

INFORMATION FOR EXHIBITORS
Welcome to the world of insights in China.



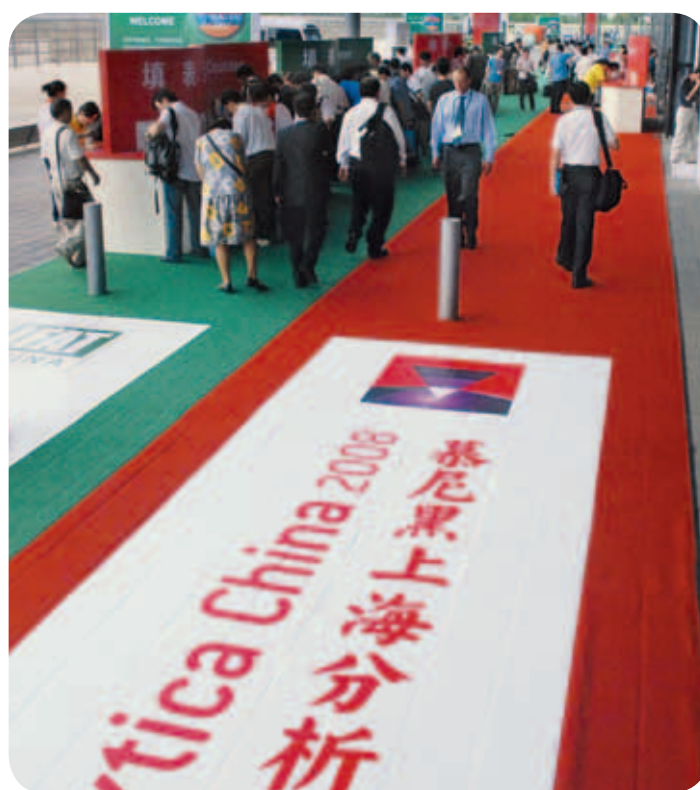


analytica China – The leading Chinese exhibitor for future markets.

Welcome to the world of insights: **analytica China**, the Chinese market's spin-off event of **analytica** – the world's leading trade show and networking platform for analysis, laboratory technology and biotechnology – is being held at the Shanghai New International Expo Centre for the fifth time from **September 15 – 17, 2010**. Alternating with the BCEIA trade show in Beijing, it addresses one of the industry's most important growth markets worldwide.

China remains one of the world's largest sales markets. The chemicals, pharmaceuticals and food industries have a great deal of demand for analysis and laboratory equipment for conducting quality-control checks. China has also developed into the second-largest market in the Asian biosciences sector, and research is also subsidized by the government.

analytica China began taking these developments into account as early as 2002. It gives you an optimum business and contact platform for the Chinese market every two years. It is an absolute must for the entire industry and a key source of momentum for exhibitors and trade visitors alike.



Three pillars of the fair's concept for analytica China 2010:

::EXHIBITION::

- Laboratory equipment
- Measurement and testing
- Instrumental analysis
- Biotechnology/Diagnostics
- International pavillions

::ACCOMPANYING EVENTS::

- Workshops on quality assurance
- Exhibitor Forum
- Networking events

::SCIENTIFIC CONFERENCE::

- Main themes in 2010:
- Life sciences
 - Analytical quality control
 - Environmental analysis
 - Food analysis and TCM
[= traditional Chinese medicine]



ATTRACTIVE ACCOMPANY EVENTS.

analytica China Conference – the latest scientific developments.

The **analytica China Conference**, the scientific conference that accompanies the fair, is a **key gathering for the scientific and research communities**. The program of scientific lectures is organized by the Chinese Chemical Society (CCS) and other international partners. Conference participants receive well-founded information on the latest industry topics from **56 prominent, highly qualified speakers, 33 of them from countries other than China**.

Results in 2008: 665 conference participants

88 %
Visitors' rating of conference in 2008 (good to excellent)

Sino-German Symposium – chromatography highlights.

The **Sino-German Symposium**, which is organized by the Sino-German Research Group for Separation and Analysis of Complex Samples, was held at the same time as the analytica Conference in 2008. **Prominent German and Chinese scientists** who specialize in the field of chromatography held lectures on the latest developments in science and research. Organizers are hopeful that the Sino-German Symposium will be held in conjunction with the analytica Conference again in 2010.

Results in 2008: 428 conference participants

89 %
Visitors' rating of Sino-German Symposium (good to excellent)

Total participants in analytica China 2008 conferences: 1,631.

RANGE OF EXHIBITS.

