INFORMATION FOR EXHIBITORS

6th International Trade Fair for Laboratory Technology, Analysis, Biotechnology and Diagnostics

April 3–5, 2019 | Ho Chi Minh City
SECC—Saigon Exhibition and Convention Center
www.analyticavietnam.com
Welcome to analytica Vietnam!

With more than 120 exhibitors and 3,500 visitors in 2017, analytica Vietnam has developed into the branch’s leading trade fair for solutions in the analysis, laboratory technology and biotechnology sectors in Vietnam.

analytica Vietnam celebrates its 10th anniversary in 2019 and gives exhibitors a unique platform to make contacts and to expand their business in Vietnam.

Besides the exhibits themselves, analytica Vietnam 2019 features a diverse and first-rate program of related events for its participants including the scientific analytica Vietnam conference, forums, workshops and a lab safety show.

Vietnam offers excellent market prospects for your industry.

With growth of 6.8 percent in 2017 and a 21% increase in exports, Vietnam numbers among the most dynamic countries in Asia. Along with the increased market demand and big support from the Vietnamese government, the business potential in the analysis, laboratory technology and biotech industry in Vietnam is huge.

Chemicals industry
The total import of chemical goods reached USD 2.96 billion in the first 10 months of 2017, an increase of 29.6% over the same period of 2016. The chemicals sector plays a key role in the Vietnamese government’s plans with production expected to increase annually by 14–16% up until 2020.

Pharmaceutical industry
Vietnam’s pharmaceutical market is estimated to record revenue of USD 5.2 billion in 2017, a 10% increase from last year. In the “National Strategy Plan for Pharmaceutical Industry Development to 2020, forwarding 2030”, the government is planning to invest up to USD 1.5 billion for the pharmaceutical industry in the next 10 years in order to reduce the dependence on imported drugs.

Biotechnology
To meet the needs of biotech industry development as well as biosafety clearance, three national centers for biotechnology together with biotech centers in each province will be established by 2025. The centers will be equipped with modern facilities of an international standard, each employing a capable workforce of 200–500 persons.

Food industry
With an expected annual growth rate of 10.9% and a market size of USD 30 billion, Vietnam’s food and beverage industry is on an upward trend. The safety of food in the domestic market and food quality monitoring for exports are set to be improved further with the ministry planning various measures including the continued expansion of the country’s food analysis facilities.

Source: moit.gov.vn / tapchicongsan.org.vn / news-medical.net / gtai.de / vietnambiz.vn

analytica Vietnam gets top marks for its overall impression.*

100% of visitors gave analytica Vietnam a rating of good to excellent.

92% of exhibitors gave analytica Vietnam a rating of good to excellent.

analytica Vietnam will be a popular industry event again in 2019—for visitors and exhibitors alike.*

99% of visitors plan to attend again in 2019.

93% of exhibitors plan to participate again in 2019.

*Source: Exhibitor and Visitor Survey of 2017

Top marks for analytica Vietnam: analytica-vietnam.com/survey
analytica Vietnam is No. 1 in Vietnam!

Convincing reasons that speak in favor of analytica Vietnam

• analytica Vietnam is the largest trade fair in the analysis, laboratory technology and biotechnology market in Vietnam
• Direct contact to potential buyers—the buyer-seller meetings offer a unique platform for establishing direct contact with prospective customers from different industry sectors
• International pavilions from China, Germany and Singapore
• Top marks from visitors and exhibitors rating the fair
• Presence of industry leaders—the industry’s global players are represented at analytica Vietnam
• Get a rare insight into a Vietnamese lab with our Lab Tour
• High potential market—the Vietnam-EU Free Trade Agreement (EVFTA) along with the Transpacific Partner Agreement (CPTPP) that are expected to take effect from 2018, provide excellent trading conditions.
• Strong support from the government and leading institutions

analytica Vietnam on course for growth

Facts from 2017
• 121 exhibitors from 17 countries
• 78% share of international exhibitors
• 3,514 trade visitors from 28 countries
• thereof 411 conference participants
• 3,250 m² of exhibition space

90% of exhibitors gave analytica Vietnam’s performance as a leading exhibition a rating of good to excellent.*

*Source: 2017 Exhibitor Survey

Exhibitor’s statement

“...The need for laboratory technology and analysis is rapidly developing in Vietnam, with more regulations coming into place with support from the government. Participating in analytica Vietnam 2017, a show professionally organized by Messe München, helps augment Showa Denko’s business positioning by empowering us to connect with existing and potential key customers in the private and government sectors, and enables us to understand the trends, needs and requirements of the market here.”

