



analytica Vietnam

ASEAN's Leading International Trade Fair for Laboratory Technology, Analysis, Biotechnology and Diagnostics

INFORMATION FOR EXHIBITORS

31 March - 2 April 2027

Saigon Exhibition and Convention Center (SECC)
Hall A1 & A2 | Ho Chi Minh City, Vietnam

9TH
Edition



#analyticvietnam

#analyticvietnam2027



analyticvietnam.com

analytica Vietnam - the leading trade fair and think tank for global analysis, laboratory technology and biotechnology sector in Vietnam.



EXHIBITION	CONFERENCE	SUPPORTING PROGRAM
214 Exhibitors	770 Participants	700 Buyer-Seller Meetings
6,657 Visitors	33 Presentations	2 Exhibitor Forums

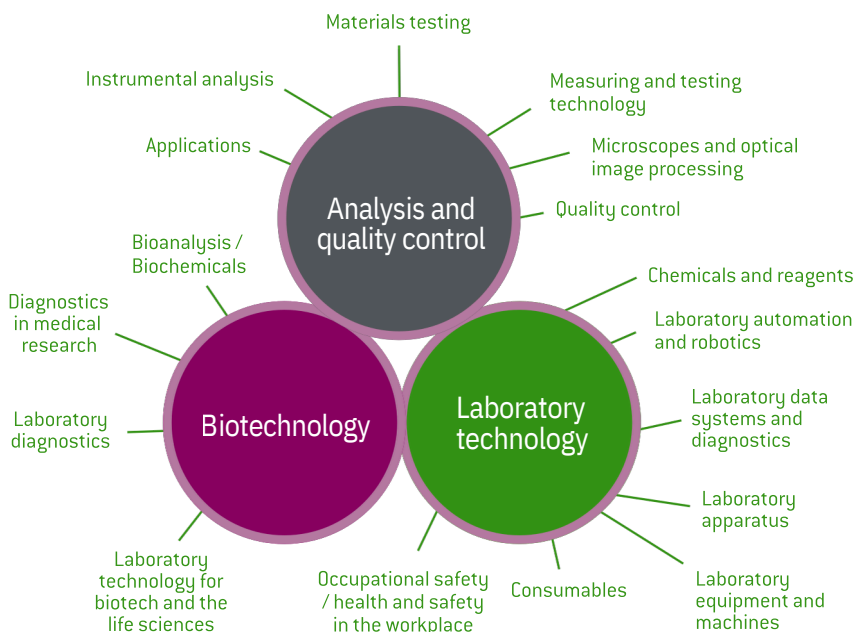
One exhibition—multiple opportunities

With a remarkable 56% expansion in exhibition space - from one hall (A1) to two halls (A1 and A2) for the first time - and a 26% increase in visitor numbers in 2025, analytica Vietnam has firmly established itself as one of Southeast Asia's leading trade fairs for the laboratory, analysis, and biotechnology sectors. The event continues to attract high-level buyers and key investment decision-makers, while fostering strong connections within the scientific and research communities across Vietnam and the broader ASEAN region.

Looking ahead, analytica Vietnam 2027 presents an exceptional opportunity to enter this rapidly growing market and forge meaningful business relationships. Beyond the exhibition, the event features a comprehensive supporting program, including a scientific conference, exhibitor forum, curated laboratory tours, buyer-seller meetings, and a targeted delegation program.

New in 2027: analytica Vietnam will launch a dedicated segment focused on biotechnology, reflecting Vietnam's growing life sciences sector and rising demand for innovative biotech solutions across Southeast Asia.

Exhibition Profile



Official Country Pavilions:





EXHIBITORS

Exhibitors speak: Growth and quality are just right

94% Probability that exhibitors will recommend exhibition further

96% Probability that participants will take part again

91% Possibility of establishing new business relationships

Key Exhibitors of analytica Vietnam 2025:



*See all exhibitors from 2025: analyticavietnam.com.vn/list-exhibitors.html

VISITORS

Unsurpassed growth with a record number of visitors

The trade fair achieved a remarkable 26% increase in visitor numbers, setting a new record with 6,657 attendees — the highest in history. Among them were 770 hosted buyers, not only from across Vietnam but also from neighboring countries including Laos, Cambodia, Thailand, and Malaysia, reflecting the show's growing regional influence and appeal.