Analysis

- Equipment for instrumental analysis
- Chromatography
- Spectroscopes
- Microscopes and optical image processing

Measuring and Testing / Quality Control

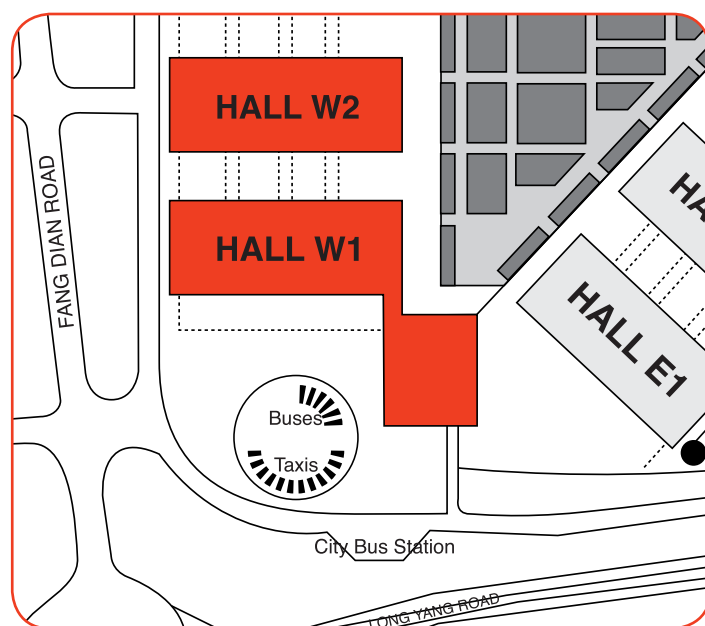
- Industrial quality control
- Material testing
- Characterization and properties of materials
- Quality control in pharmacology and industry

Laboratory Technology

- Laboratory equipment and machines
- Laboratory data systems and documentation
- Laboratory apparatus
- Chemicals, reagents and consumables

Life Sciences and Biotechnology

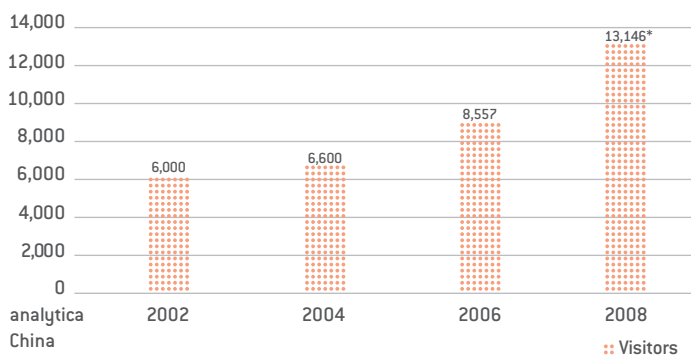
- Bioanalysis
- Biochemicals
- Bioinformatics
- Laboratory technology for biotech and life sciences
- Medicine and diagnostics



Sources: Information from the survey of exhibitors and visitors at analytica China 2008 and statistical evaluations were compiled/conducted by the company Adsmith China. Visitor statistics and evaluations thereof were provided by Shanghai Exhibition Information Technology Inc. (EXPOTEC.).

VISITORS' QUALITY CRITERIA.

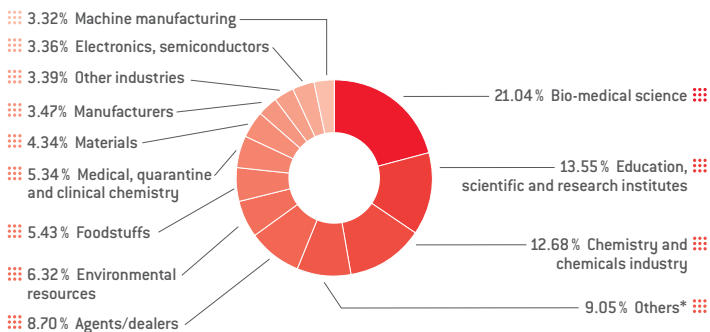
Number of visitors at analytica China – First-class growth!



*4,055 of the visitors at analytica China registered for IFAT China.



Visitors' industry of origin – Your perfect target group



*Others: • 2.91% Energy sources, petroleum • 2.81% Software and service suppliers
• 1.35% Steel, metallurgy • 0.93% Agriculture • 0.69% Textiles • 0.36% Aviation and aerospace

Decision-making authority

88% of all visitors are decision-makers.

Of them, 19% are the final decision making-authority.

Top marks from visitors rating the fair

Overall rating (good to excellent) 94%

Presence of international market leaders (good to excellent) 84%

Trade fair's character as leading event (good to excellent) 90%

Plan to participate again (positive) 97%

An in-depth evaluation of statistics regarding visitor and exhibitor satisfaction is available in our analytica China 2010 fact sheet.

