

analytica Hanoi Debuts to Strengthen Vietnam's Growing Laboratory, Analysis, Biotechnology and Diagnostics Market

- First-ever spinoff of analytica Vietnam, bringing the world-class trade fair experience to northern Vietnam.
- Dedicated platform serving the fast-growing laboratory, analysis, biotechnology, and diagnostics market in Hanoi and northern provinces.
- Supported by the Key Laboratory of Analytical Technology for Environmental Quality and Food Safety Control (KLATEFOS), and VNU University of Science.
- Dynamic mix of product showcases, conference, lab visits & networking to foster collaboration and long-term growth.
- Immersive Lab Tours and Live Lab offer hands-on insights into real-world applications.

Hanoi, Vietnam – 7 October 2025 – MMI Asia, the organizer of the world's leading trade fair series for laboratory technology, analysis, biotechnology, and diagnostics, is proud to announce the launch of the inaugural analytica Hanoi, taking place from 22 – 24 April 2026 at the International Exhibition Center (ICE), 91 Tran Hung Dao, Hanoi, Vietnam in partnership with Vietnam Exhibitions and Event Services Company Limited (VNEES).

As the official spinoff of analytica Vietnam, the region's most influential trade fair for the sector, analytica Hanoi is set to bridge the gap during the biennial cycle and provide a dedicated platform for professionals in the northern Vietnam market. The event is designed to meet the surging demand for cutting-edge technologies, solutions, and partnerships in one of Southeast Asia's fastest-growing economies.

A Focused Marketplace for Innovation

analytica Hanoi 2026 will serve as a dedicated marketplace for innovation, bringing together leading international and local exhibitors to showcase the latest laboratory instruments, equipment, and consumables. From precision analytical tools to next-generation laboratory solutions, the exhibition will present a comprehensive range of technologies designed to support scientific progress and industrial advancement.

Beyond product displays, analytica Hanoi will provide a platform where suppliers, researchers, and decision-makers can exchange ideas, explore collaborations, and discover new applications for emerging technologies in life sciences, biotechnology, diagnostics, and analytical technology.

Complementing the exhibition, a strong lineup of supporting programs will feature academic conferences, expert-led product presentations, and interactive forums, featuring leading companies such as ITS Vietnam, Anton Paar Vietnam, Merck Vietnam, Việt Anh JSC, Kimteco Co., Ltd, and LMS Technologies Vietnam. These initiatives will create valuable opportunities for professional development, networking, and knowledge exchange. Together, they will ensure that analytica Hanoi 2026 stands not only as a showcase of innovation but also as a catalyst for collaboration and growth within the laboratory and analysis community.

Serving Northern Vietnam's Booming Market

Hanoi and the northern provinces have rapidly emerged as a hub of scientific and industrial development, home to leading universities, research institutes, major hospitals, and fast-growing manufacturing centers. This ecosystem is fueling strong demand for advanced laboratory and analytical solutions, creating a dynamic market with tremendous potential for innovation and investment.



By offering direct access to the northern market, analytica Hanoi 2026 provides an ideal platform for companies to establish meaningful partnerships, expand their presence, and tap into one of Southeast Asia's most dynamic economies.

The growing demand is clearly reflected in recent industry milestones at analytica Vietnam 2025, with exhibition space exceeding **7,000 sqm**, participation from **214 exhibitors**, and engagement from **6,657 qualified trade visitors**. Concurrently, there is an increasing demand to host analytica events in Vietnam annually, ensuring continuous opportunities for business growth, collaboration, and knowledge exchange.

"analytica Hanoi is a natural extension of the highly successful analytica Vietnam," said Michael Wilton, CEO of MMI Asia. "With this debut edition, we aim to create a strong and sustainable platform to connect technology leaders with the vibrant northern Vietnam market, supporting innovation and growth in science and industry."

Join the First Edition

The inaugural analytica Hanoi 2026 is set to deliver a high-quality exhibition experience built on international standards, offering an exceptional platform for business development, collaboration, and innovation in northern Vietnam. Beyond the comprehensive showcase of technologies and solutions, the event will feature a robust supporting program designed to enrich visitors' experience and maximize value for participants. This includes an academic conference, guided laboratory visits, a hosted buyers program, and structured business matching activities.

Attendees to analytica Hanoi 2026 will find unmatched opportunities to explore groundbreaking innovations, establish international partnerships, and gain valuable insights into market trends. The event promises a transformative experience, equipping participants with knowledge, connections, and resources to navigate and shape the future of the industry.

For more information, please visit www.analyticavietnam.com or contact our team at analyticavietnam@mmiasia.com.sg

About analytica Hanoi 2026

analytica Hanoi is the official regional spinoff of analytica Vietnam, strategically developed to meet the rising demand for laboratory and analytical solutions in northern Vietnam. As the region experiences accelerated growth in research, healthcare, and industrial sectors, analytica Hanoi 2026 offers a focused platform for companies aiming to tap into this dynamic and fast-emerging market. The upcoming exhibition is set to take place from April 22 to 24, 2026 at the International Convention Center (I.C.E), 91 Tran Hung Dao, Hanoi, Vietnam.

About analytica Vietnam 2027

analytica Vietnam is the premier trade fair for laboratory technology, analysis, and biotechnology in Southeast Asia. Organized by Messe München, the event brings together industry professionals, researchers, and policymakers to showcase the latest technologies, exchange knowledge, and foster business collaborations. analytica Vietnam features an exhibition, conference, pre-event laboratory tours, buyer-seller programs, and networking opportunities, providing a comprehensive platform for the laboratory and biotechnology industries in the region. The upcoming edition is set to take place from March 31 to April 2, 2027 at the Saigon Exhibition and Convention Center (SECC), 799 Nguyen Van Linh, Ho Chi Minh City, Vietnam. More details can be found [here](#).



analytica Hanoi 2026

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About analytica worldwide

For over five decades, analytica has been the leading international trade fair series for laboratory technology, analysis, and biotechnology. Organized by Messe München, the series includes analytica in Munich, analytica China, analytica Anacon India, analytica USA, analytica Vietnam, and now, analytica Hanoi. Additional information about these exhibitions and their programs of events is available at www.analytica.de.

About MMI Asia Pte Ltd

Established in 1992, MMI Asia is the wholly owned subsidiary and the regional headquarters of Messe München GMBH (MMG) and is one of the world largest and leading exhibition organizers. MMI Asia's portfolio of events include editions of world-leading trade fairs from Munich – transport logistic & air cargo, analytica, ceramitec; as well as industry-specific events such as Glasstech and Fenestration Asia, Asia Climate Forum, and Singapore International Water Week. MMI Asia also provides consultancy in professional trade fair and conference management to government bodies, international trade and promotion organizations, and trade associations. For more information, please visit www.mmiasia.com.

About Messe München

As one of the world's leading trade fair organizers, Messe München presents the world of tomorrow at its about 90 trade fairs worldwide. These include two of the world's leading trade fairs such as bauma, BAU, IFAT, electronica, and ISPO. Messe München's portfolio comprises trade fairs for capital and consumer goods, as well as for new technologies. Together with its subsidiaries, it organizes trade fairs in China, India, Brazil, South Africa, Turkey, Singapore, Vietnam, Hong Kong, Thailand, and the U.S. With a network of more than 15 affiliated companies and almost 70 representations worldwide, Messe München is active in more than 130 countries. The more than 150 events held annually attract around 50,000 exhibitors and around three million visitors in Germany and abroad.

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