



Messe München



## INFORMATION FOR EXHIBITORS

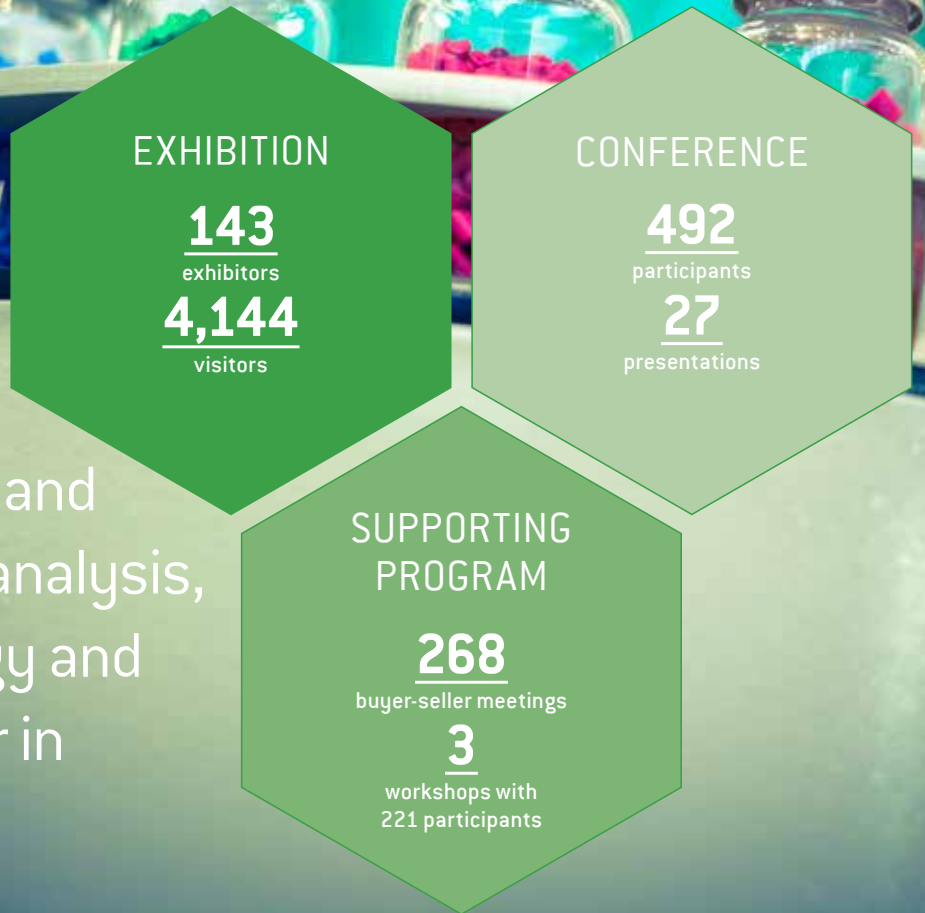
7th International Trade Fair for Laboratory Technology,  
Analysis, Biotechnology and Diagnostics

19–21 April 2023 | Ho Chi Minh City  
SECC—Saigon Exhibition and Convention Center  
[analyticavietnam.com](http://analyticavietnam.com)



analytica Vietnam

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



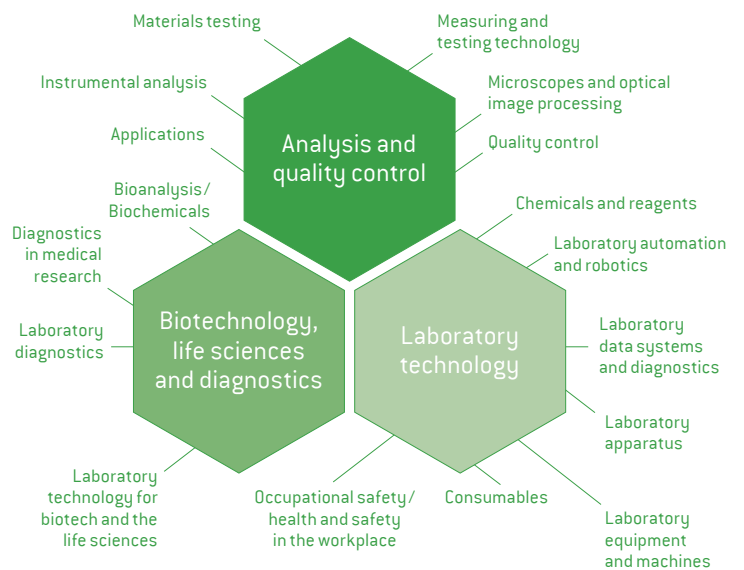
**One exhibition—multiple opportunities.**

With an outstanding increase in exhibition space of 30% and growth in both exhibitor and visitor numbers of 18% in 2019 (before the pandemic hit), analytica Vietnam has developed into one of the most important platforms for the sector in Southeast Asia.

