

FACT SHEET

Welcome to the world of Biotechnology.





## A look at the future of biotechnology.

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 in the life-science and diagnostics sectors every two years for more than four decades.

At the extremely successful analytica 2008:

- There were a total of 1,033 exhibitors.
- 481 of those exhibitors came to present products and solutions for the biotechnology and diagnostics sectors.
- 274 companies had exhibits in the halls that were dedicated to biotechnology.

All in all, the biotechnology sector at analytica 2008 was 24% larger than the last time that the fair was held.



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)

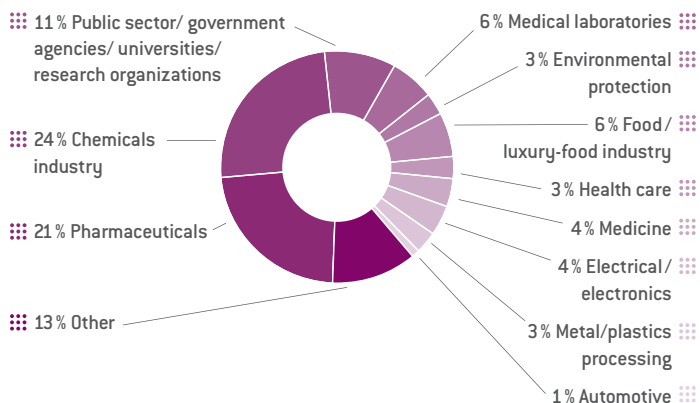
# The facts speak for themselves—and for you.

## Product portfolio

- Bioanalysis
- Biochemicals
- Bioprocess engineering
- Biotechnology equipment
- Laboratory technology for biotech and the life sciences
- Diagnostics in medical research
- Laboratory diagnostics
- Point-of-care diagnostics
- Biocomputing

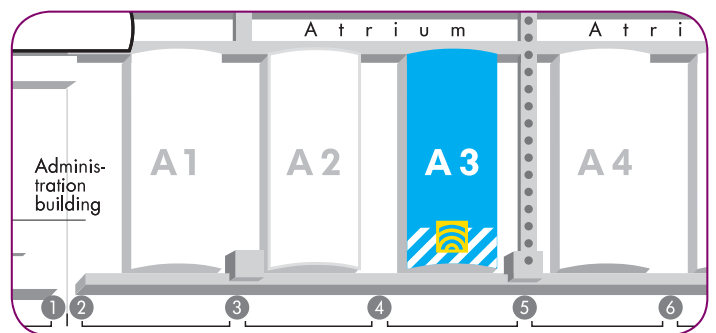
## Visitor statistics

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



## Medicine\*

A total of 3,306 visitors at the 2008 fair were from the medical and medical-laboratory sector.



## 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, GlaxoSmithKline, Pfizer, Roche and sanofi aventis. The pharma industry accounted for 6,944 visitors overall.

## Research and universities\*

5,232 visitors were from universities and research organizations (such as Charité Universitätsklinik Berlin, Fraunhofer Institutes, GSF, SGS Institut Fresenius GmbH, Helmholtz Zentrum, Max-Planck Institute, Rudolf-Virchow-Zentrum etc.)\*\*

1,940 of those visitors came from the nine German elite universities (Albert-Ludwig Universität Freiburg, Freie Universität Berlin, Georg-August-Universität Göttingen, Ludwig-Maximilian-Universität München, Ruprecht-Karls-Universität Heidelberg, RWTH Aachen, Technische Universität München, Universität Karlsruhe, Universität Konstanz).