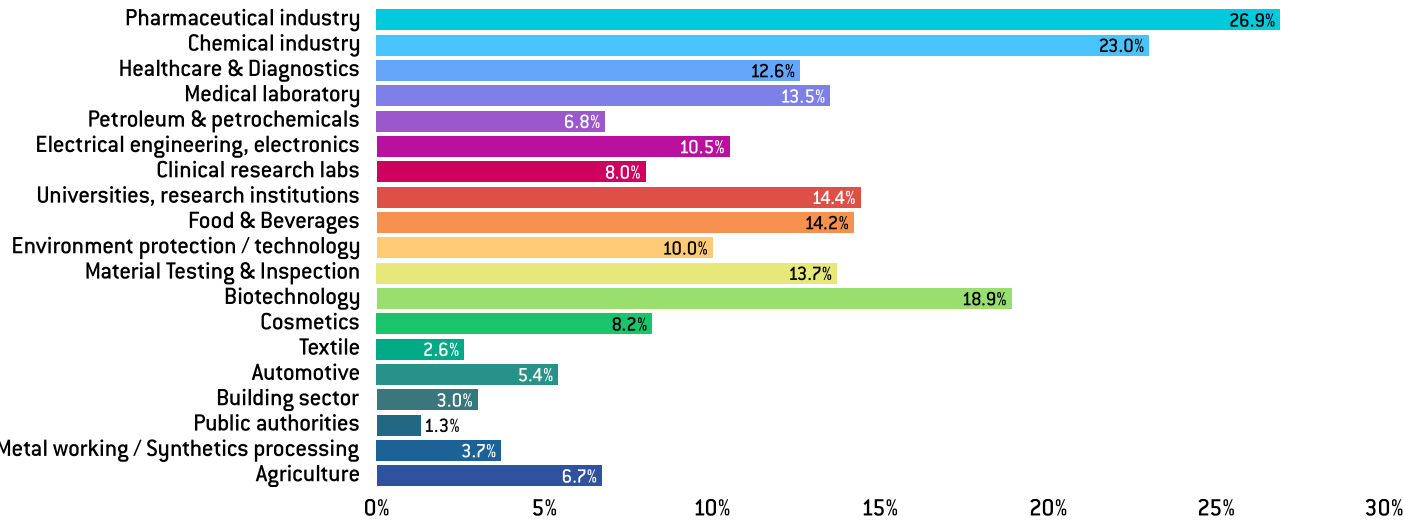
Hear from Visitors:

97% Probability that visitors will recommend exhibition further

98% Probability that visitors will come again

99% Satisfaction with completeness and breadth of product range

Top Attending Industries in 2025



REASONS TO EXHIBIT

Vietnam's Factors of Success

Good reasons why you should participate



- ◆ **Leading:** analytica Vietnam has maintained its legacy and prestige as one of the largest trade fair in the analysis, laboratory technology and biotechnology markets in ASEAN region.
- ◆ **Hosted Buyer Program:** connect with pre-qualified buyers personally invited by the organiser, not just from Vietnam, but also from neighboring countries including Laos, Cambodia, Thailand, and Malaysia.
- ◆ **High level of internationality:** 60% foreign exhibitors from 18 different countries.
- ◆ **Direct contact to potential buyers:** The buyer-seller meetings offer a unique platform for establishing direct contact with prospective customers from different industry sectors.
- ◆ **National pavilions:** from Germany, Singapore, China and Vietnam.

