

analytica Hanoi 2026 concludes with strong trade visitor engagement and successful Northern Vietnam debut

[analytica Hanoi 2026](#) successfully concluded, marking the first full-scale edition in Northern Vietnam and strengthening its position as a key platform for laboratory technology, analysis, biotechnology, and diagnostics in the region.

Held from 22-24 April 2026, the event expanded the analytica Vietnam portfolio and established a clear presence in Northern Vietnam's institutional and scientific market landscape. The exhibition was organised by MMI Asia Pte Ltd, in cooperation with co-organiser VNEES, reflecting strong international and local collaboration in delivering the event.

Key Highlights

- 150 exhibiting companies and brands from key international and regional laboratory and technology markets including the USA, Germany, Japan, Korea, Taiwan, Singapore, Switzerland, France, India, Vietnam, Latvia, and China
- 3,428 total visitors from 31 countries across laboratory, life sciences, diagnostics, and environmental analysis sectors
- Two-stage programme attended by 1,495 delegates, featuring over 80 presentations across academic and technical forums
- Hosted buyer programme with 300 buyers, facilitating more than 450 buyer-seller meetings
- Introduction of the first-ever "Live Lab" in Northern Vietnam following its successful debut at analytica Vietnam 2025



The 2026 edition demonstrated strong engagement from trade visitors and industry professionals, reinforcing Northern Vietnam's growing importance as a hub for scientific and laboratory development.

The launch of analytica Hanoi establishes a complementary dual-city structure within Vietnam's laboratory and analytical industry landscape. Hanoi provides direct access to institutional, academic, and public sector decision-makers in Northern Vietnam, while Ho Chi Minh City continues to serve industrial, commercial, and export-oriented markets across Vietnam and the wider ASEAN region. Together, both locations provide comprehensive national coverage and reflect the evolving structure of the country's scientific ecosystem.

The exhibition continues to serve as a strategic platform for scientific exchange, technological advancement, and business development, connecting international solution providers with Vietnam's growing laboratory and analytical community.

"The new analytica Hanoi show perfectly complements the international trade fair cluster of analytica and represents another important step in expanding our global market position." Susanne Groedl, Global Industry Lead for the analytica shows worldwide.

"analytica Hanoi 2026 confirms the strong development of Vietnam's laboratory and analytical market, particularly in Northern Vietnam, driven by active trade visitor participation and growing demand for scientific solutions," said Michael Wilton, CEO & Managing Director of MMI Asia Pte Ltd, organiser of analytica Hanoi.

Key Show Features and Highlights

Academic Conference & Technical Forum

The two-staged programmes at analytica Hanoi 2026 welcomed 1,495 participants, bringing together researchers, academics, and industry professionals for scientific exchange and knowledge sharing.

The Academic Conference, jointly organised by Messe München, the Vietnam Analytical Sciences Society (VASS), VNU University of Science (HUS) - Vietnam National University, and VNEES, contributes to knowledge advancement and talent development in priority fields including green and environmental chemistry, food safety and quality control, semiconductor manufacturing, and molecular biology applications in biopharma and pharmacogenomics. The Technical Forum reinforces quality infrastructure and regulatory readiness, addressing ISO/IEC 17025, GLP, the laboratory outlook for 2026-2030, and applied seminars, complemented by exhibitor technology sessions.



Northern Vietnam's First Live Lab Premiere

Following its successful debut in Ho Chi Minh 2025, the first-ever Live Lab held in Hanoi offered a unique, hands-on experience of working laboratory setups. Attendees observed real-time demonstrations of instruments and technologies in action, simulating actual workflows and showcasing how integrated solutions can enhance productivity, accuracy, and safety in the lab environment.



Hosted Buyer Program



The Hosted Buyer Program welcomed 300 high-potential buyers. Carefully matched with relevant exhibitors, the program enabled focused business discussions and meaningful partnerships. The program played a key role in connecting regional demand with global lab technology suppliers.

Startup Pavilion

Featuring emerging market players, this platform spotlights innovations, connects innovators with potential investors, and fosters new collaborations with industry leaders seeking fresh opportunities. This section of the exhibition offered a platform for fresh ideas and groundbreaking solutions that are advancing laboratory technology.

Exclusive Lab Tours

Specially curated Lab Tours offered exclusive access to leading laboratories across Northern Vietnam. Participants gained firsthand insights into laboratory operations, explored advanced facilities, and engaged directly with local experts, providing valuable exposure to Vietnam's rapidly developing laboratory landscape.

Following the successful debut in Hanoi, the next stop of [analytica Vietnam](#) will take place in Ho Chi Minh City from 31 March to 2 April 2027 at Saigon Exhibition and Convention Center (SECC), continuing to strengthen its dual-city platform strategy and further expand engagement with Vietnam's industrial, commercial, and regional ASEAN markets.

To view the analytica Hanoi 2026 Show Highlights video, click [here](#).

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 exhibition took place from April 22 to 24, 2026 at the International Centre of Exhibition (I.C.E), 91 Tran Hung Dao, Hanoi, Vietnam. More details can be found [here](#).

About analytica Vietnam 2027

analytica Vietnam is the premier trade fair for laboratory technology, analysis, and biotechnology in Southeast Asia. Organised 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](#).

About analytica worldwide

For over five decades, analytica has been the leading international trade fair series for laboratory technology, analysis, and biotechnology. Organised by Messe München, the series includes analytica in Munich, analytica China, analytica Lab India, analytica Lab Africa, 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 organisers. 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 organisations, and trade associations. For more information, please visit www.mmiasia.com.

About Messe München

As one of the world's leading trade fair organisers, Messe München presents the world of tomorrow at its about 90 trade fairs worldwide. These include twelve 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 organises 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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