



# analytica Vietnam

*ASEAN's Leading International Trade Fair for Laboratory Technology, Analysis, Biotechnology and Diagnostics*

## INFORMATION FOR EXHIBITORS

**31 March - 2 April 2027**

Saigon Exhibition and Convention Center (SECC)  
Hall A1 & A2 | Ho Chi Minh City, Vietnam

**9<sup>TH</sup>**  
Edition



#analyticavietnam

#analyticavietnam2027



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

analytica Vietnam - the leading trade fair and think tank for global analysis, laboratory technology and biotechnology sector in Vietnam.



EXHIBITION	CONFERENCE	SUPPORTING PROGRAM
214 Exhibitors	770 Participants	700 Buyer-Seller Meetings
6,657 Visitors	33 Presentations	2 Exhibitor Forums

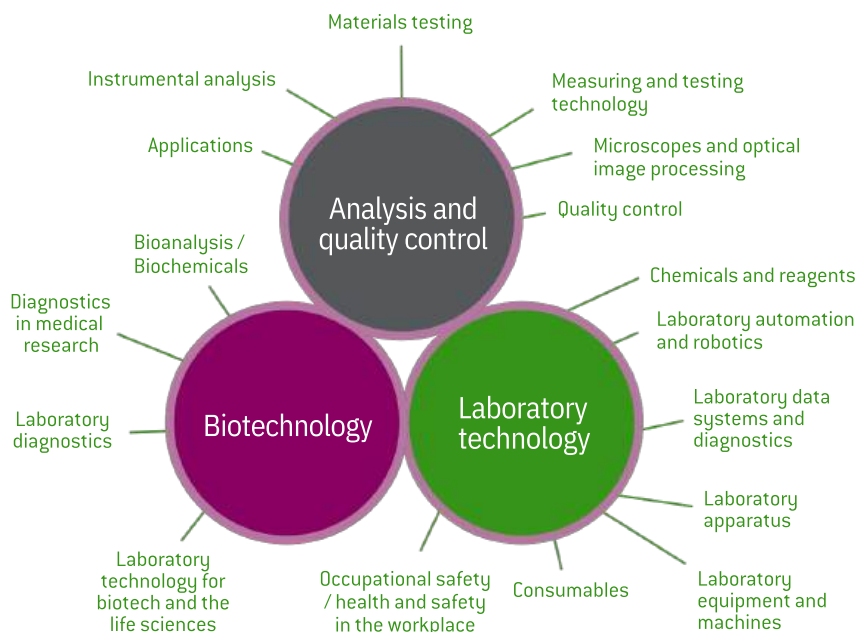
## One exhibition—multiple opportunities.

With a remarkable 56% expansion in exhibition space - from one hall (A1) to two halls (A1 and A2) for the first time - and a 26% increase in visitor numbers in 2025, analytica Vietnam has firmly established itself as one of Southeast Asia's leading trade fairs for the laboratory, analysis, and biotechnology sectors. The event continues to attract high-level buyers and key investment decision-makers, while fostering strong connections within the scientific and research communities across Vietnam and the broader ASEAN region.

Looking ahead, analytica Vietnam 2027 presents an exceptional opportunity to enter this rapidly growing market and forge meaningful business relationships. Beyond the exhibition, the event features a comprehensive supporting program, including a scientific conference, exhibitor forum, curated laboratory tours, buyer-seller meetings, and a targeted delegation program.

