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## Press Release

### **analytica Vietnam 2017**

## **More exhibitors and a strong supporting program**

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**analytica Vietnam is being held for the fifth time this year, and interest among companies is stronger than ever. Compared to the last time the fair was held (2015), approximately 15 percent more exhibitors are expected. Exhibition space is up by the same amount. Besides the product highlights of several domestic and international exhibitors, visitors can look forward to a supporting program that ranges from the analytica Vietnam conference to tutorials and buyer-seller meetings. analytica Vietnam is the country's most important industry platform for laboratory technology, analysis, biotechnology and diagnostics, and it takes place at the International Center for Exhibition (I.C.E.) in Hanoi from March 29–31, 2017.**

More than 110 exhibitors from 17 countries will present their latest developments, solutions and products at the exhibition. Industry giants such as Agilent, Eppendorf, Shimadzu, Thermo Fisher, Waters and Saigon Instruments will be represented in Hanoi. For the first time ever, exhibitors from Russia and Bulgaria will present themselves on the Vietnamese market. There will also be joint exhibits in the form of official national pavilions from China, Singapore and Germany.

### **More room for specialist training**

Thanks to the analytica Vietnam conference, practice-oriented workshops and tutorials, the trade fair is also a platform for the exchange of knowledge that is unique for Vietnam. Gabriele Kraus, Executive Director of IMAG, the show's organizer, is convinced: "These events have been very well received in previous years, which proves that expert knowledge is highly rated in Vietnam. So we will continue to expand the supporting program to promote the international exchange of special expertise."

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The analytica Vietnam conference takes place at the same time as the trade show and focuses on topics such as food, pharmaceutical and environmental analysis as well as chromatography and mass spectrometry. Under the direction of Professor Oliver Schmitz from the University of Duisburg-Essen and Professor Pham Hung Viet from the University of Science in Hanoi, the latest industry topics will be discussed in a scientific context.

For example, Professor Gerhard Scriba from Friedrich Schiller University Jena will hold a lecture in the conference session on pharmaceutical analysis titled "Enantiomer Analysis of Pharmaceuticals by CE and HPLC." There will also be a competition involving the scientific posters displayed at the conference. A panel of experts will evaluate the posters that are submitted on the conference's various themes. The three best will receive an award and some prize money.

Tutorials constitute the application-oriented portion of the conference.

Presentations on topics such as "Automated sample preparation for food analysis" address laboratory employees and students and will take place in the form of two-hour sessions on both days of the conference.

### **Minimizing risk in the laboratory and innovations directly from the source**

The supporting program will be rounded out by an Exhibitor Forum where exhibitors can present their products in detail. Twice a day, the Exhibitor Forum will also host an experimental lecture by Asecos on occupational safety and health and safety in the workplace. Susanne Grödl, Exhibition Director of Messe München's analytica shows, on the premiere of the supporting program event in Vietnam: "The special show on occupational safety and health and safety in the workplace is a popular attraction at analytica in Munich. Live demonstrations and experiments illustrate what risks are lurking in laboratories and how employees can best prevent fires and explosions. Because the topic of safety is extremely important in all laboratories around the world, we are also making this successful format available at analytica Vietnam."

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Attending the trade fair and events in the supporting program is free of charge to visitors.

**The complete supporting program for analytica Vietnam is available here:**

<http://www.analyticavietnam.com/supporting-program.html>

**Visitors can register for analytica Vietnam here:**

<http://www.analyticavietnam.com/online-registration.html>

#### **About analytica Vietnam**

analytica Vietnam and the analytica Vietnam conference target the rapidly growing Vietnamese market with its exhibition sectors for laboratory technology, analysis, biotechnology and diagnostics. A total of 95 exhibitors and 3,523 visitors took part in analytica Vietnam in 2015. The fair is held every two years. The next fair is at the International Center for Exhibition (I.C.E.) in Hanoi from March 29 to 31, 2017.

[www.analyticavietnam.com](http://www.analyticavietnam.com)

#### **analytica worldwide**

analytica Vietnam is part of an international network of exhibitions that also includes the trade fairs analytica, analytica China and analytica Anacon India with India Lab Expo.

#### **IMAG GmbH**

IMAG, a subsidiary of the Messe München Group, 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 machinery, building material and mining; machine tools and further industries; environmental technology and analysis.

#### **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.