



FACT SHEET

Welcome to the world of Instrumental Analysis.





## A look at the future of instrumental analysis.

As the leading international trade fair for solutions in the sectors for analysis, laboratory technology and biotechnology, analytica is a unique opportunity to make contacts and transact business. As a recognized domestic and international business platform, it has been setting standards and trends when it comes to topics like quality control and analysis in laboratories and in the production process every two years for more than four decades.

At the extremely successful analytica 2008:

- There were a total of 1,033 exhibitors.
- 600 of those exhibitors came to present products for analysis techniques and measuring and testing technology.
- 405 companies had exhibits in the halls that were dedicated to instrumental analysis.



Source: All information and statements regarding analytica 2008's ratings were taken from a survey of exhibitors and visitors conducted by TNS Infratest during analytica 2008.



Member of the Society for Voluntary Control of Fair and Exhibition Statistics (FKM). All exhibition statistics for analytica have been verified by an independent auditor and carry the FKM seal. Additional information: [www.auma.de](http://www.auma.de)



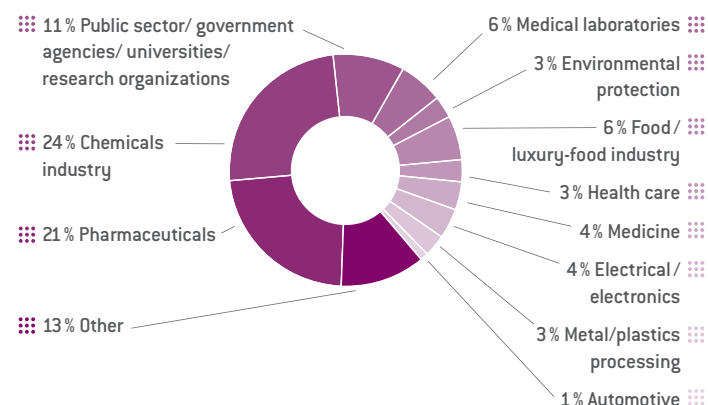
## These facts lead to new sales targets.

### Product portfolio

- Instrumental analysis
- Applications
- Microscopes and optical image processing
- Measuring and testing technology
- Materials testing
- Quality control

### Visitor statistics

analytica addresses users who work in laboratories in the following sectors:

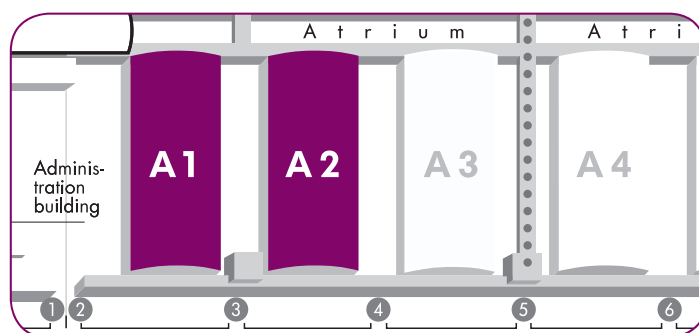


### Chemicals industry\*

A total of 7,936 trade visitors from the chemicals industry attended analytica 2008. They included visitors from the top 10 internationally active chemicals companies, i.e. Dow Chemical, BASF, Royal Dutch/Shell, ExxonMobil, Total, Dupont, Sinopec, Bayer, BP and Sabic.

### Medicine\*

A total of 1,807 visitors from the sector for medical laboratories and medical technology attended the fair in 2008.



### Food industry\*

1,984 visitors were from the food industry, the majority of them from the top 15 international food corporations in the world, i.e. Phillip Morris, British American Tobacco, Tchibo, Reemtsma, Nestlé, Vion N.V., Dr. August Oetker, Procter & Gamble, Unilever, Coca-Cola, Henkel, Cobana, Kraft Food, InBev, B. & C. Tönnies.

### Pharma industry\*

1,174 visitors at the 2008 fair were from the top 12 internationally active pharma companies—Abbott, Amgen, AstraZeneca, Bayer, Boehringer Ingelheim, Johnson & Johnson, Merck, Novartis, Glaxo-SmithKline, Pfizer, Roche and sanofi aventis. The pharma industry accounted for 6,944 visitors overall.