SHANGHAI VENUE.

analytica China takes place in Shanghai, which has the largest concentration of chemical and pharmaceutical companies in China. It is held at the Shanghai New International Expo Center (SNIEC), the most modern trade-fair center in China.

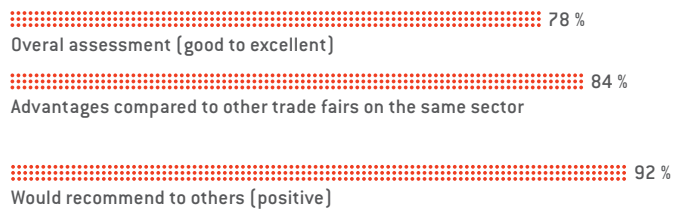




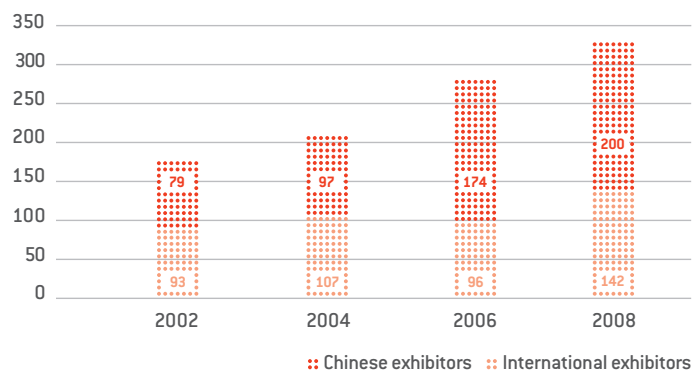
EXHIBITORS

A total of 342 exhibitors participated in *analytica China 2008*, an increase of 26.6% compared to 2006.

Exhibitors' assessment



Number of exhibitors at *analytica China* – Verifies importance as leading platform



An in-depth evaluation of statistics regarding exhibitor satisfaction is available in our *analytica China 2010* fact sheet.

List of all *analytica China* exhibitors in 2008:

