

**INDIA LAB EXPO 2010**  
**SHOW REPORT ON**  
**1<sup>ST</sup> INTERNATIONAL EXHIBITION ON SCIENTIFIC INSTRUMENTS**  
**& LABORATORY TECHNOLOGIES**  
**11-13<sup>TH</sup> FEBRUARY 2010 - PRAGATI MAIDAN, DELHI**

**EXHIBITION HIGHLIGHTS**

1. MOTTO - Create a platform for Scientific & Laboratory Industry in India.
2. ACCREDITATION BY :- ITPO
3. AREA COVERED :- 3500 Square Meters
4. NUMBER OF PARTICIPANTS:- 147
5. TOTAL NO. OF VISITORS :- 4800
6. INTERNATIONAL PARTICIPATION:-  
5 Countries – Korea, USA, Saudi Arabia, Germany, Australia
7. OVERSEAS DELEGATES:- 90 delegates from 11 countries – Nigeria, South Africa, Germany, Korea, Bangladesh, Malaysia, Saudi Arabia, U.S.A., Israel, Iraq & Iran
8. SUPPORTED BY :-  
SIDMA (Scientific & Surgical Instruments Dealer & Manufacturers Association), Mumbai
9. MEDIA PARTNERS :  
Indiamart.com, Tradeindia.com, Express Pharma, Esurgicals.com, Four Square Media & The Indian Pharmacist
10. INDUSTRY PARTNER :  
A Popular Scientific Apparatus Workshop Pvt. Ltd., Ambala Cantt – Haryana
11. ONSITE PARTNER :-  
Fisher Scientific
12. OVERSEAS PARTNERS :-  
Arab Lab, Lab Asia & CISILE

**CONFERENCE HIGHLIGHTS**

1. Provide the knowledge on latest techniques which will go to improve the working in labs by the Industry's experts.
2. Seminar on "Scientific Instruments & Lab Technologies"
3. Launch of Indian catalog by Fisher Scientific in the seminar.
4. Seminar had three sessions with thirteen slots of 25 minutes each.
5. Inaugural by Dr V.S. Parmar, The Head of Chemistry Department, University of Delhi, India
6. 13 Industry experts delivered lectures on different informative topics.

## **India Lab Expo & conference 2010 enjoys successful beginning**

The India Lab Expo & Conference enjoyed successful beginning in its first show with focus for the world's scientific & laboratory sector in February 11<sup>th</sup>-13<sup>th</sup> Feb 2010. The show achieved an estimated 4800 visitors in numbers. Highlighting the increasingly important role played by the Indian scientific & laboratory fertility, trade associations, trade manufacturers & distributors, trade magazines & laboratory professionals from across the India and abroad in New Delhi for first show of India Lab Expo in Pragati Maidan, New Delhi, the organizer, ScientificDealers.Com was delighted with the success of the first show.

*"We are thrilled that the region's scientific & laboratory industry chose India Lab Expo as a platform for seeking regional and international partners in this burgeoning sector"* said Vivek Vikram, Project Head of the show. In spite of significant project delays in other non-laboratory industry sector, the pipeline of scientific projects in India remains remarkably robust. This has been reflected in the huge participation in the exhibitor, visitor and delegate numbers for this year India Lab Expo.

With the opening of the India Lab Expo 2010 in Hall Numbers 3 & 4 providing a 3500 square meter as estimated, India Lab Expo 2010 exhibitor showcase by more than 15 percent of our expectations. India lab Expo touches all aspects of the scientific & laboratory industry in India. Thousands of lab professionals, government officials, various lab technicians, distributors, dealers and suppliers converged on the Pragati Maidan for the region's premier event for the scientific industry.

For all visitor's, this was their first experience at India Lab Expo. *"This was my first experience in any laboratory event in India and I was very impressed with the exhibition. I have made contract with many valuable manufacturers and distributors which were excellent in terms of building business relationships"* said Mr. D.K. Taneja, International Traders - Delhi.