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. Take advantage of the opportunities analytica Vietnam offers to create new business relations in this prospering market.

Apart from the purely exhibition area, analytica Vietnam 2023 offers a varied and first-rate program of related events for its participants including the scientific analytica Vietnam conference, workshops, laboratory exhibition area, buyer-seller meetings and a delegation program.

**Exhibition profile.**



**Exhibitor’s statement**

“The focus on analytical instrumentation is paramount for us, and this is supported by the show. We are very happy with the number of visitors and the interest shown in our products. We look forward to attending again in 2021.” Reto Broger, CEO, Metrohm Vietnam



## REASONS TO ATTEND

# analytica Vietnam's factors of success.

### 10 reasons why you should participate.

- > **Leading:** analytica Vietnam is the largest trade fair in the analysis, laboratory technology and biotechnology markets in Vietnam.
- > **Meet potential customers from neighboring countries:** Delegations from Laos and Cambodia offer access to new markets.
- > **High level of internationality:** 64% foreign exhibitors from 15 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.
- > **International pavilions:** from China, Germany, Taiwan and Singapore.

- > **Top marks from visitors & exhibitors rating the fair.**
- > **Presence of industry leaders:** The industry's global players are represented at analytica Vietnam.
- > **High potential market:** The Free Trade Treaty CPTPP and the Vietnam-EU Free Trade Agreement EVFTA underpin the integration of the country into the global economy, providing excellent trading conditions.
- > **Lab tours:** As exhibitor you can join the lab tour and get a rare insight into a Vietnamese lab.
- > **Strong support from the government 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

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

**6.8%**

GDP growth  
in 2022

**\$16.1B**

Market size  
by 2026

**183**

Industrial parks  
in the country

Vietnam's GDP forecast is positive and better than the other ASEAN countries in 2022 and 2023. The dynamic strength of the economy is also reflected in the great business potential, the analysis, laboratory technology and biotech industries offer. Vietnam's GDP will grow 6.8% in 2022 compared to 2021, thanks to the government's stimulus package to support investment activities and VAT reduction.

GDP of 2023 is forecast to grow at 6.7%, higher than the previous growth trendline. At the same time, export turnover slowed down but remained high at 14.1% and 13.1% respectively in 2022 and 2023.

### Chemical industry.

The demand for chemicals and chemical products is rising; high-quality chemical pre-products are increasingly needed, notably to produce fertilizers, plastic products, medicines, paints and varnishes. According to the Department of Chemicals (Ministry of Industry and Trade), the total annual output of Vietnam's chemical industry accounts for about 10-11% of the total GDP of the industry, including medicines, fertilizers, paints, printing inks, petrochemicals, basic chemicals, and more.

The increasing demand for domestic high-quality chemical products requires domestic production units to continuously innovate and improve operating processes as well as expand production scale. However, at present, there are still many chemical industries that are heavily dependent on imports.

### Pharmaceutical industry.

Vietnam has the fastest growing middle class in Asia. However, rapid urbanization is accelerating aging and increasing the risk of non-communicable diseases. Therefore, VN has a breakthrough growth in demand for quality medical products and services in Vietnam, including innovative pharmaceuticals. IQVIA forecasts that Vietnam's pharmaceutical industry will achieve a revenue CAGR of about 8% in the period of 2019-2023 and is expected to reach a market size of US\$ 16.1 billion by 2026, CAGR of 11%. The global outbreak of the Covid-19 pandemic has made the world realize the paramount importance of healthcare and the role the pharmaceutical industry and innovative medicines play in ensuring safety, health and world security.

According to statistics, per capita spending on drugs in Vietnam has increased from US\$9.85 in 2005 to US\$22.25 in 2010 and is forecasted to increase to US\$163 by 2025. Therefore, to increase competitive advantage, domestic manufacturing enterprises must increase investment costs for R&D (research and development), control product quality and work towards increasing production capacity.

### Food industry.

Vietnam's food and beverage industry is on the path to recovery and is expected to have a high growth rate from 2022 onwards, with the main driving force being the domestic consumption. Consumption will increase again with total retail sales of consumer



goods and services expected to increase by 10 - 12% over the same period in 2022. Vietnam's food industry has experienced rapid growth over the past years and is one of the top export industries in Vietnam.

However, because of the Covid 19 pandemic, the production and business process of food enterprises suffered. Frequent food poisoning and contaminated food products have been widespread issues. Although Vietnam has a modern food safety regulatory framework, food quality monitoring is set to be improved further by the continued expansion of the country's food analysis facilities.

### Environmental monitoring industry.

The industrialization and modernization revolution in Vietnam is developing at a rapid pace, leading to many environmental pollution problems including water environment, gas environment and land environment. Due to the rapid economic development in Vietnam, river water and sea water quality has been affected by untreated wastewater released as a result of industrial and agriculture activities.

