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2018展后报告 POST SHOW REPORT



2018年10月31日-11月2日
上海新国际博览中心
www.analyticachina.com.cn



analytica China
慕尼黑上海分析生化展



引领行业新气象，analytica China 2018载誉收官 analytica China 2018 rounded off with great success

第九届慕尼黑上海分析生化展于2018年11月2日在上海新国际博览中心圆满落幕。作为业内翘首以盼的双年展，今年展会无论在展出面积、展商数量或参观人数方面均创历史新高！来自**26**个国家和地区的**950**家海内外先锋企业齐聚一堂，较上届增长**12%**，总展示面积达**46,000**平方米。为期三天的展会共吸引来自生物医药、食品、环境、化学化工、教育科研、三方检测等众多领域的专业买家与用户达**30,852**人，较上届增长**25.5%**，再一次巩固了展会作为亚洲分析、生化技术、诊断和实验室技术行业风向标的重要地位！此外，同期举办的多主题研讨会和技术培训班同样火爆，**100**余场精彩纷呈、干货十足的专业报告和现场演示及技术培训，吸引了**4,605**位来自不同行业及应用领域的专业听众。

After three packed days, analytica China 2018 came to a successful close at Shanghai New International Expo Center on November 2nd. The show has once again made new records in all aspects including display area, exhibitor number and visitor number. A total of **950** leading exhibitors, a plus of **12%** compared to the 2016 edition, from **26** countries and regions made their presence, showcasing over 1,000 novel products within an exhibition area of **46,000** square meters. **30,852** professional instrument users, scientists and researchers, a plus of **25.5%** compared to the 2016 edition, visited the show. Further, over **100** reports and tutorials successfully held along with analytica China 2018. A total of **4,605** participants attended the conferences.



2018年展商满意度 / Exhibitor satisfaction

96%

对此次参展效果感到好或者非常好
Overall rating from good to excellent

98%

会继续参加Analytica China 2020
Would definitely or probably exhibit again

部分参展企业 / Part of exhibitors

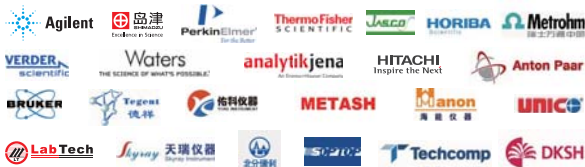
实验室装备与技术 Laboratory equipment and technology



生命科学、生物技术与诊断 Life sciences, biotechnology and diagnostics



分析与质量控制 Analysis and quality control



环境监测装备与技术 Environmental monitoring equipment and technology



食品安全装备与技术 Food safety equipment & technology



*排名不分先后 In no particular order

2018年展商感言 / Exhibitors' comments

我们认为analytica China是在中国乃至全亚洲（行业内）最大的展会之一。我们非常荣幸能够在这样的展会上推出我们的产品和全新技术。展会首日，我们的展台就迎来了超过3,000名专业观众及客户。

From our point of view, analytica China is one of the largest exhibitions in China and even in Asia. We are honored to be able to introduce our products and new technologies at such an exhibition. We think analytica China is a very good exhibition. On the first day of the exhibition, more than 3,000 professional visitors and customers came to our booth.

刘肖博士，亚太区市场部高级经理，珀金埃尔默企业管理（上海）有限公司
Ph. D Liu Xiao, Senior Manager, Asian-Pacific Marketing Dept., Perkin Elmer (Shanghai)

为慕尼黑上海分析生化展是一个出色的展览，它让我们与客户保持密切联系，了解他们的需求，跟上潮流，并为他们开发更好的产品。

analytica China is a great show, letting us keep close contact with our customers, to understand their needs, to keep up with the trends, and to develop better products for them.

Andreas Hochberger博士，副总裁，Eppendorf AG
Dr. Andreas Hochberger, Vice President, Head of Global Operational Marketing Eppendorf AG

我们对analytica China 2018真的很满意，每天都有很多客户来我们的展台询问。展会的观众质量很高，除了企业的客户外，还有大量的实验室用户来到我们展台。

We are really satisfied with the analytica China 2018. A lot of customers came to our booth and made inquiries, and the visitor quality is very good. In addition to enterprises, a large number of laboratory users came to our booth.