- ◆ **High-Value Content:** Academic Conference, Live Lab & Forums – Maximize your experience with high-value content, including a cutting-edge academic conference, hands-on Live Lab demonstrations (a first-ever in Southeast Asia), and industry-focused forums.
- ◆ **Top marks** from visitors & exhibitors rating the fair.
- ◆ **Presence of industry leaders:** The industry's leading global players are represented at analytica Vietnam.
- ◆ **High potential market:** Tap into the booming Vietnamese market and capitalize on growing sectors such as pharmaceuticals, food safety, environmental monitoring, and biotechnology.
- ◆ **Lab tours:** As exhibitor you can join the lab tour and get a rare insight into a Vietnamese lab.
- ◆ **Strong support** from the government, associations and leading institutions.

Ho Chi Minh City – An ideal place to develop your business in Vietnam.

Ho Chi Minh City is the commercial and economic center of Vietnam. Located in the heart of South East Asia, Ho Chi Minh is an important hub and easy to reach from all over the Southeast Asian region. The Saigon Exhibition & Convention Center (SECC) has all the facilities of a modern exhibition venue, built and managed to meet the highest international standards.

MARKET IN VIETNAM

Market size by 2026

With a high GDP growth and increased public investment — Vietnam offers great market opportunities

8% GDP growth in 2025

\$16.1B Market size by 2026

400 Industrial zones in the country

Chemical industry

Bolstered by support from the Vietnamese Government, "Vietnam Chemical Industry Development Strategy 2030.", the sector is poised for sustained growth with an impressive target of average 10-11% growth rate annually. Backed with strong government support and current growth.

Pharmaceutical industry

By 2045, Vietnam's pharmaceutical industry aims to become a modern, high-tech sector with 8–11% annual growth. Backed by the government's "Pharmaceutical Chemical Industry Development Program to 2030, Vision to 2045," it is set to attract domestic and global investment, boost production capacity, upskill the workforce, and drive long-term growth.

Food industry

Between 2024 and 2033, Vietnam's food testing and safety market size is expected to more than double from USD 100.8 million to USD 257.7 million.

Materials industry

As Vietnam strengthens its role as a regional powerhouse, the Materials testing industry is expanding and projected to reach USD 7.86 billion by 2030. Driven by rising infrastructure demand, its role as a raw material supplier is vital to sustaining growth.

Environmental monitoring industry

Vietnam's environmental monitoring industry is set to grow 7.12% from 2025 to 2029, driven by strengthened environmental regulations, increasing industrial sustainability efforts, and rising demand for advanced monitoring solutions.

Complementing these developments, the government's Net Zero Science and Technology Program aims to accelerate emissions reduction through cutting-edge technologies across industrial production, transportation, renewable energy, and smart agriculture, supporting green job creation, environmental quality enhancement, and biodiversity conservation.



Medical industry

Vietnam's Clinical Laboratories industry is set to grow, reaching USD 1.52 billion by 2028. Government incentives and subsidies have fostered expansion, creating attractive investment opportunities. Positioned as a key player in the Medical Industry, the sector offers strong prospects for investors and stakeholders.

Laboratory industry

Driven by digital transformation and green production, demand for automated, sustainable labs is rising, with energy-efficient technologies prioritized across sectors. Under Decision No. 493/QĐ-TTg (April 19, 2022), Vietnam targets processed and manufactured goods exports at 88% by 2025 and 90% by 2030, with medium- and high-tech exports reaching 65% by 2025.

BIOTECHNOLOGY & DIANOSTICS PAVILION



analytica Vietnam 2027
MARCH 31 - APRIL 2 | 2027 | HO CHI MINH CITY



SCAN FOR MORE INFO:

A FIRST IN VIETNAM

Discover the Biotechnology & Diagnostics Pavilion at analytica 2027 — your gateway to Vietnam's rapidly expanding laboratory industry. This dedicated hub brings together innovators, researchers, and laboratory solution providers to showcase cutting-edge biotech and diagnostic technologies. Exhibitors gain curated visibility, targeted networking, and marketing support, connecting directly with decision-makers actively seeking laboratory innovations. Join us and position your products at the forefront of laboratory excellence in a premium, collaborative ecosystem.