**New in 2027: analytica Vietnam will launch a dedicated segment focused on biotechnology, reflecting Vietnam's growing life sciences sector and rising demand for innovative biotech solutions across Southeast Asia.**

## Exhibition Profile.



## REASONS TO EXHIBIT

# Vietnam's Factors of Success.

Good reasons why you should participate



- ◆ **Leading:** analytica Vietnam has maintained its legacy and prestige as one of the largest trade fair in the analysis, laboratory technology and biotechnology markets in ASEAN region.
- ◆ **Hosted Buyer Program:** connect with pre-qualified buyers personally invited by the organiser, not just from Vietnam, but also from neighboring countries including Laos, Cambodia, Thailand, and Malaysia.
- ◆ **High level of internationality:** 60% foreign exhibitors from 18 different countries.
- ◆ **Direct contact to potential buyers:** The buyer-seller meetings offer a unique platform for establishing direct contact with prospective customers from different industry sectors.
- ◆ **National pavilions:** from Germany, Singapore, China and Vietnam.

- ◆ **High-Value Content:** Academic Conference, Live Lab & Forums – Maximize your experience with high-value content, including a cutting-edge academic conference, hands-on Live Lab demonstrations (a first-ever in Southeast Asia), and industry-focused forums.
- ◆ **Top marks from visitors & exhibitors** rating the fair.
- ◆ **Presence of industry leaders:** The industry's leading global players are represented at analytica Vietnam.
- ◆ **High potential market:** Tap into the booming Vietnamese market and capitalize on growing sectors such as pharmaceuticals, food safety, environmental monitoring, and biotechnology.
- ◆ **Lab tours:** As exhibitor you can join the lab tour and get a rare insight into a Vietnamese lab.
- ◆ **Strong support from the government, associations and leading institutions.**

## Ho Chi Minh City – An ideal place to develop your business in Vietnam.

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 Southeast Asian region. The Saigon Exhibition & Convention Center (SECC) has all the facilities of a modern exhibition venue, built and managed to meet the highest international standards.

## MARKET IN VIETNAM

With a high GDP growth and increased public investment — Vietnam offers great market opportunities.

Vietnam's economy is poised for strong growth, with a target of 8% GDP growth in 2025. Looking beyond 2025, the government aims for double-digit growth in the following years, driven by continued reforms, export expansion, and rising global demand. Key investments in infrastructure, digital transformation, and science and technology will further fuel this growth. With increasing integration into global value chains, Vietnam is on track to become Southeast Asia's second-largest economy by 2027.

### Laboratory industry.

Vietnam's laboratory industry is gaining momentum as the country focuses on enhancing its economic, scientific, and technological infrastructure. With a push for digital transformation and green production, demand for advanced laboratory solutions supporting automation and sustainability is on the rise. Green laboratories with energy-efficient technologies are becoming a priority across sectors.

In line with national export strategies, Decision No. 493/QĐ-TTg (April 19, 2022) aims to increase processed and manufactured goods exports to 88% by 2025 and 90% by 2030, with medium and high-tech exports reaching 65% by 2025. To remain competitive, businesses must modernize their laboratories and production processes.

**8%** GDP growth in 2025

**\$16.1B** Market size by 2026

**400** Industrial zones in the country

### Chemical industry.

Vietnam's chemical industry is experiencing robust growth, further bolstered by support from the Vietnamese Government, "Vietnam Chemical Industry Development Strategy 2030." With a goal of a fast-growing and technologically advanced chemical industry by 2030, the sector is poised for sustained growth with an impressive target of average 10-11% growth rate annually. Backed with strong government support and current growth, Vietnam holds immense potential to drive industry advancement through enhanced technology adoption and improved labour productivity.

### Pharmaceutical industry.

By 2045, Vietnam's Pharmaceutical industry is on track to become a modern and high-technology sector with a significant expected growth rate of 8-11% annually. With significant support from the government through "Pharmaceutical Chemical Industry Development Program to 2030, with a Vision to 2045", the industry is expected to attract investment from domestic and multinational pharmaceutical corporations to enhance domestic production capacity, upskill the workforce and support long-term industry growth.





## Food industry.

Between 2024 and 2033, Vietnam's food testing and safety market size is expected to more than double from USD 100.8 million to USD 257.7 million. With Vietnam's existing robust food processing infrastructure and supply chains together with cost-effective labour, Vietnam's food industry positions itself as a highly competitive player poised for continued and significant growth.