胡常亮，大中华区实验室整体服务销售经理，安捷伦科技（中国）有限公司
Hu Changliang, General Service Sales Manager, Greater China District, Agilent Technology (China)

慕尼黑上海分析生化展办得越来越好，产品也越来越丰富了。在本届展会上，我们收获很多，在现场见到了许多来自石油化工、环保、疾控、食品等行业的用户，基本都是实验室主任级别的，非常好。

analytica China is getting better and better, with more and more products. We have gained a lot in analytica China. We have met many users from the petrochemical, environmental protection, disease control, food and other industries. They are mostly laboratory directors, which is very good.

胡克博士，董事长，北京莱伯泰科仪器股份有限公司
Ph. D Ke Hu, President, Beijing Labtech Instruments Co., Ltd.



观众分析 Visitors' profile

来自68个国家和地区的30,852名专业观众 30,852 visitors and attendees from 68 countries and regions

观众来自领域分析 Visitors according to branches of industry

生物/医药 Biotechnology & pharmaceutical	26%
教育科研 Education / Scientific & research development	19%
经销商 Dealer of instruments	18%
仪器生产企业/原厂 Manufacturer of instruments	11%
食品 Foodstuff	10%
化学与化工 Chemistry and chemical industry	9%
工业/制造业 Industry / Manufacturing	9%
环境监测 Environmental monitoring	8%
医疗卫生与检验检疫 Medical healthcare, inspection and quarantine	7%
半导体和电子 Semiconductor and electronics	4%
能源石化 Energy source, petroleum chemical	2%
钢铁冶金 Steel and metallurgy	1%
农林渔牧 Farming, forestry, fishing and husbandry	1%
其他 Others	2%

观众满意度 / Visitor satisfaction

97%

认为这次展会好或非常好
Overall rating (good to excellent)

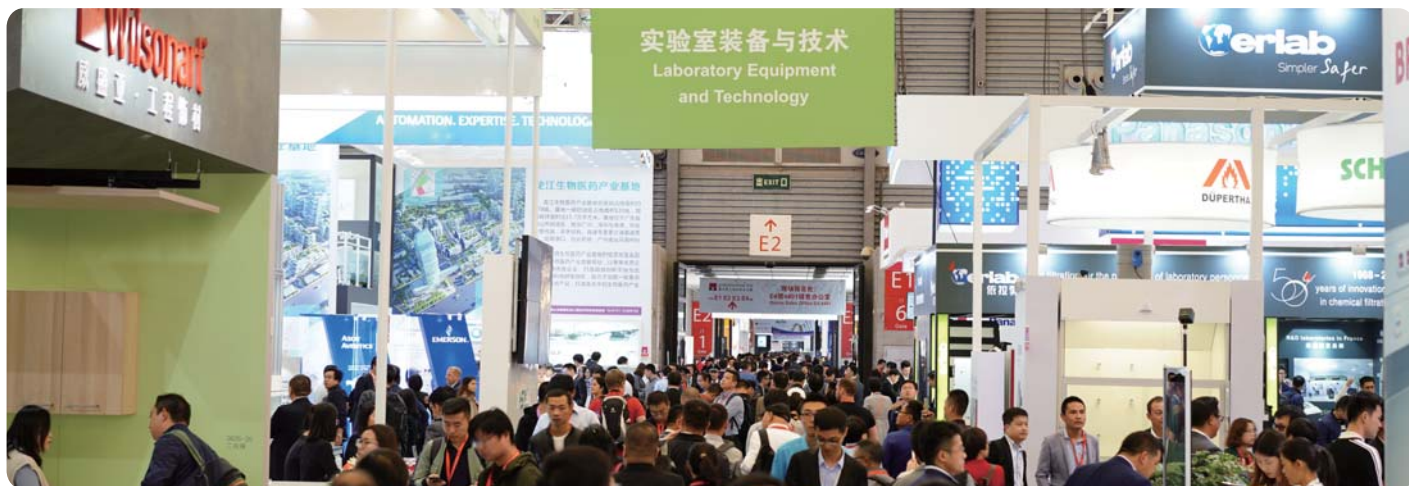
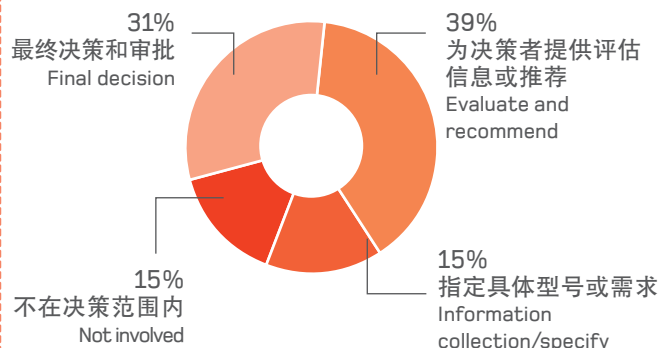
98%