Another visitor, Mr. Dhar Phalguni from Ambitious Enterprises, who has attended the event on second day commented *"India Lab Expo is a very good show and now I feel it is one of the biggest and the best show of our trade in India"*.

Research into the scientific & laboratory market in India indicates positive growth and we can expect further expansion in all levels.

Exhibitors at India Lab Expo 2010 were in agreement that the scientific industry in the region was set to grow even further. Pleased with the turnout, most of the exhibitors and sponsors were keen to re-book and expend their presence for next show.

Mr. Sudhir Khambete, General Manager – Marketing, Fisher Scientific and onsite sponsors for this event, said: *"India Lab Expo continues to be the 'Exhibition of the Year' for Fisher and we intend to participate in next show with a larger presence that reflects our image and our commitments to our customers and partners in the region."*

As Industry Partner, A Popular Science Apparatus Workshop Pvt. Ltd. were enthusiastic about this year's visitor numbers and specially the high concentration of decision-makers who attended the event and visited their stand.

*"At India Lab Expo 2010 we were able to showcase our latest biotechnology and laboratory solutions to a larger number of executive-level decision makers from all over the region,"* said Mr. Arvind Aggarwal, Director - Marketing for Axiva Sichem. We were extremely pleased with the high-caliber of delegates and visitors at this year's event. We look forward to our participation at next India Lab Expo.

For ILS, a German micro syringes company that exhibit in the show, said: *"India Lab Expo was a fantastic platform for knowledge transfer and business enhancement."*

*"It was indeed great to have witnessed one of the largest gathering of laboratory professionals from around the region. Unlike standard exhibitions, this attraction of lab professionals allows the exhibitors to target their branding purposefully. As first time exhibition we felt that the exposure and visibility we got for our products was commendable with many an inquiry left for constructive follow up. Our presence was also helpful in understanding immediate and eminent market needs which will be valuable for on going product development. As a whole we are happy to have our presence at India Lab Expo, Specially as a supporter."* said Mr. Sunil Saraf - President and Mr. Devraj Ayer - Secretary of SIDMA, Mumbai.

Many exhibiting companies use India Lab Expo as a platform to conduct business and conclude successful business deals. The event also saw an array of leading scientific & laboratory experts and dignitaries attend the exhibition and conference.

The Project Head, Mr. Vivek Vikram explains: *"The scientific & laboratory industry is one of the few that is still showing buoyancy in these critical economic times. In his first year our showcase featured 187 exhibitors and 147 stand including exhibiting countries Germany, USA, Saudi Arabia, Korea and United Kingdom"*.

The International Conference for Scientific Instruments & Analytical Technologies was held on 11<sup>th</sup> Feb 2010 in Hall Number 8, Pragati Maidan, New Delhi during the exhibition and inaugurated by Prof. V.S. Parmar, Head Dept. of Chemistry, University of Delhi along with other dignitaries, Mr. Koos, Vice President of Thermo Fisher Scientific USA, attended conference to launch their product catalogue first time in India.

14 topics were presented to conference delegates, during the conference speeches were given by specialists from industries, universities and research organizations. Speakers includes Prof. V.S. Parmar, University of Delhi, Prof. H.M. Chawla, IIT New Delhi, Mr. Wan-Je Gil, Director KMC Robotics - Korea, Ms. Shobhna Sharma, Sr. Manager Q.A. TUV SUD South Asia, Mr. Vivek Kumar, Scientist, Prof. Dinesh Sarbahi, Head - Electronic & Communication, VIS Engg. & Technology, Dr. Hariharan Subramanian, Manager Application Metrohm India Limited, Mr. Robert Schulthu, Head of Production, ILS Germany, Mr. Devraj Aiyar, G.M. SGE Analytical Sciences, Dr. Vinay Gaitonde, M.D. Biotech India Ltd, Dr. Ranjan Agarwal, Director Diagnostic Centre and Prof. A.K. Dixit, Head – Division of Agriculture Chemical, I.A.R.I., New Delhi.