\* Source of visitor statistics: Visitor registration for analytica 2008

\*\* Including 740 students

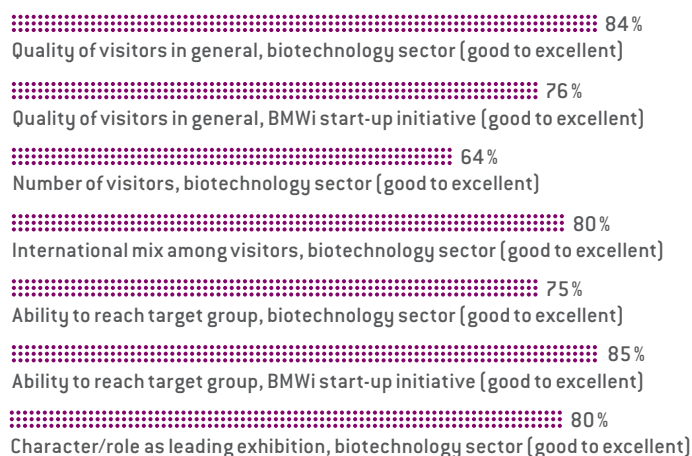
# Top survey results for the biotechnology sector.

## High satisfaction ensures large numbers of returning exhibitors.

The exhibitors in the Biotechnology/Life Sciences sector were so satisfied in 2008 that 31% are definitely returning and 39% are probably returning again in 2010. An impressive 63% of the exhibitors at the BMWi (German Ministry for the Economy and Technology) joint exhibit for start-ups said they were planning to participate again in 2010.

## Biotechnology exhibitors' rating of visitor quality.

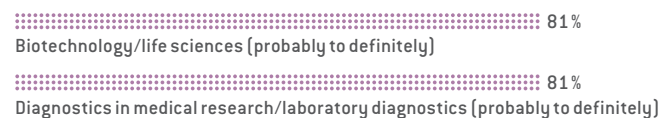
The industry's international elite meets at analytica. These first-rate customers who have definite plans to invest come from the scientific, industrial and research sectors. They use analytica to gather information about the latest products and system solutions.



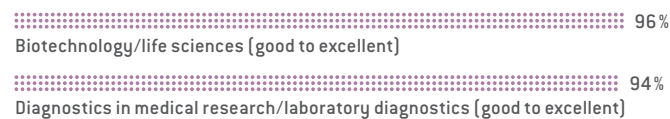
Another advantage for exhibitors: Nearly all of the visitors who attend the fair are industry professionals (99.6%).

## Visitors' rating of exhibition sector for biotechnology.

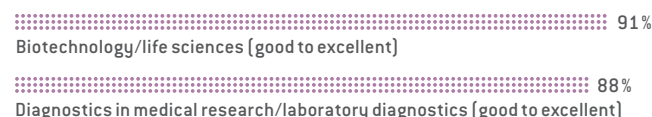
### Plan to attend analytica again in 2010



### Completeness and scope of exhibits



### Presence of market leaders



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





## The right surroundings for successful business.

### **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. As in the past, the 2010 conference will also include presentations for the biotechnology sector from prominent scientists from around the world. This is the place to find out all about the latest trends, innovations and future developments.

### **Related-events program**

The Biotech Forum, which is moving to Hall A3, focuses on all business- and application-related topics in the biotech and life-science sectors. It addresses everyday users of analysis technology in the laboratory.

### **Biotech Forum (Hall A3)**

#### **Topics in 2010 (excerpt)**

- Presentations of the latest life-science innovations from start-ups and manufacturers
- Legal parameters that pertain to biotechnology
- White biotechnology
- Biomaterials and new sources of energy thanks to biotechnology
- Outlook presentations on the rapidly growing biotechnology sector

### **Finance Day**

analytica was already very successful at promoting the needs of new companies and start-ups in 2008. Once again, the 2010 fair will feature

discussion forums and lectures that examine current and future challenges related to financing in the biotech sector. The high quality of the presentations and the fact that they are topical and relate to actual practice make Finance Day one of the most popular attractions at analytica.

### **analytica Research Award**

First awarded in 2008, the analytica Research Award is presented to young scientists who conduct research in Germany. The award honors and promotes German science and its outstanding achievements. Established by the healthcare company Roche and presented by the Association for Biochemistry and Molecular Biology, the analytica Research Award honors up to two researchers with a total of EUR 50,000 in prize money.