5 PRIME GmbH, A. KRUESS Optronic GmbH, A1-Safetech, ACE - Advanced Chromatography, ACTA Pharmaceutica Sinica, Adam Equipment Co.Ltd., Advanced Materials Industry, Agenolab GmbH & Co. KG, Agilent Technologies Co., Ltd., Ahura Scientific, Inc., ALIBABA.COM. [CHINA] TECHNOLOGY CORP. LTD., Ailit International Trade [H.K.] Co., Ltd., Ameritech Scientific Corp., AMETEK Inc., AMPTEK Inc., Analytical Instrumentation, Analytik Jena AG, ANKOM Technology, Anton Paar China, Aoran Technology Limited., APL Instrument Shanghai Co., Ltd., Applied Photophysics Ltd., As One Corporation, ATAGO Co., Ltd., Avantes China, B&W TEK Opto - Electronics [Shanghai] Co., Ltd., Behr Labor-Technik GmbH, Beijing Sunergy Scientific Co., Ltd., Beijing Bodian Optical Tech Co., Ltd., Beijing Haoyi Science and Develop Limited Company, Beijing Kanglin Science & Technology Co., Ltd., Beijing Liuyi Instrument Factory, Beijing Mingnike Analytical Instrument & Equipment Center, Beijing Oriental Science & Technology Development Ltd., Beijing Suntrap Science & Technology Co., Ltd., Beijing Techmate Science & Technology Co., Ltd., Beijing Tiandijingyi Technology Co., Ltd., Beijing Union Opto - Electronic Technology Co., Ltd., Huanghua Guangming Test Instrument Equipment Co., Ltd., Beijing ZhenXiang Industry & Commercial Company, BEL Engineering S.R.L., Belimed Medical Equipment [Shanghai] Co., Ltd., Bibby Scientific Asia Ltd., BINDER GmbH, Bio Scientific Supplies Co., Ltd., Biohit Biotech [Suzhou] Co., Ltd., Biotech World, Biotechnology & Business, Biotek Instruments, Inc., Biowest S.A.S., BoMaiJie Technology Co. Ltd, Borer Chemie [Shanghai] Ltd., BRAND GMBH + CO KG, Bruker AXS Microanalysis GmbH, BUCHI Labortechnik AG, Buddeberg GmbH, Capital Bio Corporation, Carlos Arboles, S.A., Chance International Group Ltd., Changsha Pingfan Instrument and Meter Co., Ltd., Chemical Analysis and Meterage, Chemical Processing Technology, Chemical Reagents, Chemical-Test-Systems Ltd. & Co. KG, Cheng Du Colin Tech Co., Ltd., China Analyst, China Analyx Technology Corporation, China Association for Instrumental Analysis [CAIA] / Beijing Conference and Exhibition on Instrumental Analysis [BCEIA], China Chemical Instrument Net, China Food Industry Magazine, China Laboratory, Chinese Chemical Society, Chinese Journal of Analytical Chemistry, Chinese Journal of Health Laboratory Technology, Chinese Journal of Medical Laboratory Technology, Chinese Journal of Pharmaceuticals, CHINESE TRADITIONAL AND HERBAL DRUGS, Cole - Parmer China, Cosmo [China] Biosciences Inc., Cytotrend [Beijing] Biotech Engineering Co., Ltd., DAIHAN Scientific Co Ltd., Dalian Elite Analytical Instrument Co., Ltd., Dayou Chromatography Technical Service Inc. [Shanghai], DHS Instruments Co., Ltd., Dikma Technologies, DongGuan SITECH Electronics Technology Co., Ltd., Dr. Lerche KG, Duchem, DUKSAN Pure Chemicals, ECOLITH Water & Waste Technology - University of Bayreuth, Elemental Microanalysis Ltd., Elementar Analysesysteme GmbH, Eppendorf China Ltd., Erlab [China] Co., Ltd., ESE GmbH, EXPOQUIMIA-FIRA DE BARCELONA, Federal Ministry of Economic and Technology, Food Safety & Quality Detection Technology, Food Safety Guide, Forschungszentrum Karlsruhe, Fortus Hobersal, S.L., Fraunhofer Anwendungszentrum Systemtechnik, Friatec AG - FRIDURIT Laboratory Technology, Fritsch GmbH, GAMBICA, GCE Gas Control Equipment Co. Ltd., GERSTEL GmbH & Co. KG, Goodfellow Cambridge Limited, Greiner Bio-One GmbH, Guangdong Guanghua Chemical Factory Co., Ltd., Guangzhou Unitech Bioscience Co., Ltd., Hach Company, Haimen KylinBell Lab Instruments Co., Ltd., Hamilton Bonaduz AG Shanghai Rep. Office, Hanguang Laboratory Equipment Co., Ltd., Hangzhou Allsheng Instruments Co., Ltd., Hangzhou Jingle Scientific Instrument Co., Ltd., Hangzhou Whatman - Xinhua Filter Paper Co., Ltd., Hangzhou Yongjieda Purification Science & Technology Co., Ltd., Hanon [Jinan] Instruments Co., Ltd., Haver & Boecker, Particle Analysis, HB Optical Technology Co., Ltd., HC360.COM, Hellma China Pte. Ltd., HELLMMA GmbH & Co. KG, Heraeus Noblelight GmbH Shanghai Office, Honeywell [China] Co., Ltd., Hongkong IMPACT Scientific Instrument Co., Ltd., Hua Yue Enterprise Holdings Ltd., IASON GmbH, ICEX / Gufac, ILS Innovative Labor System GmbH, Indian Analytical Instruments Association, Instrument Express, International Labmate, Int'l Food & Beverage Ingredients News for China, Int'l Pharmaceutical Processing & Packaging News for China, ITS Science [China] Co., Ltd., IUL, S.A., J & B Scientific Information Ltd., J & J Industries, Japan Analytical Instruments Manufacturers, Jasco International Co. LTD, JEOL LTD, Jet Bio - Filtration Products, Co., Ltd., Jiangsu Hanbon Science & Technology Co., Ltd., JiLin City Grand Power Equipment Co., Ltd., Jintan Jinbo Experimental Instrument Factory, JOHN WILEY & SONS LTD, Journal of Instrumental Analysis, JP Selecta, S.A., JULABO, Klocke Nanotechnik, KNF Neuberger Trading [Shanghai] Co., Ltd., Kou Hing Hong Scientific Supplies [Shanghai] Ltd., Koufua Technology Co., Ltd., Kun Shan Ultrasonic Instruments Co., Ltd., Kyoto Electronics Manufacturing Overseas Sales, L.B.T. [Shanghai] Laboratory Equipment Co., Ltd., L.U.M. GmbH, Lab International, Labcon North America Inc., LabMed Biotech Co., Ltd., LabTech Ltd., Lanzhou Atech Technologies Co., Ltd., LAUDA China Co., Ltd., Leeman China, LGC Standards GmbH, Life Science Instruments, Light - Catcher [Shanghai] Co., Ltd., Lightace H. K.Ltd., Lisui [Shanghai] E - Tech Co., Ltd., LongGene Hangzhou Scientific Instrument Co., Ltd., Longzida, Lubitech Technologies Ltd., Lumiere Tech Inc., m.u.t. AG, Malvern Instruments Ltd., Martin Christ GmbH, Merck Chemicals [Shanghai] Co., Ltd., Metrohm China Ltd., Mettler - Toledo, Miele [Shanghai] Trading Ltd., Modern information, Modern Instruments, Modern Scientific Instruments, Nabertherm [Shanghai] Industrial Furnaces Ltd., Co., Nantong Xiangyong Optical Element Co., Ltd., NETZSCH Scientific Instruments Trading Shanghai Ltd., New Wave Research [A Division of ESI], NIBSC, Ningbo Scientz Biotechnology Co., Ltd., Ningbo Teaching Instrument Co., Ltd., Nison Instrument [Shanghai] Limited, Oriental Reskin [H.K.] Co., Ltd., Panreac Quimica, S.A.U, Peak Scientific Instruments Ltd., Pelican Products, Inc. Shanghai Representative Office, PerkinElmer Instruments [Shanghai] Co., Ltd., Pfeiffer Vacuum [Shanghai] Co., Ltd., PG Instruments Limited, Pharma Technology, Phenomenex, Photron Pty Ltd., Polymicro Technologies LLC, Process, R-Biopharm AG, Regensburg University - SKH GmbH, Restek Corporation, Retsch GmbH, FoodPacific China Food Manufacturing Journal, S & F [Shanghai] Laboratory Equipment Co., Ltd., Sarstedt AG, Sartorius Scientific Instruments [Beijing] Co., Ltd., Schambeck SFD GmbH, Scharlau Chemie, S.A., Select Science Ltd., Selon Scientific Instrument, Separation Science, Sepax Technologies [Shanghai] Inc., SerCon Ltd, SG Wasseraufbereitung und Regenerierstation GmbH, Shandong Saikesaisi Hydrogen Energy Co., Ltd., Shanghai ACIEK Instruments Co., Ltd., Shanghai ANPEL Scientific Instrument Co., Ltd., Shanghai Anting Scientific Instrument Factory, Shanghai Bion InfoTech Co., Ltd., Shanghai Boxun Industry & Commerce Co., Ltd., Shanghai Chemlab Laboratory Instrument Co., Ltd., Shanghai Eu Microwave Chemistry Technology Co., Ltd., Shanghai Exacta + Optech Co., Ltd., Shanghai Feinike Trade Co., Ltd., Shanghai FURI Science & Technology Co., Ltd., Shanghai Hansom Technology, Shanghai Harmony Trade Co., Ltd., Shanghai Hegong Scientific Instrument Co., Ltd., Shanghai High Quality Instruments Co., Ltd., Shanghai Huijie Scien-Tech Development Co., Ltd., Shanghai HuiXi Precision Instrument Co., Ltd., Shanghai Jenco Instruments Co., Ltd., Shanghai Jingtian Electronic Instrument Co., Ltd., Shanghai KUDOS Ultrasonic Instrument Co., Ltd., Shanghai Lan Ke Instrument Co., Ltd., Shanghai Lengguang Technology Co., Ltd., Shanghai LIDA Instrument Factory, Shanghai Mapada Instruments Co., Ltd., Shanghai Metash Instruments Co., Ltd., Shanghai Oumai Experimenting Co., Ltd., Shanghai Precision & Scientific Instrument Co., Ltd., Shanghai Qimpu Huxi Instrument Factory, Shanghai Renhe Scientific Instrument Co., Ltd., Shanghai Ruosull Technology Co., Ltd., Shanghai QianYi Chemical Co., Ltd., Shanghai San-Xin Instrumentation, Inc., Shanghai Scientific Instruments & Materials Co., Ltd., Shanghai Seijin Trading Company Limited, Shanghai Sineo Microwave Chemistry Technology Co., Ltd., Shanghai Spectrum Co., Ltd., Shanghai Sunny Hengping Scientific Instrument Co., Ltd., Shanghai Sunshine Electronic Dep. Co., Ltd., Shanghai Sunyear Scientific Inc., Shanghai Tai Hsiung Engineering Equipment Co., Ltd., Shanghai Tanon Science & Technology Co., Ltd., Shanghai Tauto Biotech Co., Ltd., Shanghai Techcomp Instrument Limited, Shanghai Techlab Laboratory Equip Produce Co., Ltd., Shanghai Ultra labs, Inc., Shanghai WACO Instruments Co., Ltd., Shanghai Wufeng Scientific Instruments Co., Ltd., Shanghai Yiheng Technical Co., Ltd., Shanghai Yixian Instrument Co., Ltd., Shanghai You Ke Instrument Co., Ltd., Shanghai Yuefeng Instrument & Meters Co., Ltd., Shanghai Zhicheng Analytical Instrument Manufacturing Co., Ltd., Shanghai ZhongKe Modern Laboratory Equipment Co., Ltd., Shenzhen Cy - tech Biotech Co., Ltd., Shenzhen Emperor Electronic Technology Co., Ltd., SHIMADZU INTERNATIONAL TRADING [SHANGHAI] CO., LTD., Shinetek Instruments Research Institute, Shoko [Shanghai] Co., Ltd., Siber Hegner China, Sigma - Aldrich [Shanghai] Trading Co., Ltd., Sigma Laborzentrifugen GmbH, SIM International Group, Sino - instrument Co., Ltd., Sino Dyn Tech Development Corporation, Sinopharm Chemical Reagent Co., Ltd., Spark Holland B.V., Spectron Gcs, Spring Scientific Co., Ltd., STIK [Shanghai] Co., Ltd., Suzhou Han-star electrical chemistry company, Techcomp Ltd., Technical University of Berlin - Institut f. Biotechnology, Tegment Group, Telstar Industrial, S.L.U, TESCAN, s.r.o, The Web for Analysis & Instrument of China, Thermo Fisher Scientific, Tiangen Biotech [Beijing] Co Ltd., Tianjin Automatic Science Instrument Co., Ltd., Tianjin Heaion Technology Development Co., Ltd., Tianjin Hengtao Technology Development Co., Ltd., Tianjin Jinteng Experiment Equipment Co., Ltd., TKA Water Purification Systems GmbH, Tokyo Rikakikai Co., Ltd., Trespa China Co., Ltd., Twinson International Limited, UK Kwicklink Chemical Co., Ltd., Unichrom [Shanghai] Scientific Co., Ltd., University Instruments Mart, University of the Federal Armed Forces Munich, Institute of Hydroscience, Vacuubrand GmbH & Co. KG, VITALAB GmbH, Vogel Media Group, Waldner Laboreinrichtungen GmbH & Co KG, Watersaver Sales Asia Pte Ltd, Whitehouse Scientific Ltd., XOS, Xutemp Teptech Co., Ltd., Yamato Scientific Shanghai Corp., Yixing Jingke Optical Instrument Co., Ltd., YMC Co., Ltd., Zealway [Xiamen] Instrument Inc., Zhengzhou Greatwall Scientific Industrial & Trade Co., Ltd., Zinsser Analytic GmbH