We look forward you in India Lab Expo, 10<sup>th</sup>-12<sup>th</sup> December 2010 in Pragati Maidan, New Delhi - India. For more detail of the event visit us at [www.indialabexpo.com](http://www.indialabexpo.com)

## SHOW STATISTICS

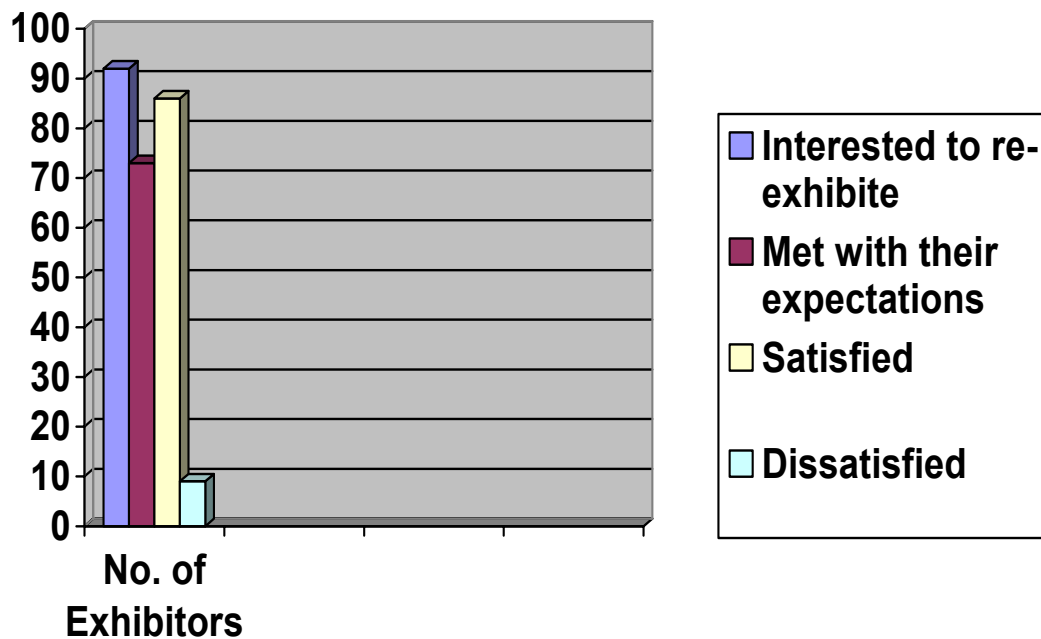
<b>Exhibitor Summary</b>		<b>Visitor's Summary</b>	
Floor Space occupied	3500 Sq. Mtr	Total Attendance	4800
Number of Exhibitors	147	Visitors Countries	11
No. of States represented	10	Visitors categories	12
No. of Brands	170	Visitors States	21
Exhibiting Countries	6		

## EXHIBITORS MOTTO

The main reasons of exhibiting were:-

- 74% To seek new contracts
- 51% To raise profile of the company
- 49% to meet existing clients/ partners.
- 26% to seek immediate business.

## EXHIBITORS FEEDBACK



91% of exhibitors stated that their overall objectives had been met.

82% stated that they had met or surpassed to their objectives in terms of sales made during the exhibition.

88% stated that they had met or surpassed their overall objectives in terms of establishing contacts for future sales.

85% of exhibitors said that the number of visitors met or surpassed their expectations.