Furthermore, Vietnam is among the ten countries worldwide that are most affected by air pollution. It is estimated that out of a total of 183 industrial parks in the country, over 60% of industrial parks do not have a centralized wastewater treatment system. Faced with such a situation, many production units and state agencies have planned to invest in environmental research, analysis and monitoring projects.

### Medical industry.

Vietnam's health sector has made many outstanding developments to promptly treat and prevent diseases during the

pandemic and it still seems to be fighting that war with Covid-19. While several Vietnamese enterprises, including manufacturing and trading units, take advantage of this opportunity to supply low-quality goods (masks, test kits, alcohol sanitizers, etc.) to the people, it has become of paramount importance that a full quality check is carried out and the testing of medical products is made necessary, to ensure the health of the entire Vietnamese community.

### Materials industry.

Industrial materials are input materials for all industrial production units and are therefore crucial for many industries, such as manufacturing, information technology, electronics, chemicals, high-tech industries, products related to agriculture, forestry, fishery, animal husbandry, etc. The materials industry contributes to an accelerated process of industrialization and modernization of the country and improving the quality of life. However, most of the supporting industry enterprises are currently small and medium enterprises with low production level and therefore, investment in technology for material inspection and testing is a necessary factor to improve domestic production capacity.

### Biotechnology industry.

The biotechnology industry in Vietnam will continue to consolidate, develop and increase intensive investment in national key laboratories, institutes and centers. By the year 2025, the country will aim to have at least 15 laboratories reaching the advanced level of laboratories in the ASEAN region and the world. Vietnam also looks forward to developing research laboratories on genetically modified organisms and be certified to meet biosafety conditions.

## EXHIBITORS

# Exhibitors speak: Growth and quality are just right.

With an increase in space of 30%, analytica Vietnam 2019 was bigger than ever before. 143 exhibitors from 15 countries presented their newest products and innovations and underscored the leading role of analytica Vietnam in this region. After a 3-year hiatus due to the pandemic, analytica Vietnam promises to be even bigger and better in 2023.

### Exhibitor's statement

"The Vietnamese market is very important, and through our participation we could generate more contacts and potential sales. The show is great to attain knowledge on the industry."  
Adrian Koh, Area Sales Manager, Eppendorf South East Asia



### Exhibitor satisfaction with analytica Vietnam:

Probability that exhibitors will recommend exhibition further: **98%**

Probability that participants will take part again: **98%**

Possibility of establishing new business relationships: **85%**

### Exhibitors particularly valued:

- > Quality of visitors
- > Possibility of preparing future business transactions
- > Character as a leading trade fair

## Excerpt of analytica Vietnam 2019 exhibitors.

The 143 exhibitors at analytica Vietnam 2019 included the following companies\*:



\* See all exhibitors from 2019: [analyticavietnam.com/exhibitor-directory](http://analyticavietnam.com/exhibitor-directory)

## VISITORS

## Unsurpassed growth with a record number of visitors.

The trade fair was able to increase visitor numbers by an impressive 18%, setting a record of 4,144 visitors – the highest number in its ten-year history. 98% of the visitors rated the trade fair highly, and show promise to attend the event in the post pandemic year 2023.



### Visitor satisfaction with analytica Vietnam:

Probability that visitors will recommend exhibition further: **98%**  
 Probability that visitors will come again: **93%**  
 Satisfaction with completeness and breadth of product range: **97%**

### Top five visitor countries (apart from Vietnam):

- > China
- > Singapore
- > Cambodia
- > Korea
- > Thailand

## 2019 visitors according to industry.

|  |  |  |
|--|--|--|
| <b>22%</b> Pharmaceutical industry             | <b>14%</b> Medical laboratories                  | <b>5%</b> Cosmetics                            |
| <b>21%</b> Chemical industry, petrochemicals   | <b>13%</b> Environment protection / technologies | <b>5%</b> Clinical research lab                |
| <b>18%</b> Alimentary and foodstuff industry   | <b>13%</b> Materials testing & inspection        | <b>4%</b> Automotive                           |
| <b>18%</b> Universities, research institutions | <b>13%</b> Electrical engineering, electronics   | <b>3%</b> Building sector                      |
| <b>16%</b> Biotechnology                       | <b>10%</b> Healthcare & diagnostics              | <b>3%</b> Metal working, synthetics processing |
|  | <b>8%</b> Other industries                       | <b>2%</b> Public authorities                   |
|  | <b>6%</b> Petroleum & petrochemicals industry    | <b>2%</b> Textile industry                     |



492

participants  
at the conference

76%

decision-makers  
among visitors

## SUPPORTING PROGRAM

# A comprehensive supporting program that stands out.



### 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.

**Organizer:** University of Essen-Duisburg -Faculty of Chemistry, 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)



### Special show on lab safety

Safety is an absolute priority in daily laboratory work! The lab safety show is a special demonstration show on occupational safety and health and safety in the workplace.