A REASON FOR YOU TO PARTICIPATE? WE HAVE NINE OF THEM!

- **China is one of Asia's fastest-growing markets worldwide.**
- **An excellent location:** Shanghai is China's leading economic commercial center.
- **Leading exhibition:** analytica China is one of China's leading exhibitions for laboratory technology, analysis/quality control, biotechnology and life sciences.
- **Presence of industry leaders:** The industry's global players are represented at analytica China.
- **Visitors with large investment budgets:** The visitors who attend analytica are from branches of industry with large investment budgets and from the science and research sectors.
- **Summit for science and research:** The analytica China Conference, as well as the Sino-German Symposium and its prominent speakers, address the elite in international research.
- **Growth markets:** The global analytica network establishes you as an exhibitor in the international growth markets of China and India.
- **The show is organized by Messe München International,** the organizer of the world's leading trade fair analytica.
- **Strong support** from the Chinese government and leading institutions.

SUPPORTED BY:

- CAIA (China Association for Instrumental Analysis)
- CCPIT (China Council for the Promotion of International Trade)
- CCS (Chinese Chemical Society)
- CSIMC (China National Scientific Instruments & Materials Import / Export Corporation)
- eurom 2 (European Federation for Precision Mechanical and Optical Industries)
- Gambica Association Ltd.
- German Federal Ministry of Economics and Technology and "Made in Germany"
- GRUFAC Association of Spanish Manufacturers
- IAIA (Indian Analytical Instruments Association)
- JAIMA (Japan Analytical Instruments Association)
- Shanghai Pharmaceutical Profession Association
- Shanghai Society for Biotechnology
- Sino-German Research Group for Separation and Analysis of Complex Samples
- SPECTARIS (German Industry Association for Optical, Medical and Mechatronical Technologies)

YOUR PERFECT PRESENCE:

Complete your presence at analytica China 2010. You can advertise at the fairgrounds for as little as EUR 400. Additional information will be available as of 30th October 2009: www.analyticachina.com > Exhibitor > Services > Marketing Services



Sample motifs



Sample motifs



BEGINNING OF ALLOCATION: APRIL 2010

Realize your trade stand with IMAG, stand design, planning & services. More information: www.analyticachina.com > Exhibitor > Services > Stand Construction