### Electrical engineering/electronics industry\*

454 visitors at the 2008 fair were from leading manufacturers such as Infineon, Olympus, Siemens, Tyco, Varta, Areva, Bosch, Osram, Rohde & Schwarz, and 61% of them were decision-makers. Nearly 1,000 visitors work in electrical engineering.

\*Source of visitor statistics: 100% visitor registration for analytica 2008

# Top survey results for the instrumental-analysis sector.

## High satisfaction ensures large numbers of returning exhibitors.

Exhibitors in the instrumental-analysis sector were so satisfied in 2008 that 36% are definitely returning and 45% are probably returning again in 2010. You, too, can profit from this development by coming to the leading exhibition for success.

## Analysis exhibitors' rating of visitor quality.

The industry's international elite meets at analytica. These first-rate customers who have definite plans to invest come from the scientific, industrial and research sectors. They use analytica to gather information about the latest products and system solutions.

- 84% Quality of visitors in general, analysis/quality control (good to excellent)
- 76% Quality of visitors in general, measuring/testing technology (good to excellent)
- 84% International mix among visitors, analysis/quality control (good to excellent)
- 80% International mix among visitors, measuring/testing technology (good to excellent)
- 80% Reached target group/market, analysis/quality control (good to excellent)
- 73% Reached target group/market, measuring/testing technology (good to excellent)

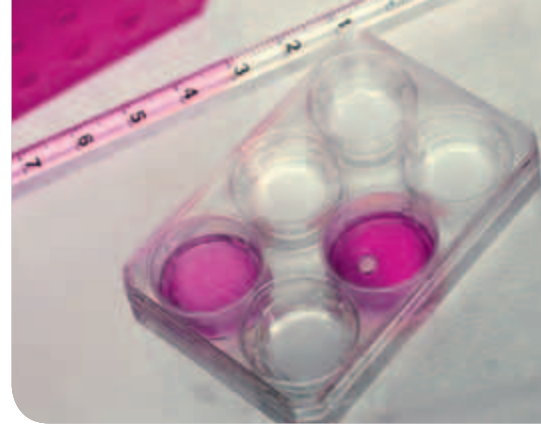
Another advantage for exhibitors: Nearly all of the visitors who attend the fair are industry professionals (99.6%).

## Visitors' rating of exhibition sector for analysis.

- 77% Will attend analytica 2010, analysis/quality control (probably to definitely)
- 81% Will attend analytica 2010, measuring/testing technology (probably to definitely)
- 95% Completeness/scope of exhibits, analysis/quality control (good to excellent)
- 97% Completeness/scope of exhibits, measuring/testing technology (good to excellent)
- 91% Presence of market leaders, analysis/quality control (good to excellent)
- 95% Presence of market leaders, measuring/testing technology (good to excellent)
- 93% Reached target group/market, analysis/quality control (good to excellent)
- 91% Reached target group/market, measuring/testing technology (good to excellent)

Source: TNS Infratest, survey of exhibitors and visitors during analytica 2008





## Give your lab business a shot in the arm.

### analytica Conference

The importance of the analytica Conference is undisputed in professional circles. The renowned gathering of the world's leading elite scientists bridges the gap between science and industry. First held in 1968, the three-day analytica Conference is organized by "Forum Analytik"—a group comprising the GBM, GDCh and DGKL.

#### Topics

In 2008 the conference revolved around the challenges to be met by analysis techniques:

- Nano- and microstructures
- New materials
- Consumer protection and building trust through analysis