## Environmental monitoring industry.

Vietnam's environmental monitoring industry is poised for significant growth, with an estimated annual expansion rate of 7.12% from 2025 to 2029. This upward trajectory is driven by strengthened environmental regulations, increasing industrial sustainability efforts, and rising demand for advanced monitoring solutions.

Complementing these developments, the government's Net Zero Science and Technology Program aims to accelerate emissions reduction through cutting-edge technologies across key sectors such as industrial production, transportation, renewable energy, and smart agriculture. The program also supports green job creation, environmental quality enhancement, and biodiversity conservation.

## Materials industry.

As Vietnam solidifies its position as a regional powerhouse through rapid industry advancements, Vietnam's overall Materials industry such as the Material testing industry has expanded and is projected to reach USD 7.86 billion by 2030. Bolstered by increasing demand for infrastructure development, this industry's role as a supplier of raw materials is critical to ensuring Vietnam's industry growth is sustained. Hence, this sector is poised for continued growth with many enticing investment opportunities to align with Vietnam's development goals and vision.

## Medical industry.

Vietnam's Clinical Laboratories industry is positioned for significant growth with an expected market size of USD 1.52 billion by 2028. In recent years, government initiatives like tax incentives and subsidies for private sector investment have created a conducive environment for expansion with attractive opportunities for investment. These factors collectively position Vietnam's clinical laboratories industry as a key player in the Medical Industry, offering enticing opportunities for investors and stakeholders.

## Biotechnology industry.

Vietnam's biotechnology industry is expanding rapidly, supported by government initiatives, a growing talent pool, and increasing demand for advanced solutions across multiple sectors. From clinical diagnostics and pharmaceutical manufacturing to agriculture, food processing, and veterinary care, biotechnology plays a vital role in Vietnam's economic and healthcare development. This dynamic environment presents a valuable opportunity for exhibitors to showcase innovative technologies, form strategic partnerships, and tap into one of Southeast Asia's most promising biotech markets. Whether you're offering lab equipment, research tools, or integrated solutions, Vietnam is a market ready for growth and collaboration.



# EXHIBITORS

## Exhibitors speak: Growth and quality are just right.

With a 56% increase in exhibition space, analytica Vietnam 2025 reached a new milestone as its largest edition to date. Featuring 214 exhibitors from 18 countries, the event showcased the latest technologies and solutions in laboratory equipment, diagnostics, and biotechnology — underscoring its position as the leading industry platform in Southeast Asia.

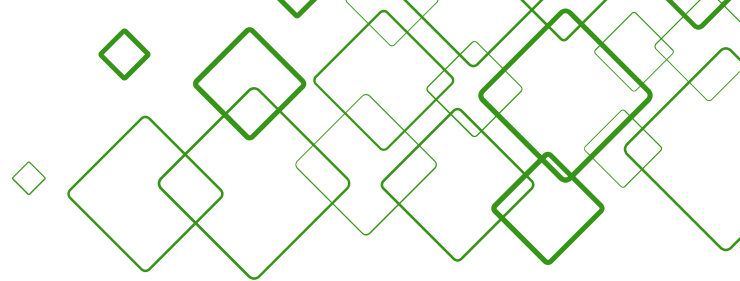
### Exhibitor satisfaction with analytica Vietnam:

- Probability that exhibitors will recommend exhibition further: 94%
- Probability that participants will take part again: 96%
- Possibility of establishing new business relationships: 91%

### Exhibitors particularly valued:

1. Quality of visitors
2. Possibility of preparing future business transactions
3. Character as a leading trade fair

### Key Exhibitors of analytica Vietnam 2025:



**214** Exhibitors

**68%** from outside Vietnam

**7,000sqm** Exhibition Space

### Official Country Pavilions:



\*See all exhibitors from 2025: [analyticavietnam.com.vn/list-exhibitors.html](https://analyticavietnam.com.vn/list-exhibitors.html)

# VISITORS

Unsurpassed growth with a record number of visitors.