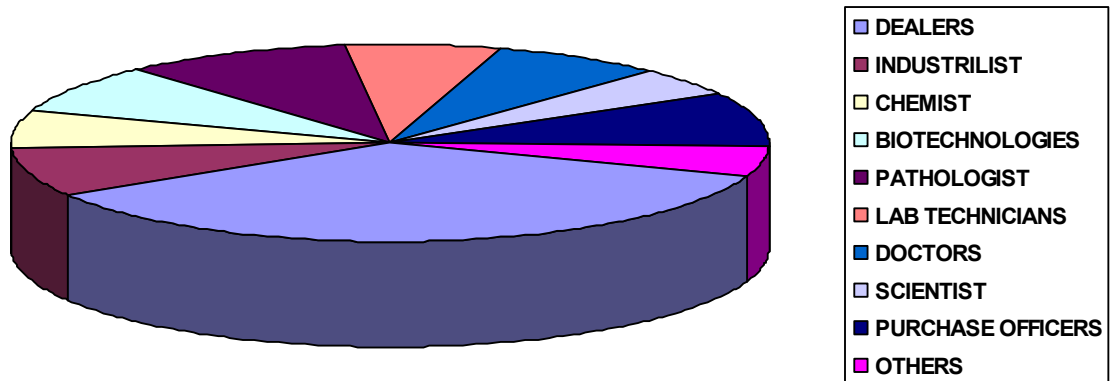
- 90% of exhibitors stated that the quality of visitors met or surpassed their expectations.
- 92% of exhibitors stated that their return of investment met or surpassed their expectations.
- 85% of exhibitors stated that participation at the show had increased their business prospects in the region.
- 80% of exhibitors showed their interest with more space for the next year.

**VISITOR PROFILE**

Visitors by States in India

Delhi	21%
NCR	10%
Haryana & Punjab	17%
Uttar Pradesh	11%
Madhya Pradesh	06%
Maharashtra	08%
Karnataka	04%
Tamilnadu	03%
Andhra Pradesh	03%
Gujarat	07%
Others States	10%

**VISITORS BY CATAGORY**



## **RESULT FROM VISITORS SURVEY AFTER THE EXHIBITION**

- 90% of visitors stated that the exhibition was very good & informative.
- 70% of visitors stated that they met or surpassed with their purposes.
- 80% of visitors would recommend visiting India Lab Expo to their colleague.
- 85% of visitors stated that attending the show was good & productive use of their time.
- 67% of visitors came across for new product of interest.
- 50% of visitors stated that they expected to do business in the future with the new suppliers or manufactures.
- 10% of visitors stated that next time India Lab Expo should be bigger.
- 25% of visitors stated that more exhibitors should be there from different cities & countries
- 30% of visitors stated that it should be categorized in terms of different product categories.
- 35% of visitors interested to see more international participates.

## **ACTIONS TAKEN BY VISITORS AT INDIA LAB EXPO**

- 75% makes new business contacts.
- 35% decided on a new supplier.
- 35% Asked for quote/ specification.
- 20% Took away brochures.
- 5% confirmed an order.

## **VISITORS COMMENTS DURING SURVEY**

- Good Show, it should be twice in a year.
- Very informative.
- Nice beginning, good platform for Scientific Industry, keep it up.
- Being first, good efforts.
- Visitors want regular information on regular basis of next exhibition.
- Excellent, we made very good business contacts for the future.
- After visiting the expo we decide to come up with the other projects because of the good business contacts.
- This is the excellent platform for the scientific community to see & experience all kind of instruments& technology under one roof.

## **SUGGESTIONS OF THE VISITORS**

- It should be bigger, more participates should be there.
- Want to see more international participates.
- More big brand names should be there.
- Want to see more exhibitors from Mumbai, Chennai & Bangalore.
- More Biotechnology & Diagnostics product manufacturers should be there in the next exhibition
- It should be Medical, Surgical as well as Scientific Exhibition.
- It should cover all the categories of Lab.
- Please arrange good quality food in the canteen.

**QUESTIONNAIRE BEING FILLED BY THE VISITORS AT THE TIME OF EXHIBITON**

<b>ARE YOU INVOLVED WITH PURCHASING (PROCUREMENT) IN YOUR COMPANY (%)</b>	
Own Decision Makers	55
Provide opinion & consultancy to the work place	20
Gather information for the work place	25

<b>WHAT IS THE PURPOSE OF VISIT (%)</b>	
Information on products & technologies	13
Understanding Industry trends	10
Information on competing companies	10
Business discussions	20
Opening business channels	15
Interchange & strengthening links with customers.	30
General area of Interest	2