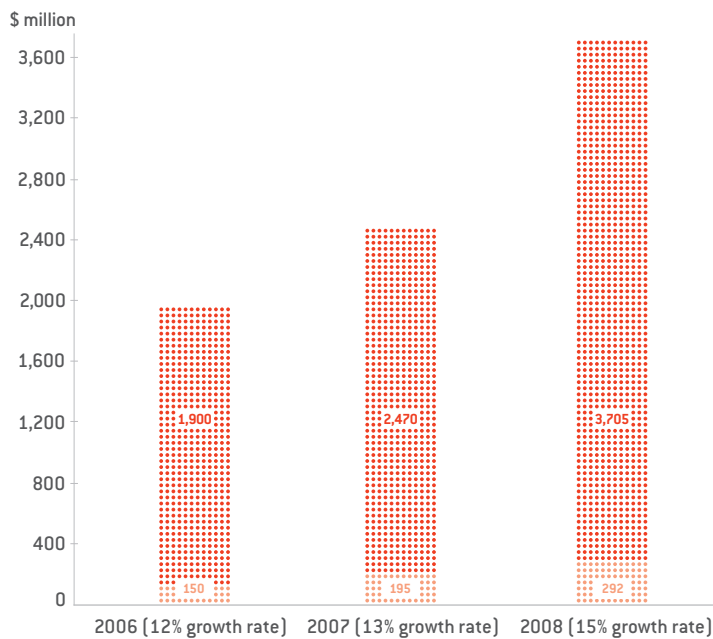


Growth for China.

China – the future growth market

China is one of the most rapidly growing future markets in the world. Despite the current slump in exports and on the domestic market, the Chinese economy is expected to grow in the medium term, which is one more reason to exhibit at the leading trade fair **analytica China**.

Chinese laboratory-technology market 2006-2008 (Million USD)



Source: BCEIA

■ Import volume China ■ Domestic volume China

Chemicals industry

- After the USA and Japan, China is the third-largest producer of chemical goods.
- Proceeds in the chemicals industry increased by 28.6% to 2.556 billion CNY from 2007 to 2008 (January – October).
- 2010: There is increased demand for chemical goods in the construction industry and in the sectors for pharmaceuticals, cosmetics and detergents/cleaning agents.

Source: www.gtai.de (German Trade & Invest)

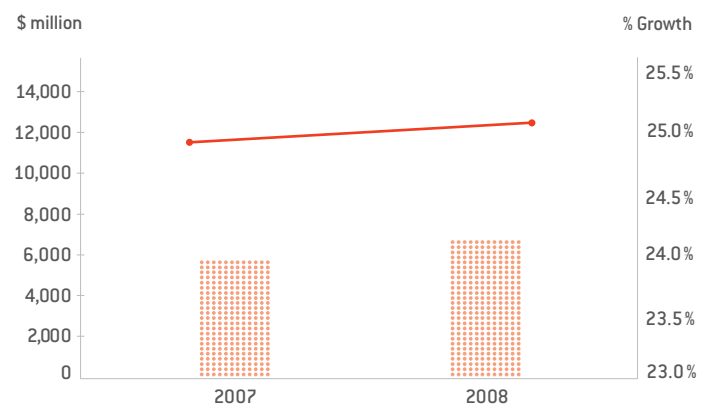
Pharmaceuticals industry

- The average growth rate of sales revenues in China's pharmaceuticals industry in the past ten years exceeded 20%, which is far higher than the GDP growth rate for the same period.
- Forecast: By the year 2020, China is expected to advance to second place after the USA and to have a market volume of 220 billion USD.

Source: China Pharmaceutical Chain Industry Report, 2007-2008

Biotechnology

- The Chinese biotechnology market grew by 24.9% in 2007 to a total value of 5,565 billion USD