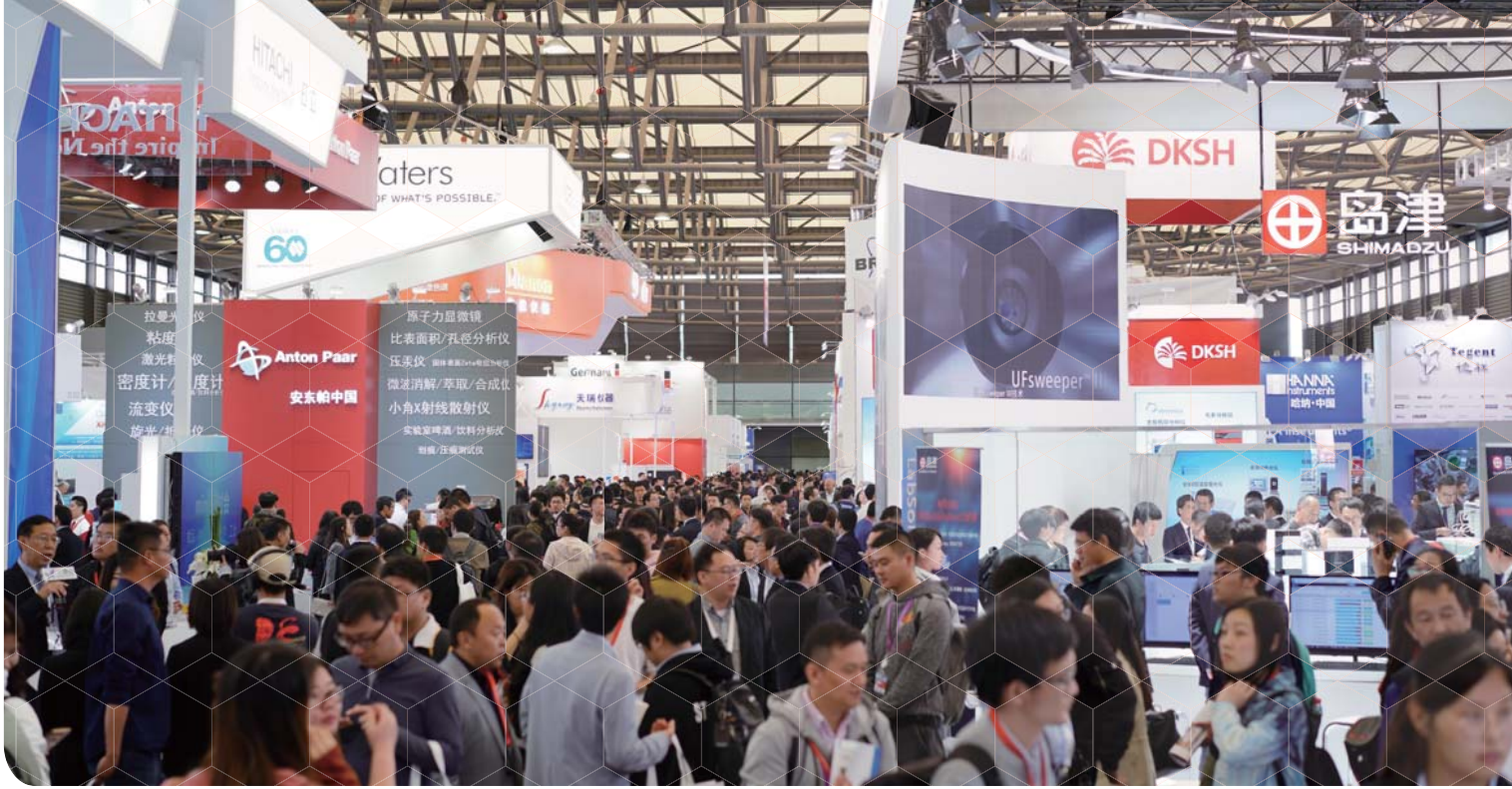
会将analytica China推荐给商业伙伴或同事
Recommend analytica China to business partners or colleagues

97%

会继续参观analytica China 2020
Would definitely or probably attend again

观众决策力分析 Meeting point for decision-makers





2018年观众评价 / Visitors' comments

每届慕尼黑上海分析生化展我都会来参观，本次参观的目的是看实验室建设、实验室仪器、前处理设备等等，对好几个展商带来的设备都很感兴趣。今年展会在展馆布局、展品、会议等方面都很有新意。

I have visited every analytica China and my purpose this year is to learn more about the latest developments in laboratory construction, laboratory equipment, pretreatment equipment, and so on. I am very interested in the equipment brought by several exhibitors. analytica China 2018 is very innovative in the layout, exhibits and support conferences.

