

analytica Lab Africa, IFAT Africa,
Africa Automation Technology Fair
July 6-8, 2027
Gallagher Convention Centre
Johannesburg, South Africa

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RX Africa and Messe Muenchen India join forces to strengthen business platforms in Africa

Strategic collaboration combines international trade-fair expertise with deep regional market knowledge, bringing analytica Lab Africa, IFAT Africa and Africa Automation Technology Fair together in 2027



Messe Muenchen India has announced a strategic partnership with RX Africa to strengthen the scale, reach and market impact of its premier co-located trade fairs, analytica Lab Africa and IFAT Africa, ahead of their 2027 editions.

The move will bring the Africa Automation Technology Fair (AATF) into the same co-located event from 06 – 08 July 2027, staged at Gallagher Convention Centre in Johannesburg, giving exhibitors and visitors access to a broad ecosystem of complementary technologies.

RX Africa, part of RX Global, is one of Africa's leading exhibition organizers, with a strong portfolio of established events across key industries and markets. With an experienced team on the ground, deep local market knowledge, and long-standing relationships with industry stakeholders, associations and business communities, RX Africa is well positioned to support the continued growth and development of analytica Lab Africa and IFAT Africa.

This collaboration aligns with Messe Muenchen India's targeted expansion strategy across the African continent. The partnership is designed to further strengthen both trade fairs as robust, future-facing business platforms for international trade, industrial development and sectoral exchange.

As Southern Africa's leading trade fair for water, sewage, refuse, and recycling, IFAT Africa serves as a critical hub for environmental technologies across South Africa and Sub-Saharan Africa. Co-located with analytica Lab Africa, the region's leading trade fair for laboratory technology, analysis, and biotechnology, the exhibitions already connect technology providers with industries addressing critical requirements in environmental management, research, testing, quality control and scientific development.

Africa Automation Technology Fair (AATF) adds another important dimension to the platform. With a **28-year legacy**, AATF is Africa's leading and most comprehensive automation technology platform, attracting visitors and international exhibitors from across the world.

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Together, the three trade fairs will bring **scientific analysis, environmental technologies, industrial-scale implementation and automation technologies** into one integrated business environment.

Track Record of Industry Impact

Over the years, these co-located exhibitions have contributed meaningfully to industrial development across the region. The platforms have successfully facilitated international business relations and direct technology transfer by consistently bringing together government entities, municipal authorities, local stakeholders, key market leaders, and scientific researchers.

Past editions have actively driven regional market development by introducing specialized country pavilions from manufacturing hubs like Germany, China, the United Kingdom, and the USA. Furthermore, the events have established a legacy of knowledge sharing through interactive seminars, technical training workshops, and forum presentations that address pressing regional infrastructure and analytical challenges.

Driving Next-Phase Regional Growth

As industries across Africa continue to modernize and scale, the demand for sophisticated laboratory sciences and sustainable environmental infrastructure has intensified.

This partnership responds directly to that market momentum. By combining Messe Muenchen India's proven capability in building sector-leading trade fairs with RX Africa's specialized regional insight and execution strength, the partnership aims to deliver an even more compelling showcase of technologies, expertise and business opportunity.

Stefan Rummel, CEO, Messe München, said, "Africa is an important growth market for Messe München. Our approach is to combine the reach and expertise of our global trade fair networks with strong regional knowledge and established local relationships. Through this partnership with **RX Africa**, we are strengthening analytica Lab Africa and IFAT Africa as platforms for technology transfer, international business and long-term industrial development across the region."

Bhupinder Singh, President - IMEA (India, Middle East, Africa), Messe München and CEO, Messe Muenchen India said, "The true value of analytica Lab Africa and IFAT Africa lies in their ability to turn conversations into commercial realities. This alliance allows us to deepen those connections, ensuring that both local buyers and international exhibitors experience a far more impactful trade environment."

The 2027 editions will feature an enhanced supporting program led by international experts, giving local buyers direct access to global market leaders and technologies. As part of the worldwide IFAT and analytica networks, which span Germany, China, India, Turkey, Vietnam, and the USA, the South African editions offer exhibitors and visitors a reliable gateway to international business relations.

Carol Weaving, Managing Director, RX Africa, added, "Our role in this collaboration is to bring strong regional insight and an established on-ground perspective to support the continued evolution of these

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already successful exhibitions. Together with Messe Muenchen India, we aim to strengthen market relevance and ensure the delivery of enhanced value and world-class solutions to the important industries served by these platforms.”

Plans are already underway for the 2027 editions, with both organizations aligning resources to deliver an expanded showcase of technologies and high-level networking opportunities. The upcoming editions will focus on bridging the gap between international innovation and regional execution, establishing a benchmark for industry events in the region.

About Messe Muenchen India

Established in 2007 as a wholly owned subsidiary of Messe München GmbH, Messe Muenchen India is one of the leading B2B trade fair organizers in the IMEA (India, Middle East & Africa) region. Its portfolio includes 25+ large-scale B2B trade fairs such as electronica India, productronica India, bauma CONEXPO India, IFAT India, analytica Lab India, analytica Africa, IFAT Africa among others. The company serves a wide range of industries, including electronics, capital goods, clean technology, environment, and life sciences—facilitating meaningful business connections and global knowledge exchange across the IMEA region.

About RX Africa

RX Africa is Africa’s leading exhibition organiser, creating business and consumer events that bring together people, markets and industries. Part of RX, a global leader in events and exhibitions, its portfolio spans sectors including travel and tourism, design and décor, media and entertainment, and pop culture, with established event brands such as World Travel Market Africa, ILTM Africa, Decorex Africa, FAME Week Africa and Comic Con Africa.