GROWTH & OPPORTUNITY

Biotechnology Market

Market Size and Growth (2024-2033):

3 Billion USD to 8 Billion USD
(CAGR 11.8%)

- Increasing demand for research & development in life sciences
- Growth in molecular biology, bioprocessing, and lab automation technologies
- Expansion of academic, clinical, and industrial research labs
- Government initiatives supporting innovation in biotechnology and lab infrastructure

Sources: [IMARC Group](#), [KenResearch](#), [VNEconomy](#), [EMR](#)

Diagnostics Market

Market Size and Growth (2024-2033):

1.4 Billion USD to 2-2.5 Billion USD
(CAGR 6-7%)

- Rising clinical and hospital lab testing demand for early disease detection
- Adoption of in-vitro diagnostics (IVD), molecular diagnostics, and AI-assisted lab instruments
- Expansion of private and public diagnostic laboratories in urban hubs (Hanoi & Ho Chi Minh City)
- Increasing healthcare awareness and regulatory standards driving advanced diagnostic labs



Why Exhibit in the Pavilion?

- Curated Visibility: Showcase your solutions in a dedicated pavilion
- Targeted Networking: Connect with decision-makers & researchers, onsite visit from the guided VIP tour of hosted buyers and the Ministry
- Marketing & PR Support: Dedicated product spotlights, digital promotion, exclusive press release
- Operational Convenience: Shared resources & logistics support

Expected figures

300+ sqm of space dedicated to the sector

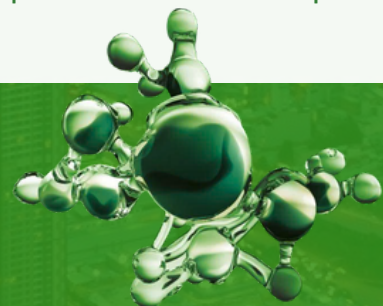
7,000+ trade visitors

9,000+ sqm of total exhibition space

For trade, associations and organizations interested in joining the International Pavilion within the Biotech Pavilion, please reach out to us to explore participation.

Email: siegli@mmiasia.com.sg

WhatsApp: +65 8712 3652





SUPPORTING PROGRAMS

A complete experience through our supporting programs



analytica Vietnam Conference

Trends, innovations and everything else that moves the industry; the analytica Vietnam conference provides the perfect meeting point for the industry, where national and international experts from science and research report on the latest topics in the areas of biotechnology, pharmaceuticals, food and the environment.

Analytica conference was jointly organised by Prof. Viet (KLAFETOS, University Hanoi) and Prof. Schmitz (University Essen-Duisburg) at SECC. High-ranked scientists and academicians were present as speakers at the conference.



Laboratory Tour

Participants are taken on a guided tour where they get to witness Vietnam's most developed laboratories and equipment used in the science and research industry, whilst also meeting the brains behind these innovations to further value add their understanding of the local procedures.



LIVE LAB

The LIVE LAB at analytica Vietnam 2027 offers a unique opportunity to witness a fully operational laboratory environment—the first and only showcase of its kind in Southeast Asia. Experience real-time demonstrations of lab processes and equipment in action, providing practical insights into how modern laboratories function across various industries.



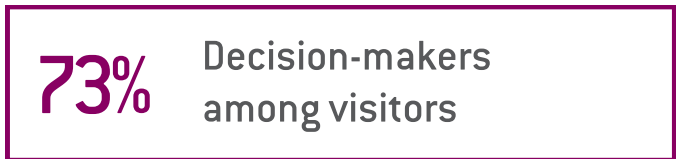
Buyer-seller meetings

The pre-scheduled buyer-seller meetings allow exhibitors and visitors to meet easily and establish new business contacts. In 2025, over 700 face-to-face meetings took place. Use this free-of-charge service to develop new business contacts.