Source: "Biotechnology in China", Datamonitor, September 2008

— % Growth ■ \$ million

Chinese medical-device industry

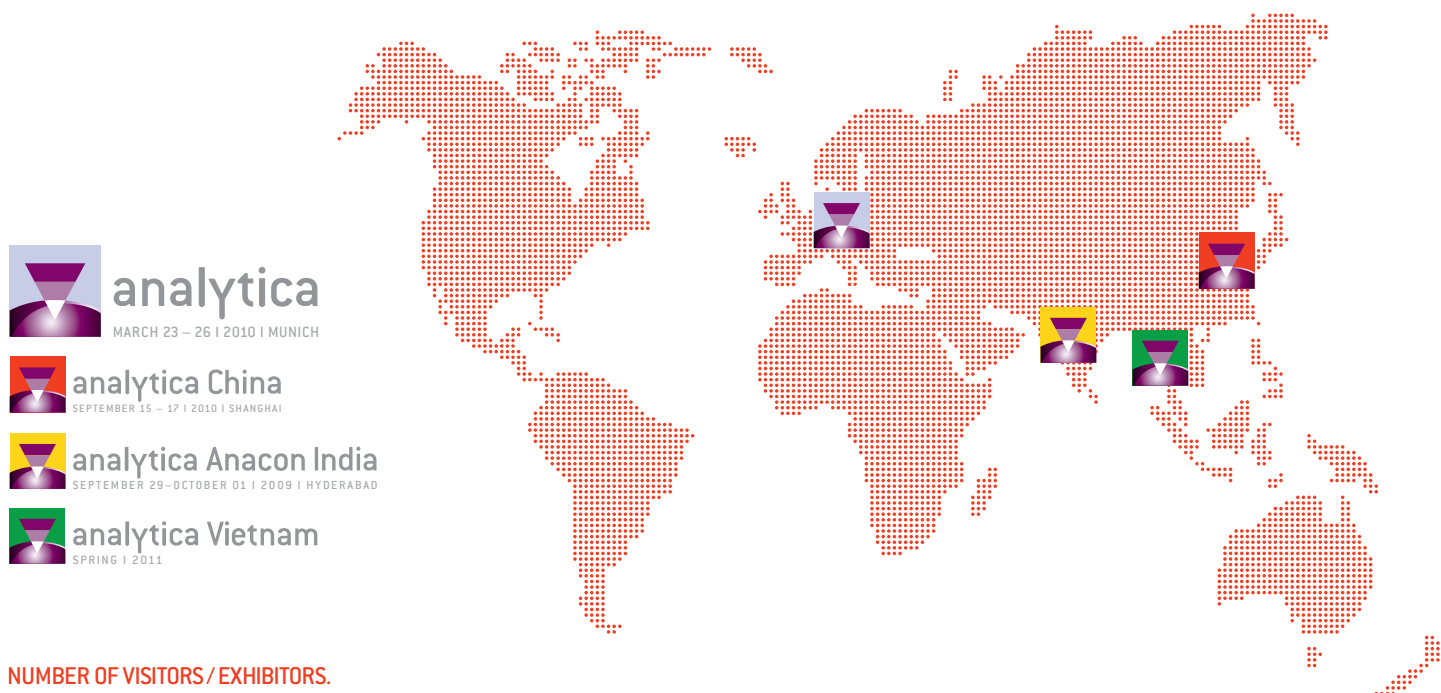
- China is currently the third largest medical device market in the world, after the US and Japan.

Market volume on Chinese medical-device market

- 2006: 60 billion CNY
- 2010: 150 billion CNY (expected)

Source: China Medical Device Industry & Listed Company Report, 2008

analytica worldwide – A global exhibition network.



analytica
MARCH 23 – 26 | 2010 | MUNICH

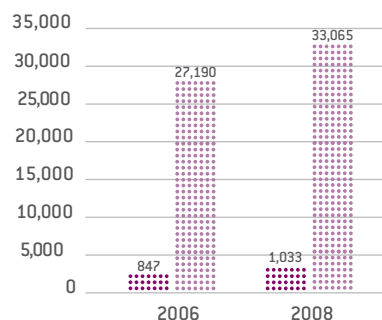
analytica China
SEPTEMBER 15 – 17 | 2010 | SHANGHAI

analytica Anacon India
SEPTEMBER 29 – OCTOBER 01 | 2009 | HYDERABAD

analytica Vietnam
SPRING | 2011

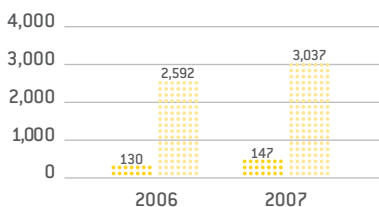
NUMBER OF VISITORS / EXHIBITORS.

analytica München



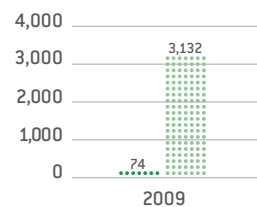
Exhibitors
Visitors

analytica Anacon India



Exhibitors
Visitors

analytica Vietnam



Exhibitors
Visitors

A PORTAL THAT OPENS MANY DOORS: analytica-world.com

The industry's theme portal allows you and other exhibitors to stay in touch with existing and potential customers 365 days a year. You can promote your company there the entire year and use the Business

Newsletter that comes out every 14 days to help your products reach more than 27,000 visitors. Additional information and media data: www.analytica-world.com

analytica China's ORGANIZER AND CONTACTS:

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Munich Trade Fairs (Shanghai) Co. Ltd.
Messe München GmbH

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