The trade fair achieved a remarkable 26% increase in visitor numbers, setting a new record with 6,657 attendees — the highest in history. Among them were 770 hosted buyers, not only from across Vietnam but also from neighboring countries including Laos, Cambodia, Thailand, and Malaysia, reflecting the show's growing regional influence and appeal.

## Visitor satisfaction with analytica Vietnam:

- Probability that exhibitors will recommend exhibition further: 97%
- Probability that visitors will come again: 98%
- Satisfaction with completeness and breadth of product range: 99%

**6,657** visitors from 38 countries

**26%** Increase in visitors

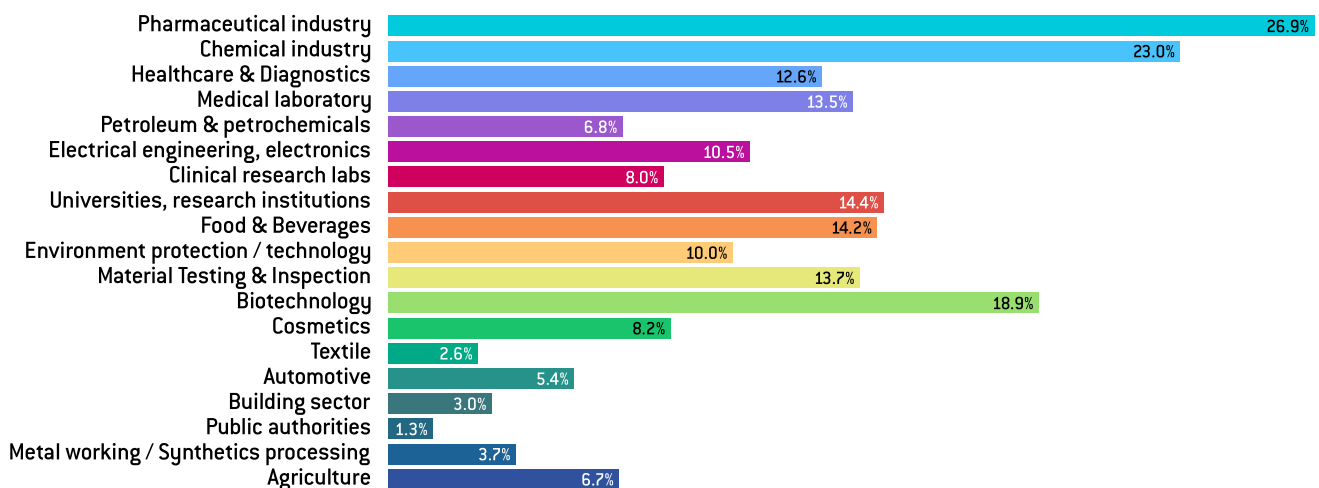
**73%** Decision-makers among visitors

**770** Hosted Buyers

## Top five visitor countries [except Vietnam]:



## Top Attending Industries in 2025



Base: Visitor registration form 2025 and visitor survey



## SUPPORTING PROGRAMS

A complete experience through our supporting programs.



### analytica Vietnam Conference

Trends, innovations and everything else that moves the industry; the analytica Vietnam conference provides the perfect meeting point for the industry, where national and international experts from science and research report on the latest topics in the areas of biotechnology, pharmaceuticals, food and the environment.

Analytica conference was jointly organised by Prof. Viet (KLAFFETOS, University Hanoi) and Prof. Schmitz (University Essen-Duisburg) at SECC. High-ranked scientists and academicians were present as speakers at the conference.



### Laboratory Tour

Participants are taken on a guided tour where they get to witness Vietnam's most developed laboratories and equipment used in the science and research industry, whilst also meeting the brains behind these innovations to further value add their understanding of the local procedures.