Jamie Tan, Sales Engineer, Showa Denko Singapore (Pte). Ltd.

Ho Chi Minh City—Vietnam’s dynamic economic center

Ho Chi Minh City is the commercial and economic center of Vietnam. Located in the heart of South East Asia, Ho Chi Minh is an important hub and easy to reach from all over the South East Asian region. The Saigon Exhibition and Convention Center (SECC) has all the facilities of a modern exhibition venue, built and managed to meet the highest international standards.

Our trade visitors gave participating exhibitors top marks:**

97% gave the share of international exhibitors a rating of good to excellent.
97% gave the presence of leading manufacturers a rating of good to excellent.
98% gave analytica Vietnam’s leading role a rating of good to excellent.

*Source from 2017, sorted alphabetically.
**Source: 2017 Visitor Survey

See all exhibitors from 2017: analyticavietnam.com/exhibitor-directory

Where the industry’s leading manufacturers meet.

Excerpt of analytica Vietnam 2017 exhibitors*

analytica Vietnam is the place to meet the industry’s key companies showcasing their latest technologies, solutions and products.
Our trade visitors have excellent investment potential.

As the leading laboratory trade fair in Vietnam, analytica Vietnam attracts the industry’s top buyers and investment decision-makers as well as high-quality contacts from the science and research sector. The pre-scheduled buyer-seller meetings allow exhibitors and visitors to meet easily and establish new business contacts.

Visitors by branch of industry*

<table>
<thead>
<tr>
<th>Industry</th>
<th>%</th>
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</thead>
<tbody>
<tr>
<td>Chemical industry, petrochemicals</td>
<td>6</td>
</tr>
<tr>
<td>Pharmaceutical industry</td>
<td>5</td>
</tr>
<tr>
<td>Biotechnology</td>
<td>5</td>
</tr>
<tr>
<td>Universities, research institutions</td>
<td>3</td>
</tr>
<tr>
<td>Environment protection / technologies</td>
<td>2</td>
</tr>
<tr>
<td>Medical laboratories</td>
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<tr>
<td>Alimentary and foodstuff industry</td>
<td>1</td>
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<tr>
<td>Health care and diagnostics</td>
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</tbody>
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Meet visitors from reputable companies**

**Source: Visitor Registration

Meet decision-makers with purchasing power*

- Evaluate and recommend
- Final decision
- Essential for decisions
- Not involved

87% of exhibitors gave the quality of the visitors a rating of good to excellent.*

*Source: 2017 Exhibitor Survey

Exhibitor’s statement

“We’re definitely happy with the results of analytica Vietnam 2017. Since the first day, we have connected with many big potential end-users. We surely will participate again.”

Pham Thi Tuyet, PR Manager,
SISC Vietnam

analytica Vietnam in numbers: analyticavietnam.com/participant-profile

*Source: 2017 Exhibitor Survey

The unique supporting program fascinates the industry.

analytica Vietnam conference

In 2019 a first-rate conference program with topics of high interest will again be organized to reflect major trends in the industry. National and international experts from science and research will provide insights into the latest developments in the areas of biotechnology, pharmaceuticals, food and the environment.

Organizer: Hanoi University of Science CETASD, Ho Chi Minh City University of Industry, University of Essen-Duisburg – Faculty of Chemistry

Special show on lab safety

Following the successful première of the special show "Occupational safety / health and safety in the workplace" in Hanoi in 2017, the experimental presentation will again be highlighting the risks lurking in the laboratory with live demonstrations and experiments in 2019.

Educational workshops

Knowledge transfer and direct communication for the entire period of analytica Vietnam are guaranteed by the accompanying practice-oriented workshops and tutorials. Participants receive valuable information for their everyday laboratory work.

Buyer-seller meetings

At the pre-scheduled buyer-seller meetings, exhibitors have the chance to make direct contact with potential buyers and new companies from different industry sectors. In 2017, 157 face-to-face meetings took place. Use this free-of-charge service to develop new business contacts.

Exhibitor Forum

The Exhibitor Forum offers an excellent platform to bring companies’ products and services to a professional audience interested in the applicability of laboratory technology, analysis, biotechnology and diagnostics-related services and products.
analytica-worldwide—a global exhibition network.

Contact us to maximize your success.

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