Exhibitor Forums

The Exhibitor Forum offers an excellent platform to present companies' products and services to a professional audience interested in the applicability of laboratory technology, analysis, biotechnology and diagnostics- related services and products.





LABORATORY PAVILION

Accelerated growth in laboratory innovations

Vietnam has seen a remarkable advancement in laboratory related trends – which go beyond digitisation and automation – that already is a step ahead from the previous years. Specially so in the private labs (with highly specialised, high-tech equipment) that have experienced an immense growth in the country. Laboratories in general are now favouring compact but advanced equipment, that can be stored in a small space.

While being space efficient, the labs are now more focussed on sustainability and are taking small yet affirmative steps in that direction. This includes taking advantage of natural light, reducing carbon emissions, recycle and reinvest in energy efficient equipment that also reduce the amount of toxic chemicals, harmful to the environment.

Special booth area for laboratories at analytica Vietnam 2027

As one of the most important industry trade shows in Southeast Asia in the Laboratory, Analytical, Diagnostics and Biotechnology sectors, we are constantly expanding our exhibition themes , while providing exhibitors and visitors with an ideal platform to continue their successes at previous analytica Vietnam exhibitions.

The next analytica Vietnam exhibition will be held from 31 March - 2 April, 2027 at SECC Center, District 7, Ho Chi Minh City. Laboratories play a key role in the development of Vietnam's Analysis and Testing industry. At the same time, the presence of laboratories at analytica Vietnam is always the desire of most customers attending the event, and will certainly bring a new look to the exhibition.

Through this special booth, we hope to give domestic laboratories the opportunity to make their first mark at an international specialized exhibition. This support package only applies to units listed below.

PARTICIPANTS IN THE LABORATORY BOOTH AREA:

- Service laboratory
- Research laboratory
- Technology transfer center
- Universities and research institutes
- Inspection/verification/calibration center
- Certification/certificate/ISO provider
- Environmental Monitoring Center
- R&D department of pharmaceutical, food & beverage factory





PROMOTION & PUBLICITY

Participate at analytica Vietnam to catapult your business to new heights.

This is the meeting ground for visitors and influencers and key decision-makers from the modern analysis, technology and biotechnology sectors. You'd also have the opportunity to join qualified users, experts and interested parties from around Vietnam at the most extensive trade fair for the laboratory industry.

The Saigon Exhibition & Convention Centre has all facilities of a modern exhibition venue – built and managed to meet the highest international standards. SECC provides a world-class infrastructure for international exhibitors and serves as a one-stop resource, providing the right setting for international exhibitions.

To participate at analytica Vietnam, please complete and sign our application form. Based on the information provided on the form, we will check to see if your company is eligible to participate as an exhibitor. If so, we will send you the confirmation of your application:

Benefit from our marketing activities:

We want your exhibit at analytica Vietnam to be as successful as possible—and that takes more than an attractive exhibition stand. Make use of our marketing services for your trade-fair success.

We have a diverse range of marketing initiatives that will effectively support your commitment before, during and after the fair:



Advertising

Take advantage of the fair's surroundings for a confident appearance: With classic and unconventional advertising for your exhibit.



Trade-fair and conference sponsoring

Sponsoring puts your company in the best light. Profit from the fair's outstanding reputation and join the select circle of our sponsors.



Press

Efficient PR work for your exhibit at the fair: We have the right services to support you.



Media services

Whether in the online catalog or the Visitor Guide — present your company in the fair's official media.