詹铭, 理化科主任, 上海市浦东新区疾病预防控制中心
Zhan Ming, Director, Physicochemistry Unit, Pudong Center for Disease Prevention and Control, Shanghai

此次来慕尼黑上海分析生化展的主要目的是技术交流及看解决方案。此次展会的服务升级了，展会内容也更加丰富了，印象最深的是作为PP用户，观展体验真的很棒！此外，我们还参加了环境监测技术线下研讨会，其中关于时下挥发性有机物解决方案非常有吸引力！

The main purpose of our visit to analytica China 2018 is to communicate and find out about new solutions. The service of analytica China 2018 has been upgraded and the content has been enriched. What's more, as a Prime Priority Program member, the visiting experience has been really great! In addition, we participated in the Workshop on Environmental Monitoring Technology. The solutions provided for VOC monitoring is attractive.

汪颖裕, 监测部实验室主任, 合肥海正环境监测
Wang Yingyu, Lab Director, Environmental Monitoring Dept., Hefei Haizheng Environmental Monitoring

我已经参观过6届展会了，展会办得很好，大展商云集，专业性也很强。此次参观主要是来了解设备的，对展会现场的分析仪器很感兴趣，比如岛津的HPLC，梅特勒的天平，还有冰箱培养箱，温湿度记录仪等。

I have visited analytica China for six times. The exhibition is well organized, with a lot of leading exhibitors. This visit to analytica China is mainly to learn about new equipment. I am interested in the analytical instruments exhibited, such as Shimadzu's HPLC, METTLER TOLEDO's balance, refrigerator incubator, temperature and humidity recorder, etc.

王鉴, QC部门经理, 第一三共制药
Wang Jian, QC Manager, Daiichi-Sankyo Pharmaceutical

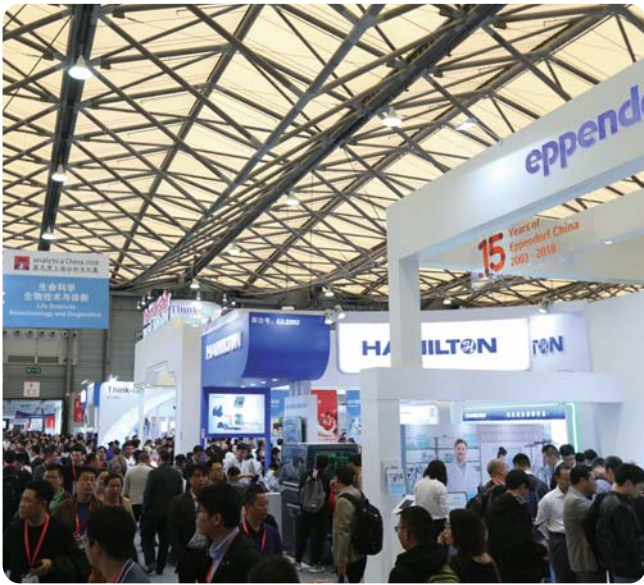
职位分类 / By job functions

企业管理 Management	22%
采购 Purchasing	22%
科研、研发 Scientific research	17%
销售 Sales	13%
工程/技术 Technical / Engineering	9%
检测/质量控制 Testing / Quality control	8%
市场 Marketing	8%
生产/制造 Production / Manufacturing	4%
其他 Others	1%

来展会寻找的产品和技术

Which products or technologies you are looking for

实验室设备 Laboratory apparatus	55%
分析仪器 Analytical instrument	51%
测试、测量与质量控制 Test and measurement and quality control	31%
试剂、化学品 Reagents, chemicals	27%
医药/公共健康 Medicine / Public health	17%
生化技术 Biochemical technology	9%
信息与服务 Information and services	6%
技术咨询 Technical consultation	5%