<b>WHAT IS YOUR IMPRESSION OF INDIA LAB EXPO - ONE OF THE INDIA'S LEADING EXHIBITION IN SCIENTIFIC INDUSTRY (%)</b>	
Definitely True	78
I think so	10
No opinion	2
I don't really think so	10

<b>FOSTERS THE DREAMS OF THE NEAR FUTURE (%)</b>	
Definitely True	70
I think so	15
No opinion	10
I don't really think so	5

<b>HELPS BUILD RELATIONSHIPS BETWEEN EXHIBITORS &amp; VISITORS (%)</b>	
Definitely True	90
I think so	6
No opinion	1
I don't think so	3

<b>PROVIDES AMPLE INFORMATION ON THE LATEST PRODUCTS &amp; TECHNOLOGIES (%)</b>	
Definitely True	80
I think so	15
No opinion	1

I don't think so	4
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<b>VALUABLE FOR PRODUCT PURCHASING &amp; ORDERING</b>	<b>(%)</b>
Definitely True	55
I think so	20
No opinion	5
I don't think so	20

<b>PLEASE RATE YOUR LEVEL OF SATISFACTION</b>	<b>(%)</b>
Very Satisfied	51
Satisfied	30
Somewhat Satisfied	10
Dissatisfied	09

### **LIST OF EXHIBITORS**

A POPULAR SCIENTIFIC APP. WORKSHOPS (P) LTD.
ABDOS LABTECH PRIVATE LIMITED
ACCULAB INDUSTRIES
ADARSH INTERNATION (EXPORT DIVISION)
ADARSH SCIENTIFIC INDUSTRIES (INDIA DIVISION)
AIM SCIENTIFIC
ALPHA CHEMIKA
AMKETTE / SUNJAY BIOTECH SOLUTION PVT. LTD
ANSHUMAN TECH PVT. LTD
ASIAD INTERNATIONAL
ASSOCIATED SCIENTIFIC TECHNOLOGIES
AXIS ELECTRONICS
AXIVA SICHEM BIOTECH
B.M. PUBLICATIONS
BAZAZ PUBLICATIONS
BHARAT GRAPHICS
BIO VISUAL PRODUCTS
BIOCRAFT SCIENTIFIC SYSTEMS PVT LTD.
BIOLOGICAL ENTERPRISES
BIOSYSTEM INTERNATIONAL
BIOTECHNOLOGIES INC
BLUE HORIZONE
BLULUX LABORATORIES PVT LTD.
BOROSIL GLASS WORKS LTD
BUCHI INDIA PVT. LTD
CITIZEN SCALE (I) PVT. LTD.
CLEAN AIR SYSTEMS
CONICA ENTERPRISES
CONTECH INSTRUMENTS LTD.
COSMO LABORATORY EQUIPMENT
D.K. SCIENTIFIC TECHNOLOGY
DBIOS INDIA – DESH BIOLOGICAL WORKS
DEWINTER OPTICAL, INC

