

Post-Show Report: Looking back on a successful fair in 2008.

analytica China 2008: FACTS, FIGURES, INFORMATION

analytica China 2008 continued its success story

analytica China is the leading platform for analysis, laboratory technology, biotechnology and diagnostics in China and Asia. The number of exhibitors increased by 26.7% to 342 exhibitors. The number of visitors who attended the fair increased by 53.6% to an impressive total of 13,146 visitors in three days, among which 9,091 registered for analytica China and the remaining 4,055 for IFAT China, the collocated trade fair for environmental protection.

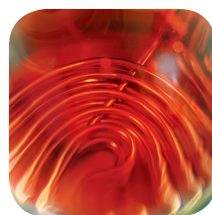
An independent survey conducted at the fair confirmed the overwhelming success of analytica China 2008. 89% of the exhibitors surveyed stated that they were planning to participate again in 2010, and 92% said that they would recommend the fair to others. The fair also received top marks from visitors: 97% of all visitors said that they were planning to attend again, and 98% said they would recommend analytica China to others.

More information: www.analyticachina.com/review

Media coverage

- Supporting trade media: 62
- Supporting general media: 29
- Press releases: 166
- Advertisements: 51
- Attending journalists: 149
- Approx. 40,500 people receive the analytica China newsletter

Exhibition sectors at analytica China 2010



Analysis/quality control



Laboratory technology



Biotechnology/life sciences/diagnostics

First-rate program of related events

As always, a series of first-rate conference events were held in conjunction with the fair. More than 1,600 enthusiastic visitors attended the following events:

The **analytica China Conference** revolved around the latest challenges and developments in analysis and laboratory technology. 56 prominent, highly qualified speakers such as Dr. Huber, Agilent, Prof. Dr. Meyer, Ruhr-Universität Bochum and Prof. Dr. Zimmermann, Helmholtz-Zentrum München, held lectures for 665 attendees. As a result, the analytica China Conference, which is organized by the Chinese Chemical Society (CCS), was more international than ever.

Lectures at the **Sino-German Symposium on Chromatography** dealt with the latest trends in research and development; 428 visitors attended. 21 prominent German and Chinese scientists, such as Dr. Morello and Prof. Dr. Boos of LMU München or Prof. Dr. Liu Hu-Wei, Beijing University, explained recent developments in chromatography, separation and sample analysis.

A new conference titled **Proteomics: From Basic to Application**, took place on Sept. 23. Its objective is to promote proteome research in China.

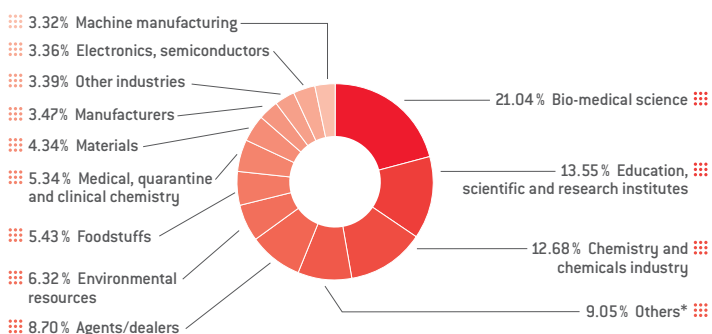
On Sept. 24, the Royal Chemical Society held the **Chemistry World China Lecture**, a forum for presentations and discussions on partnerships between universities and the industrial sector. 238 visitors attended the 2008 conference.

analytica China 2008 visitors in detail.

Visitors

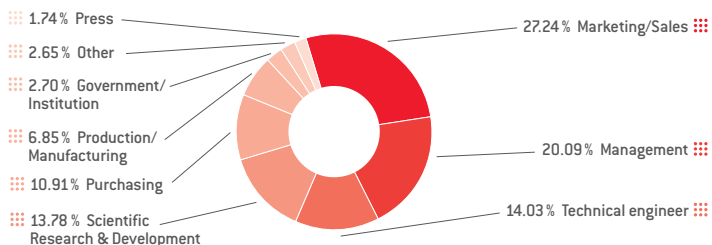
- 13,146 visitors, 1,631 conference participants
- Visitors from 48 countries and regions
- International visitors: 7%

Visitors' industry of origin

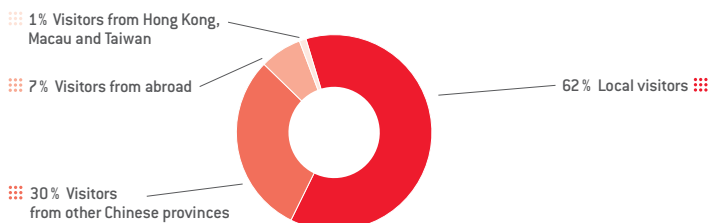


*Others: • 2.91% Energy sources, petroleum • 2.81% Software and service suppliers
 • 1.35% Steel, metallurgy • 0.93% Agriculture • 0.69% Textiles • 0.36% Aviation and aerospace

Visitors' job positions (multiple responses possible)



Visitors' region of origin



Visitor' rating



Visitor satisfaction



Visitors' rating of related events



More information: www.analyticachina.com/impressions



analytica China 2008 exhibitors in detail.

