platform but also an important forum for academic activities. The analytica Vietnam conference is an ideal meeting point for researchers and scientists from all over the world, in particular in the fields of analytical chemistry.”

The analytica Vietnam conference was organized by Professor Dr. Pham Hung Viet from the Centre for Environmental Technology and Sustainable Development (CETASD) in Vietnam and Professor Dr. Oliver Schmitz from the University of Duisburg-Essen.

### **Exhibitors even more international**

Industry leaders such as Brand, Merck Millipore, Shimadzu, Saigon Instruments and Waters showcased their products and solutions in Hall A1 of the Saigon Exhibition & Convention Centre (SECC) on some 3,500 square meters of exhibition space. A total of 95 exhibitors from 15 countries participated. Approximately 80 percent of the exhibiting companies were from countries other than Vietnam. The exhibitors' countries of origin (in alphabetical order) included China, Great Britain, India, Italy, Japan, Korea, Malaysia, the Netherlands, Singapore, Taiwan, Thailand, the United States and Vietnam. In addition, there were also joint exhibition stands representing Germany and France.

Jamie Tan from Showa Denko Singapore summarizes the overall meaning of the trade fair as follows: “analytica Vietnam is the largest exhibition of its kind in Vietnam and with regard to the rapidly growing market in the country, it is extremely important for us to be present here.”

**The next analytica Vietnam takes place in the spring of 2017 in Ho Chi Minh City. Further information is available at [www.analytica-vietnam.com](http://www.analytica-vietnam.com).**

#### **IMAG – Internationaler Messe- und Ausstellungsdienst GmbH**

IMAG, a subsidiary of the Messe München GmbH Group since 1981, 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; machine tools and manufacturing technology; environmental technology and analytics.

#### **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 at the Messe München exhibition center, the ICM – International Congress Center München, and in the MOC Veranstaltungszentrum München. The leading international trade fairs of Messe München International are all independently audited.

In addition, Messe München International organizes trade shows in China, India, Turkey and South Africa. With a combination of affiliates abroad – in Europe, Asia and in Africa – and over 60 foreign representatives actively serving over 100 countries, Messe München International has a worldwide business network. The Group also takes a pioneering role as regards sustainability: It is the first trade-fair company to be awarded energy-efficiency certification from the technical inspection authorities TÜV SÜD.