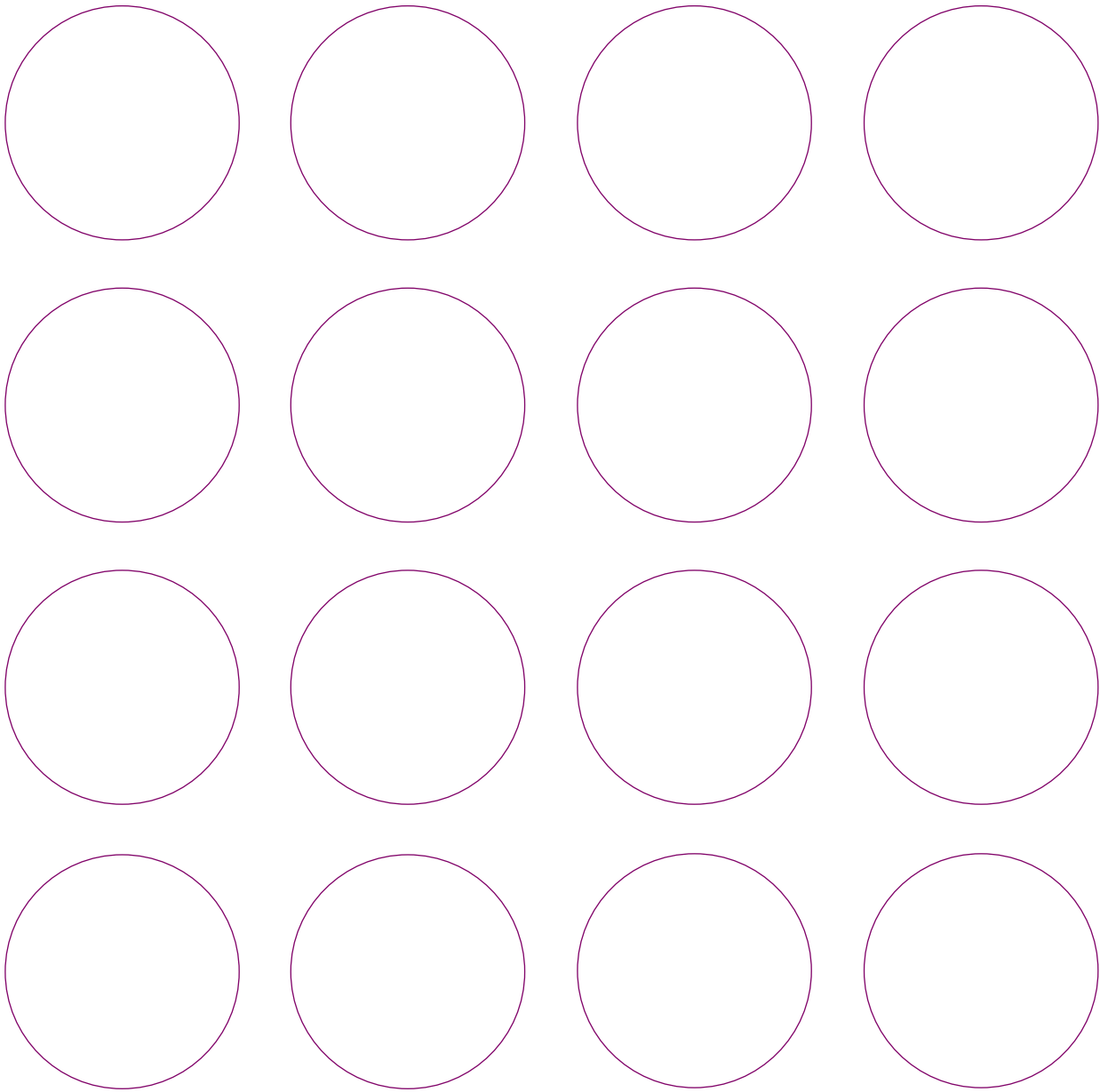
### Related-events program

The Laboratory & Analytics Forum focuses on the practice-oriented exchange of information for industry users. It deals with the latest technological developments in the sectors for analysis and laboratory technology and with future-oriented topics that pertain to rapidly growing markets. It features presentations for everyday users of analysis technology in the laboratory. It is also an outstanding opportunity for exhibitors to present their latest marketable developments.

#### Sample topics in 2010 (excerpt)

- Presentations of the latest innovations in the sector for laboratory technology by start-ups and manufacturers
- Food and environmental analysis
- Forensics
- General business topics that pertain to laboratories
- International growth markets
- Laboratory market of the future (e.g. laboratory optimization)





**Dates**

March 23–26, 2010

**Hours**

March 23–25: 9 am–6 pm

March 26: 9 am–5 pm

**Venue**

New Munich Trade Fair Centre

Organizer: Messe München GmbH

Messegelände, 81823 München, Germany

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