DIVINE INTERNATIONAL
DIVYANSH EDUCATIONAL & LAB. PRODUCTS
EFFEM TECHNOLOGIES PVT. LTD.
EFY ENTERPRISES PVT. LTD.
ELASTO TECH INDUSTRIES
ELECTROLAB
ELECTROMOTIVE ENGINEERS
ELECTRONICS INDIA
ELEKTOCRAFT (INDIA) PVT. LTD.
ESTEEM INDUSTRIES INC.
EXPRESS PHARMA
FISHER SCIENTIFIC
FOUR SQUARE MEDIA PVT. LTD.
GETNER INSTRUMENTS PVT. LTD.
G-INDIA TECHNOLOGIES
GLASSCO LABORATORY EQUIPMENTS
GLASSTRON LABORATORY EQUIPMENTS
GORDHANDAS DESAI PVT. LTD.
GUPTA AGENCIES
HANNA INSTRUMENTS (I) PVT. LTD.
ILS INNOVATIVE LABOR SYSTEME GMBH
INDIAMART.COM
INFUSIL INDIA PVT LTD.
JAGRUTI ENTERPRISES
JAIN SCIENTIFIC GLASS WORKS
JYOTI AUDIO VISUAL PVT. LTD.
K. PATEL INTERNATIONAL
KALGIDHAR SCIENTIFIC WORKS
KMC ROBOTICS INC.
KSHITIJ INTERNATIONAL EQUIPMENT
KSP CHROMATOGRAPHY
LABGUARD (I) PVT. LTD.
LABLINE SCIENTIFIC INSTRUMENTS
LABORATORY GLASSWARE UNLIMITED
LABTECH ELECTRONICS PVT LTD.
LABTRONICS
LABY INSTRUMENTS INDUSTRIES
LCGC CHROMOTOGRAPHY SOLUTION PVT. LTD.
LIST OF EXHIBITORS
LOBA CHEMIE PVT. LTD.
M.B. PLASTIC INDUSTRIES
MACRO SCIENTIFIC WORKS PVT. LTD.
MARS EDPAL INSTRUMENTS PVT. LTD.
MAXWELL SCIENTIFIC CORPORATION
MEDIMEAS INSTRUMENTS
METROHM INDIA LIMITED
MICO GLASS INDUSTRIES (REGD.)
MITTAL INTERNATIONAL
MITTAL INTERNATIONAL (INDIA) PVT. LTD.
MITTAL REFRIGERATIONS
MXRADY LAB SOLUTIONS PVT. LTD.
NARANG SCIENTIFIC WORKS PRIVATE LIMITED
NAUGRA EXPORT
NELOFE
NEWTRONIC EQUIPMENT CO. PVT. LTD.

NSF SAFETY AND CERTIFICATION INDIA PVT. LTD.
NSW BIOTECH PVT. LTD.
OM METERS
OPTICS TECHNOLOGY
P. L TANDON & CO.
PCI ANALYTICALS PVT. LTD.
PELICEN EQUIPMENTS
PISCES INSTRUMENTS
R V INSTRUMENTS PVT. LTD.
RAC EXPORTS
RAVI SCIENTIFIC INDUSTRIES
RELIABLE INSTRUMENT HOUSE
REMI SALES & ENGINEERING LTD.
RESCHOLAR EQUIPMENT
RISHAB ENTERPRISES
SANDEEP INSTRUMENTS & CHEMICALS
SAUDIPLAST - ARAB CIRCLE INDUSTRIES
SES INSTRUMENTS PVT. LTD.
SETRA SYSTEMS INC. MA, USA
SGE LABORATORY ACCESSORIES PVT. LTD
SHAH BROTHERS
SHAMBOO SCIENTIFIC GLASS WORKS
SHREE BIOCARE INDIA
SILICO & CHEMICO PORCELAIN WORKS
SIMTRONICS ANALYTICAL & LAB INSTRUMENTS
SMART INSTRUMENTS CO. PVT. LTD.
SPECTRUM MARKETING
STARLAC INDUSTRIES
STEAD ELECTRONIC INDUSTRIES
SUDHEER SCIENTIFIC WORKS
SUVCHEM
SUVIDHINATH LABORATORIES
SWASTIK SCIENTIFIC COMPANY
TARSON PRODUCTS PVT. LTD.
TENSIL GLASS WORKS
THE ASIAN SCIENTIFIC INSTRUMENTS COMPANY
THE CHADHA SCIENTIFIC AGENCIES
THERMOLAB SCIENTIFIC EQUIPMENTS PVT. LTD.
TRADEINDIA.COM
U S ASSOCIATES
UNITED SCIENTIFIC INDUSTRIES
UP-TO-DATE INDUSTRIES
VARUN ENTERPRISES "EDULAB"
VICTORY GRAPHIK
VINYTICS PERIPHERALS PVT. LTD.
VIVEKANANDA ENTERPRISES
VPL INFOTECH & CONSULTANTS
WENSAR WEIGHING SCALES LIMITED
YORCO SALES PVT LTD
ZENITH ENGINEERS
ZODIAC ELECTRONIC & SCIENTIFIC CORPORATION