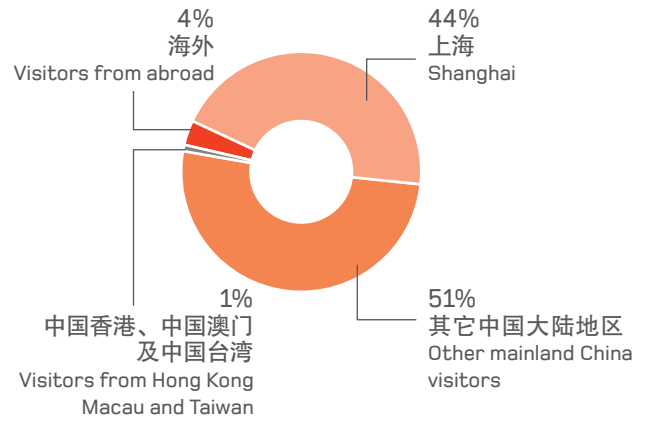
专业参观团 Professional visitor groups



来自高校、科研机构、学会、协会、生物医药、食品企业、生命科学、第三方检测机构、环境监测、医疗卫生、钢铁冶金、电子半导体

From universities, research institutes, academic societies, associations, as well as enterprises in the biomedicine, food companies, life sciences, third-party testing agencies, environmental monitoring, medical and health, steel and metallurgy, and electronic semiconductors industries

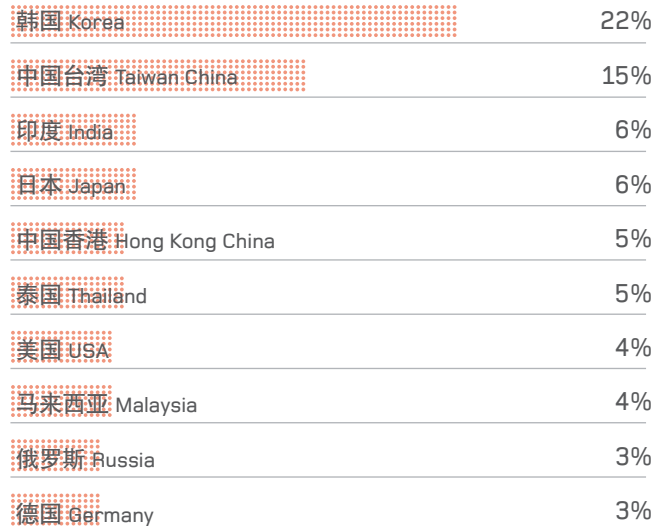
现场观众地域分析 Analysis of the visitor area



国内观众前10名省市 Top 10 province analysis



海外观众前10名国家和地区 Top 10 abroad country and area analysis



第九届上海国际分析化学研讨会

The 9th Shanghai International Symposium on Analytical Chemistry

主办单位 / Organizer

中国化学会
Chinese Chemical Society



慕尼黑博览集团
Messe München



赞助商 / Sponsor

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Agilent Technologies (China) Co., Ltd.



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同期研讨会精彩纷呈，聚焦前沿趋势与创新技术 High quality accompanying conferences focus on frontier trends and innovative technologies

analytica China 2018同期成功举办了多场高质量的学术研讨会及培训班，100余场干货满满的专业报告、现场演示及技术培训，吸引了4,605位来自不同行业和应用领域的专业听众。

Several high-quality academic programs successfully held along with analytica China 2018, and over 100 reports and tutorials successfully were held. A total of 4,605 participants attended the conferences.

第九届上海国际分析化学研讨会 The 9th Shanghai International Symposium on Analytical Chemistry

大会主题 / Theme of the conference

分析化学——让生命更健康
Analytical Chemistry for Health Science

主办单位 / Organizers

- 中国化学会
Chinese Chemical Society
- 慕尼黑博览集团
Messe München

到场观众
attendees
1,076位

主办单位 / Organizers

- 上海市食品学会
Shanghai Society of Food Science
- 上海食品安全工作联合会
Shanghai Food Safety Federation
- 慕尼黑博览集团
Messe München

到场观众
attendees
778位

2018中国国际食品产业发展论坛暨上海中欧 国际食品安全研讨会

2018 China International Food Industry
Development Forum/Shanghai Sino-EU
International Forum on Food Safety

大会主题 / Theme of the conference

新时代中国食品产业创新与发展
Innovation and Development of China's Food Industry in New Age

中国国际实验室规划、建设与管理大会 China Int'l Congress on Lab Planning, Construction and Lab Management

主要议题 / Topics

- 现代科研实验建筑的设计与规划
Design and Planning of Modern Scientific Research Building
- 智慧实验室建设与发展
Smart Laboratory Construction and Development
- 实验室安全与管理
Laboratory Safety and Management

主办单位 / Organizers

- 慕尼黑展览(上海)有限公司
Messe Muenchen Shanghai Co., Ltd.