**770** Participants at the conference

**73%** Decision-makers among visitors



### LIVE LAB

The LIVE LAB at analytica Vietnam 2027 offers a unique opportunity to witness a fully operational laboratory environment—the first and only showcase of its kind in Southeast Asia. Experience real-time demonstrations of lab processes and equipment in action, providing practical insights into how modern laboratories function across various industries.



### Buyer-seller meetings

The pre-scheduled buyer-seller meetings allow exhibitors and visitors to meet easily and establish new business contacts. In 2025, over 700 face-to-face meetings took place. Use this free-of-charge service to develop new business contacts.



### Exhibitor Forums

The Exhibitor Forum offers an excellent platform to present companies' products and services to a professional audience interested in the applicability of laboratory technology, analysis, biotechnology and diagnostics- related services and products.





## LABORATORY PAVILION

### Accelerated growth in laboratory innovations

Vietnam has seen a remarkable advancement in laboratory related trends – which go beyond digitisation and automation – that already is a step ahead from the previous years. Specially so in the private labs (with highly specialised, high-tech equipment) that have experienced an immense growth in the country. Laboratories in general are now favouring compact but advanced equipment, that can be stored in a small space.

While being space efficient, the labs are now more focussed on sustainability and are taking small yet affirmative steps in that direction. This includes taking advantage of natural light, reducing carbon emissions, recycle and reinvest in energy efficient equipment that also reduce the amount of toxic chemicals, harmful to the environment.

### Special booth area for laboratories at analytica Vietnam 2027

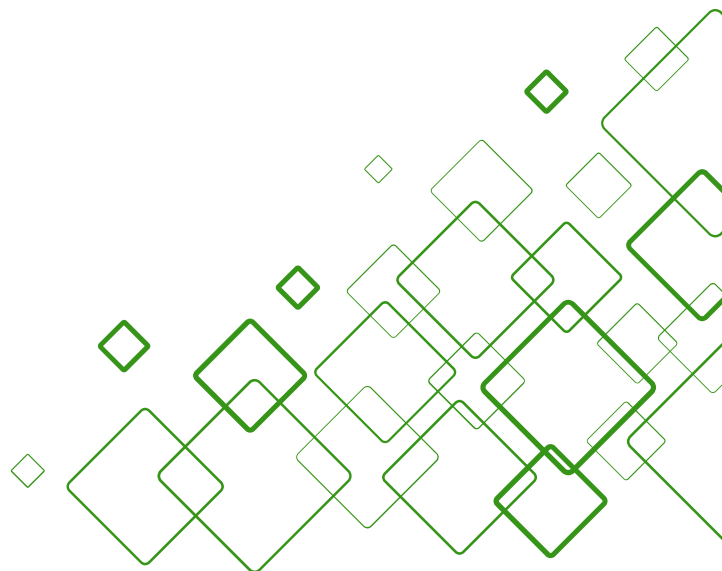
As one of the most important industry trade shows in Southeast Asia in the Laboratory, Analytical, Diagnostics and Biotechnology sectors, we are constantly expanding our exhibition themes , while providing exhibitors and visitors with an ideal platform to continue their successes at previous analytica Vietnam exhibitions.

The next analytica Vietnam exhibition will be held from 31 March - 2 April, 2027 at SECC Center, District 7, Ho Chi Minh City. Laboratories play a key role in the development of Vietnam's Analysis and Testing industry. At the same time, the presence of laboratories at analytica Vietnam is always the desire of most customers attending the event, and will certainly bring a new look to the exhibition.

Through this special booth, we hope to give domestic laboratories the opportunity to make their first mark at an international specialized exhibition. This support package only applies to units listed below.