Exhibitors

- 342 exhibitors from 19 countries/regions
- International exhibitors: 42%
- 17,000m² of exhibition space

Exhibitor statements

“We have considerably more visitors than we expected, and they come from a variety of sectors, so this is the perfect platform for us to promote our products.”

*Mr. Kazuhisa Takada, Office Manager, Tokyo Service Centre,
Sales Division of JASCO Corporation*

“Our booth was well visited not only by potential Chinese customers, but also by agencies from neighboring countries like Singapore, Philippines and Thailand.”

Mr. Jaroslav Klima, CEO, TESCANA

“Many exhibitors had larger booths, and there were also several new exhibitors. The show was well organized, and we are definitely planning to exhibit in the next edition.”

Mr. Huachao Chen, Import & Export Director, Shanghai Spectrum Instruments Co., Ltd.

“analytica China is one of the largest trade shows for analysis and laboratory technology in China and has the best display of instruments and technology. The number of international participants is very high and local manufacturers are well represented, as well.”

Mr. Daniel R. Marshak, President of Greater China, PerkinElmer

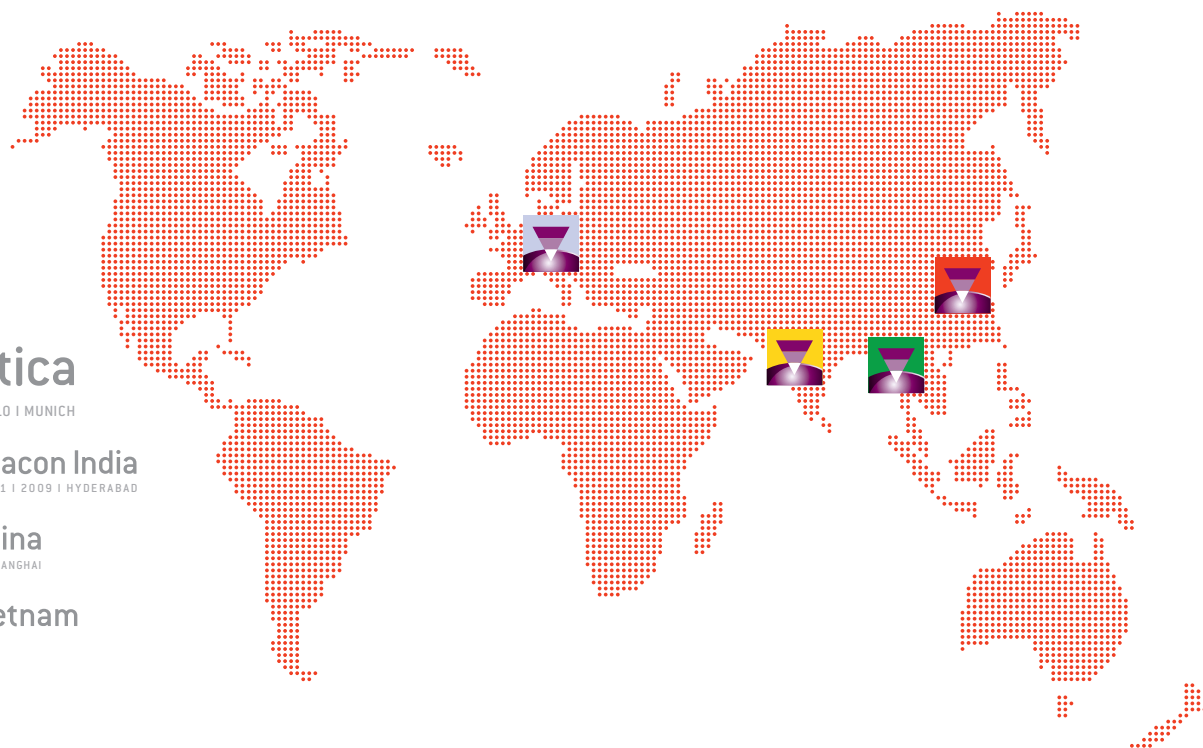
Exhibitor satisfaction



More information: www.analyticachina.com/exhibitorinformation

List of exhibitors at analytica China 2008 (excerpt)

- Agilent • analytik Jena • BÜCHI • Dong Fang • Eppendorf
- Jasco • Lauda • OSTC • Merck • Mettler Toledo • Netzsch
- Perkin Elmer • Shimadzu • Tegent • Thermo Fisher • Xutemp
- Shanghai Spectrum Co. Ltd. • Nison Instrument (Shanghai) Limited • PG Instruments Limited • Shanghai Precision & Scientific Instrument Co. Ltd. • Shanghai Ultra labs, Inc.



analytica China's ORGANIZER AND CONTACTS

Organizer

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

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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)