到场观众
attendees
1,298位

精准医学: 从组学技术到精准医学 Precision Medicine: From Multi-Omics to Precision Medicine

主要议题 / Topics

- 从组学技术到精准医学 From Multi-Omics to Precision Medicine

主办单位 / Organizers

- 上海生物医药行业协会
Shanghai Bio Pharmaceuticals Industry
- 上海科学技术协会
Shanghai Association for Science & Technology
- 上海伯豪生物技术有限公司
Shanghai Biotechnology Corporation
- 慕尼黑展览(上海)有限公司
Messe Muenchen Shanghai Co., Ltd.

到场观众
attendees
279位

2018环境监测与分析技术研讨会 2018 Environmental Monitoring and Analysis Technology Forum

主要议题 / Topics

- 环境监测与分析技术
Environmental Monitoring and Analysis Technology

主办单位 / Organizers

- 《实验与分析》杂志 LaborPraxis China
- 弗戈工业传媒 Vogel Business Media
- 慕尼黑展览(上海)有限公司
Messe Muenchen Shanghai Co., Ltd.

到场观众
attendees
218位

2018 LSAC生命科学论坛 2018 LSAC Life Science & Biotech Forum

大会主题 / Theme of the conference

高通量测序技术与应用
Technology and Application of High
Throughput Sequencing

主办单位 / Organizers

- 生物谷 Shanghai BioonGroup Corporation
- 慕尼黑展览(上海)有限公司
Messe Muenchen Shanghai Co., Ltd.

到场观众
attendees
192位

食品安全快检技术与创新发展论坛 The Forum on Food Safety Rapid Detection Technology and Innovation Development

主要议题 / Topics

- 中国食品安全现状 Food Safety in Nowadays China
- 快检技术 Rapid Detection Technology
- 食品安全快检创新 Innovation

主办单位 / Organizers

- 北京科学仪器装备协作服务中心
Beijing Associated & Service Center of
Scientific Instrument & Equipment
- 首都科技条件平台检测与认证领域中心
Testing and Certification Centre of Capital
Science & Technology Infrastructure
- 慕尼黑展览(上海)有限公司
Messe Muenchen Shanghai Co., Ltd.

到场观众
attendees
179位

其他会议 / Other conferences

- Tutorial I: 亲水作用色谱技术
HILIC: Background and Theory for a Better Understanding and Successful Method Development and Application
- Tutorial II: 液相和气相的自动化样品前处理在食品, 法医和材料挥发领域的应用
Automated Sample Preparation for LC and GC Methods in Food, Forensic and Material
- Tutorial III: 基于代谢组学整合代谢通量与细胞代谢研究药物作用机制的策略
The Strategy to Integrate Metabolic Flux, Cell Metabolism with Metabolomics to Study the Mechanism of Drug Action
- Tutorial IV: 如何最大限度地提高的色谱分析效率
How to Maximize the Chromatograph Analysis Efficiency
- Tutorial V: 解析环保新标准-水质 烷基汞的测定 吹扫捕集/气相色谱冷原子荧光光谱法及其应用之解决方案
Analysis on the New Environmental Standard- "Water Quality—Determination of Alkyl Mercury—Purge and Trap Gas Chromatography/Cold Vapor Atomic Fluorescence Spectrometry" and its Practical Workflow
- Tutorial VI: 细胞治疗过程工艺产业化技术研讨会
Symposium on Industrial Production Technology of Cell Therapy
- Tutorial VII: 质者玲珑, 谱度非凡——安捷伦串联质谱技术及应用新高度
Unbelieve Powerful, Remarkably Small——Agilent New MS Technology and Application Era
- Workshop: 色谱法介绍
Introductory Chromatography
- Lunch Seminar I: 液质联用基本方法
Essential LC-MS Method Development
- Lunch Seminar II: 关于挥发性和非挥发性微量污染物自动微萃取技术的发展近况
Recent Developments in Automated Micro-Extraction Techniques for Volatile and Non-Volatile Trace Contaminants
- Lunch Seminar III: 介绍日本电子扫描电镜 JSM-7900F 如何制作扫描电镜观察用的截面样品
Introduction JEOL Scanning Electron Microscope JSM-7900F and How to Make a Cross Section of Specimens for Observation by Scanning Electron Microscope