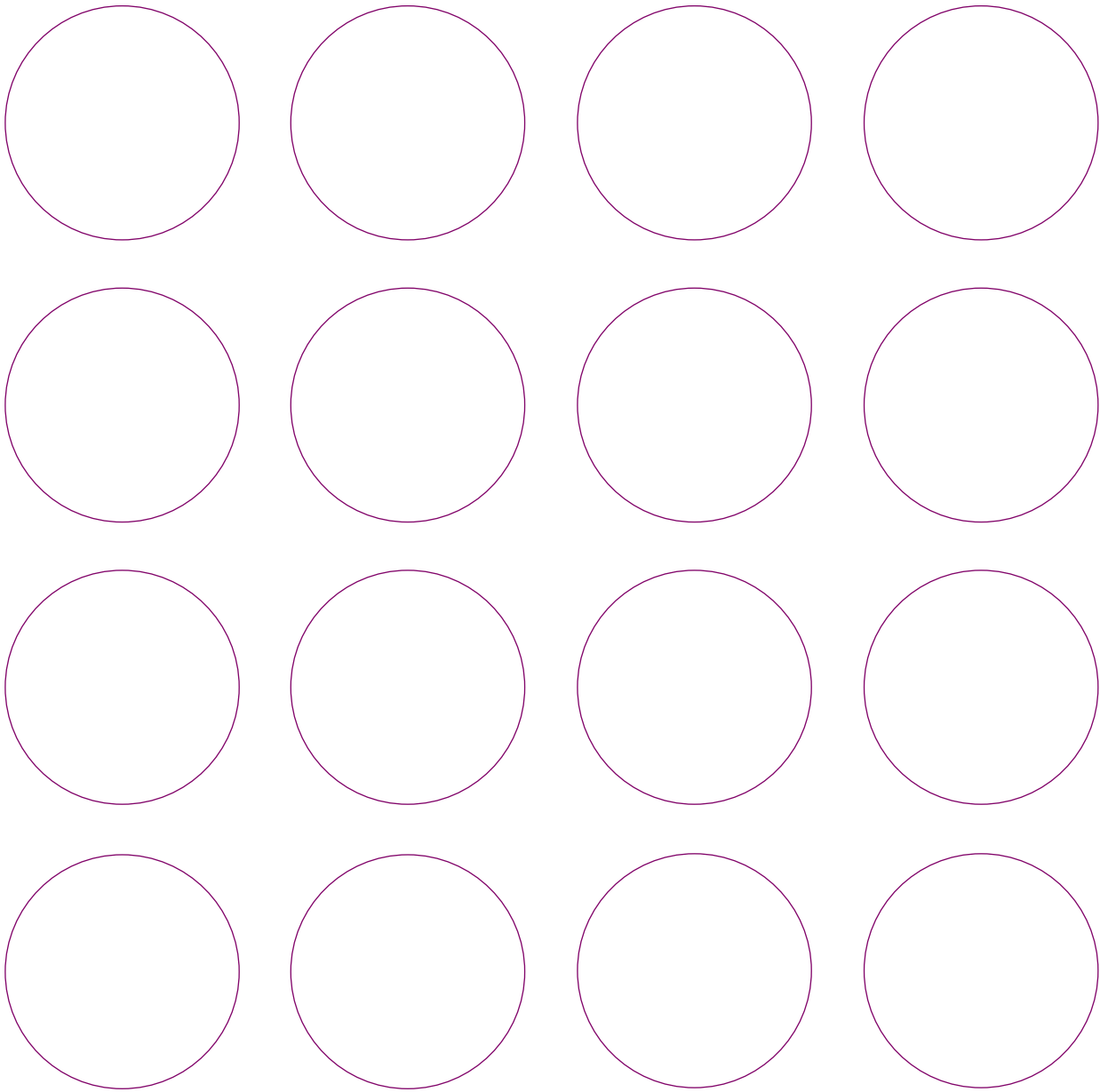
### **Exhibition sector**

- An entire hall dedicated to biotech exhibitors
- Attractive start-up initiative for new, innovative companies
- A joint exhibition stand sponsored by the German Ministry for the Economy and Technology

Additional information will be sent to you as of June 2009.

If you are interested, you may use the enclosed fax reply to request forms directly.





**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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[www.analytica.de/biotechnology](http://www.analytica.de/biotechnology)



**analytica**

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