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## Press Release

### **analytica Anacon India and India Lab Expo to capitalize on positive sector growth**

Barbara Kals  
PR Manager  
Tel. +49 89 949-21473  
Barbara.Kals@  
messe-muenchen.de

- **India continues to be important growth market for analysis, laboratory-technology, diagnostics and biotechnology**
- **Upcoming edition expected to bring more than 250 global and Indian exhibitors**
- **Knowledge-rich conferences to focus on technological trends**

**India is considered as one of the most important growth markets for analysis, laboratory-technology, diagnostics and biotechnology solutions in Asia. The growth of analytical instruments market largely depends on the performance and R&D spending of industries such as pharmaceutical, chemical, food & beverages, oil & gas, etc.**

End user application industries are evolving which contributes significantly to the growth of analytical instruments market in India. A high demand for customized instrumentation from end-user segments has opened up a huge potential for growth in the laboratory analytical instruments market and the size of the market is expected to be worth \$ 2.37 billion by 2018.

India's leading trade fair for laboratory technology, analysis, biotechnology and diagnostics - analytica Anacon India and India Lab Expo - will be capitalizing on this tremendous market growth opportunity by offering a valuable mix of trade fair and conferences for the attendees. In its past edition, the event brought together 7,042 trade visitors and 233 exhibitors from 12 countries under one roof, occupying about 9,100 square metres space. Manufacturers, suppliers, dealers and representatives of Indian and international brands showcased the best of their solutions from laboratory technology, analysis and biotechnology market.

#### **Success concept to continue**

After more than 750 successful face to face buyer seller meetings in 2016, analytica Anacon India & India Lab Expo 2017 brings back the 'Buyer Seller' forum to interact, network and to connect with the leading suppliers and buyers of the industry.

Messe München GmbH  
Messegelände  
81823 München  
Germany  
messe-muenchen.de



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The feedback from attending buyers have been very positive as well. According to Dr. Swapnil P. Sonawane & Dr. Shyam Kumar- Associate Directors, Dr. Reddy's Labs the Buyer-Seller meetings are an invaluable event: "The Buyer Seller Forum has been very useful as we have been able to interact with several industry players in a short span of time and especially with global companies from the sector. We are eagerly looking forward to the next edition of this event."

The Buyer-Seller program proves that analytica Anacon India and India Lab Expo delivers business contacts that suit to a tee. Bhupinder Singh, CEO of Messe Muenchen India, says: "As organizers, we are constantly evolving our trade fairs by adding content and networking programs to ensure maximum value for our attendees. Coming editions will see several knowledge rich accompanying programs like Live Lab, Lab Safety, analytica Anacon conference, workshops etc. in addition to demonstration of live products and technologies."

#### **Valuable event attracts exhibitors**

Co-organized in partnership with Indian Analytical Instruments Association (IAIA), the trade fair garnered strong support from all major trade associations including Pharmexcil, the Federation of Telangana and Andhra Pradesh Chambers of Commerce and Industry (FTAPCCI), Federation of the small and medium enterprises (FSME), Indian Drug Manufacturers' Association (IDMA), Indian Chemical Council (ICC) and many more.

The participation of leading exhibitors from across the industry in 2016 reaffirmed the value and focus of analytica Anacon India & India lab Expo as an essential industry event. Some of the leading companies including Abdos Labtech, Art Lab Equipments, Kewaunee Scientific Corporation, Shimadzu Analytical, Borosil Glass Works, Remi Elektrotechnik, Newtronic Lifecare Equipment, IKA India and many more have again confirmed their presence for the 2017 edition of the show.

Singh concludes: "We are glad our customers are satisfied and our events are offering a platform to analyze competition, evaluate the current state and the future of technology and make new connections. Strong industry support reinstates our position of a leading international trade fair and we are pleased to bring you more products and technologies, more knowledge-rich conferences and networking forums in 2017."

**Analytica Anacon India and India Lab Expo** will take place from 21-23 September 2017 at HITEX Exhibition Center in Hyderabad. To know more visit [www.analyticaindia.com](http://www.analyticaindia.com) and [www.indialabexpo.com](http://www.indialabexpo.com)

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#### **About analytica Anacon India and India Lab Expo**

analytica Anacon India with the analytica Anacon India conference addresses the rapidly growing Indian market with exhibition sectors for analysis, laboratory technology, biotechnology and diagnostics. It is being held in conjunction with India Lab Expo, one of India's leading trade fairs for analysis, laboratory technology and biotechnology. With 233 exhibitors and 7,042 visitors in 2016, they are the largest industry platform for the Indian subcontinent. The next event takes place from September 21 to 23, 2017 at the Hitex Exhibition Center in Hyderabad.

#### **analytica worldwide**

analytica Anacon India and India Lab Expo are part of an international network of exhibitions that also includes the trade fairs analytica, analytica Vietnam and analytica China. Additional information about these exhibitions and their programs of events is available at [www.analytica.de/index-2.html](http://www.analytica.de/index-2.html).

#### **Messe München**

Messe München is one of the world's leading trade-show companies. It organizes some 40 trade shows for capital and consumer goods and key high-tech industries in Munich and abroad. Each year more than 30,000 exhibitors and some two million visitors take part in events held at the Messe München trade-fair center, the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München. In addition, Messe München organizes trade shows in China, India, Turkey, South Africa and Russia. Messe München has a global business presence with affiliates in Europe, Asia and Africa and more than 60 foreign representatives serving more than 100 countries.

#### **Media contact for Messe Muenchen India:**

Mr. Siddharth Narain

+91-9971600355

siddharth.narain@mme-india.in