See You in
与您相约 2020



analytica China

2020年11月16-18日
中国, 上海新国际博览中心

参展报名

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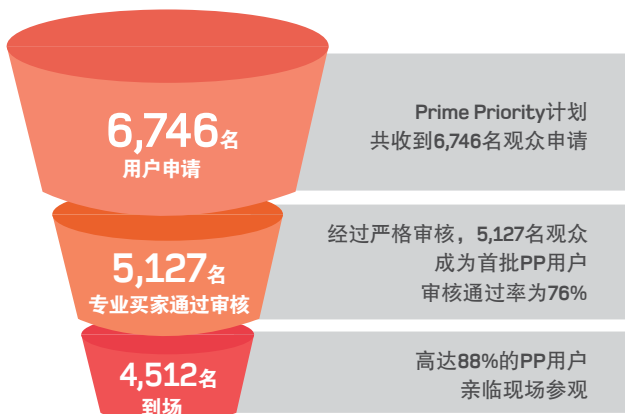


PP (Prime Priority) 贵宾买家服务有效提升，提高供需匹配

VIP service for priority pass buyers is effectively improved and offers matching services for the supply and demand



PP贵宾买家 PP Buyers program

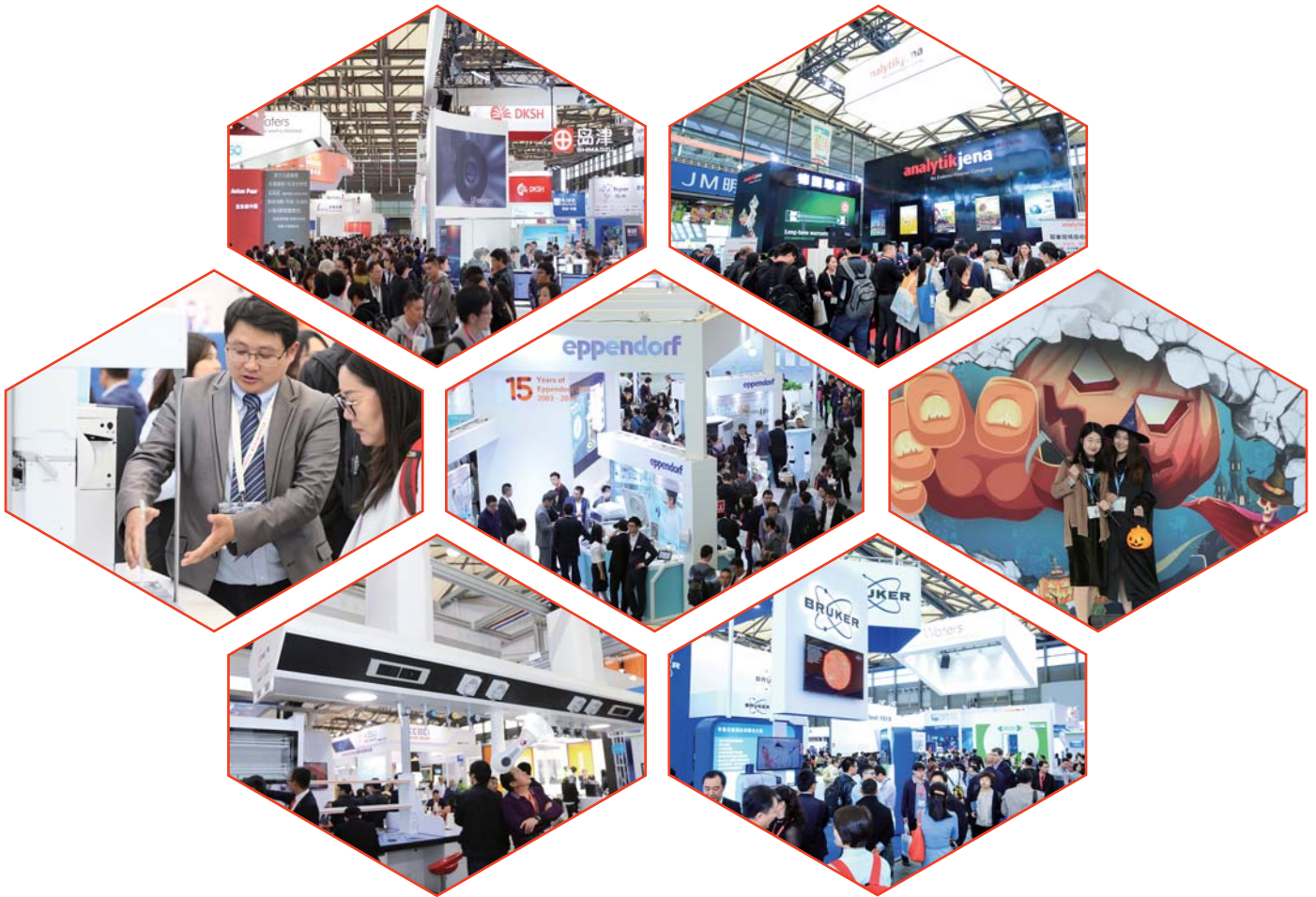


PP行业分析

PP buyers according to branches of industry

生物制药 Biotechnology & pharmaceutical	23%
教育科研 Education / Scientific & research development	17%
食品 Foodstuff	13%
化学与化工 Chemistry and chemical industry	12%
医疗卫生与检验检疫 Medical healthcare, inspection and quarantine	12%
机械制造 Machinery manufacturing	5%