### Educational workshops

The transfer of knowledge and continuing education are an important part of analytica Vietnam. Compact workshops and intense tutorials offer the current state of the art in technology to participants in a qualified, practice-oriented manner.



### Buyer-seller meetings

The pre-scheduled buyer-seller meetings allow exhibitors and visitors to meet easily and establish new business contacts. In 2019, 268 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 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

# A remarkable advancement in laboratory related trends.

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.

The laboratory Pavilion at analytica Vietnam aims to include exhibitors exclusively from the Contract Labs.

### Kick starter Package:

With an aim to cater to and support local participants, and to boost the lab and analysis sector in Vietnam, a kick-starter package has been introduced. This platform would provide the small and medium-sized enterprises and laboratories, the much-needed impetus to participate in the biggest trade fair in Vietnam.

This special benefit, however, will only be limited for:

- Newly established companies
- First-time exhibitor at analytica Vietnam
- Companies supplying IT or lab management services, etc
- Service labs, certification providers, testing service providers, etc
- Labs in universities and colleges
- Companies who want to promote their products, but cannot afford a booth
- Companies with a small product-inventory

## We have two booth schemes available at affordable rates:



### Booth 3m x 1m includes as below:

- Grey carpet
- Backwall: using Maxima system with white panel
- Poster in digital print mounted on the wall panel (1m x 1.2m WxH)
- 1 information counter
- 2 grey chairs



### Booth 3m x 2m includes as below:

- Grey carpet
- Backdrop: using Maxima structure with graphic in Hiflex canvas printing (approx. 2m x 2.5m WxH)
- 1 information counter
- 2 grey chairs

## PARTICIPATION OPTIONS

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



This is the meeting ground for visitors and influencers/ 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:

Apply here:



### 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.



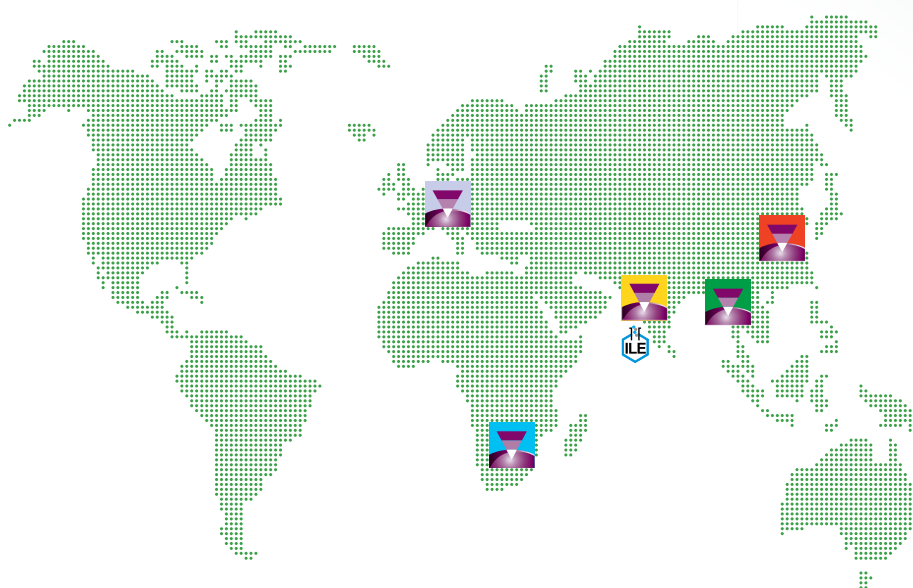
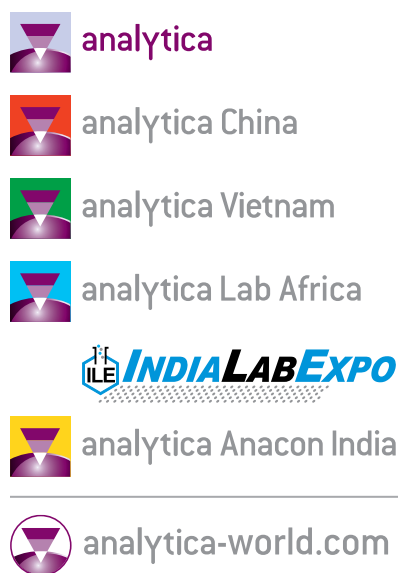
#### Media services

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!



### Supported by:

- Ministry of Science and Technology (MOST)
- National Agency for Science and Technology Information (NASATI)
- Center for Statistics and Science and Technology Information of HoChiMinh City (CESTI)
- Vietnam Association of Testing Laboratories (VINALAB)
- 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)

To maximize your success, contact us.



Raveen Singh

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