#### PARTICIPANTS IN THE LABORATORY BOOTH AREA:

- Service laboratory
- Research laboratory
- Technology transfer center
- Universities and research institutes
- Inspection/verification/calibration center
- Certification/certificate/ISO provider
- Environmental Monitoring Center
- R&D department of pharmaceutical, food & beverage factory





## PROMOTION & PUBLICITY

# Participate at analytica Vietnam to catapult your business to new heights.

This is the meeting ground for visitors and influencers and key decision-makers from the modern analysis, technology and biotechnology sectors. You'd also have the opportunity to join qualified users, experts and interested parties from around Vietnam at the most extensive trade fair for the laboratory industry.

The Saigon Exhibition & Convention Centre has all facilities of a modern exhibition venue – built and managed to meet the highest international standards. SECC provides a world-class infrastructure for international exhibitors and serves as a one-stop resource, providing the right setting for international exhibitions.

To participate at analytica Vietnam, please complete and sign our application form. Based on the information provided on the form, we will check to see if your company is eligible to participate as an exhibitor. If so, we will send you the confirmation of your application:

### Benefit from our marketing activities:

We want your exhibit at analytica Vietnam to be as successful as possible—and that takes more than an attractive exhibition stand. Make use of our marketing services for your trade-fair success.

We have a diverse range of marketing initiatives that will effectively support your commitment before, during and after the fair:



#### Advertising

Take advantage of the fair's surroundings for a confident appearance: With classic and unconventional advertising for your exhibit.



#### Trade-fair and conference sponsoring

Sponsoring puts your company in the best light. Profit from the fair's outstanding reputation and join the select circle of our sponsors.



#### Press

Efficient PR work for your exhibit at the fair: We have the right services to support you.



#### Media services

Whether in the online catalog or the Visitor Guide — present your company in the fair's official media.



# GLOBAL NETWORK

## The global network for your international business.

analytica offers you the world's largest trade fair network for laboratory technology, analysis and biotechnology. Set your company on the path to global success. Present your products and solutions to the markets of the future!



analytica



analytica China



analytica Vietnam



analytica Lab India



analytica Lab Africa



analytica USA



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365 DAYS A YEAR

### Supported by:

- Ministry of Science and Technology (MOST)
- National Agency for Science and Technology Information and Statistics (NASTIS)
- Center for Statistics and Science and Technology Information of HoChiMinh City (CESTI)
- Federal Ministry of Economic Affairs and Energy, Germany
- VNU University of Science, Vietnam National University, Hanoi
- Nguyen Tat Thanh University
- Key laboratory of Analytical Technology for Environment Quality and Food Safety Control (KLATEFOS)

## HEAR OUR EXHIBITORS SPEAK

"This event provides us the chance to meet with our customers to discuss new trends and technologies and learn about their experiences of how they use their equipment in their laboratory. It's also a good opportunity for government and researchers to deliver new regulatory trends and technologies so suppliers can update their technologies."

**Doan Minh Nhat**  
**Division Manager (Pharmaceutical and Environment Division)**  
**ITS Vietnam**



"The buyer quality increased this year, and we have many customers from different industries like pharma, environmental, F&B, and academia. The conference topics this year are very updated and related to researchers' interests, with very interesting topics from industry customers."

**Nguyen Thi Xuan Mai (PHD)**  
**Senior Manager, National Sales,**  
**DKSH VIETNAM**



## HEAR OUR VISITORS SPEAK

analytica Vietnam showcased leading global brands, including those we use and plan to invest in, and provided tailored consultations to meet our specific equipment needs. It exposed our quality management team to cutting-edge technologies, guiding future purchases that will boost efficiency, accuracy, and profitability. Thank you to the organizers—we look forward to attending future events.

**Hà Duy Thái, Quality Control Department,**  
**TIEN GIANG WATER SUPPLY COMPANY LIMITED**



Attending this event was a very valuable experience for me. The exhibition highlighted new technologies and potential partners for the Laos market. I also attended conferences and engaged in insightful discussions, which were great for networking and supporting Laos companies in accessing new markets and technologies.

**Phutthasone PHOMVISAY, Deputy Secretary General,**  
**Lao National Chamber of Commerce and Industry**



## Maximise Your Success With Us

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