第三方检测 Third-Party inspection	4%
环境监测 Environmental monitoring	3%
生命科学 Life science	3%
半导体和电子 Semiconductor and electronics	2%
农林渔牧 Farming, forestry, fishing and husbandry	1%
钢铁冶金 Steel and metallurgy	1%
其他 Others	5%





 **analytica Vietnam**
2019年4月3-5日, 越南, 河内

 **INDIA LAB EXPO**

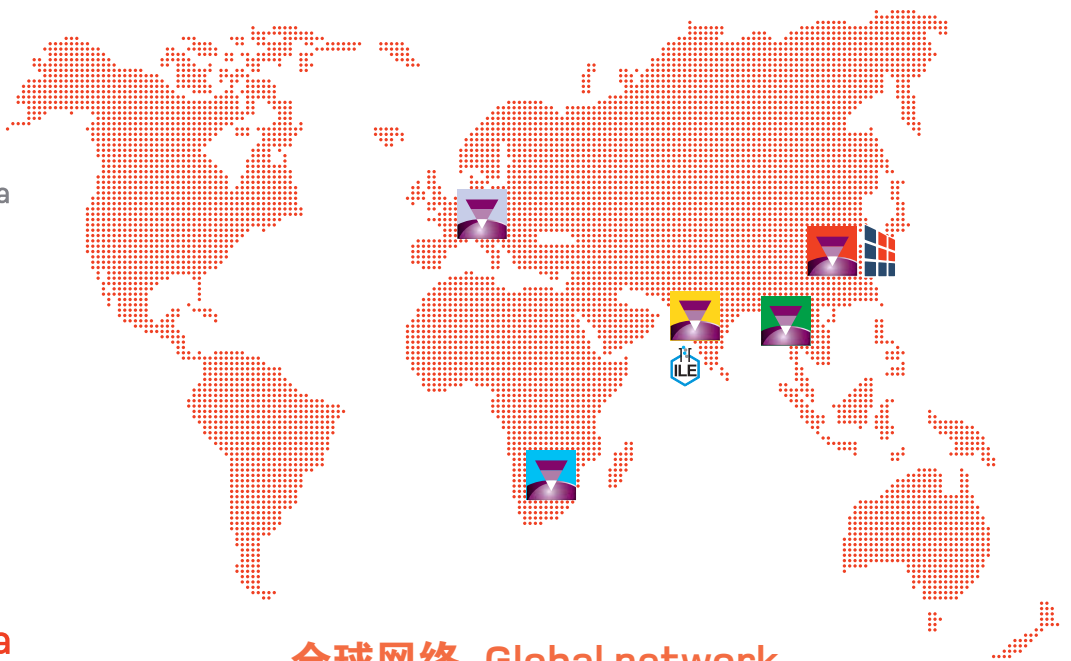
 **analytica Anacon India**
2019年4月16-17日, 印度, 孟买
2019年9月19-21日, 印度, 海德拉巴

 **analytica Lab Africa**
2019年7月9-11日, 南非, 约翰内斯堡

 **analytica**
2020年3月31日-4月3日, 德国, 慕尼黑

 **labtech China Congress 2019**
2019年11月6-8日, 中国, 上海

 **analytica China**
2020年11月16-18日, 中国, 上海



全球网络 Global network

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