GLOBAL NETWORK

The global network for your international business.

analytica offers you the world's largest trade fair network for laboratory technology, analysis and biotechnology. Set your company on the path to global success. Present your products and solutions to the markets of the future!



analytica



analytica China



analytica Vietnam



analytica Lab India



analytica Lab Africa

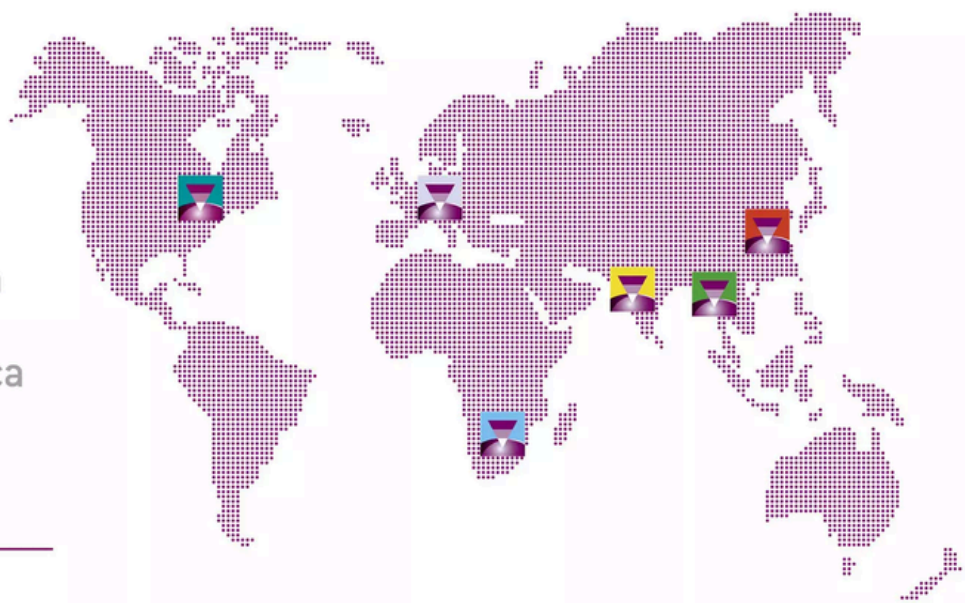


analytica USA



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365 DAYS A YEAR



Supported by:

- Ministry of Science and Technology (MOST)
- National Agency for Science and Technology Information and Statistics (NASTIS)
- Ho Chi Minh City Center for Information, Statistics, and Application of Scientific and Technological Advances (CISAST)
- Federal Ministry of Economic Affairs and Energy, Germany
- VNU University of Science, Vietnam National University, Hanoi
- Key Laboratory of Analytical Technology for Environmental Quality and Food Safety Control (KLATEFOS)

HEAR OUR EXHIBITORS SPEAK

"This event provides us the chance to meet with our customers to discuss new trends and technologies and learn about their experiences of how they use their equipment in their laboratory. It's also a good opportunity for government and researchers to deliver new regulatory trends and technologies so suppliers can update their technologies."

Doan Minh Nhat
Division Manager (Pharmaceutical and Environment
Division)
ITS Vietnam



"The buyer quality increased this year, and we have many customers from different industries like pharma, environmental, F&B, and academia. The conference topics this year are very updated and related to researchers' interests, with very interesting topics from industry customers."

Nguyen Thi Xuan Mai (PHD)
Senior Manager, National Sales,
DKSH VIETNAM



HEAR OUR VISITORS SPEAK

analytica Vietnam showcased leading global brands, including those we use and plan to invest in, and provided tailored consultations to meet our specific equipment needs. It exposed our quality management team to cutting-edge technologies, guiding future purchases that will boost efficiency, accuracy, and profitability. Thank you to the organizers—we look forward to attending future events.

Hà Duy Thái, Quality Control Department,
TIEN GIANG WATER SUPPLY COMPANY LIMITED



Attending this event was a very valuable experience for me. The exhibition highlighted new technologies and potential partners for the Laos market. I also attended conferences and engaged in insightful discussions, which were great for networking and supporting Laos companies in accessing new markets and technologies.

Phutthasone PHOMVISAY, Deputy Secretary General,
Lao National Chamber of Commerce and Industry



Maximise Your Success With Us

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See you at



analytica Vietnam

ASEAN's Leading International Trade Fair for Laboratory Technology, Analysis, and Biotechnology

MARCH 31 - APRIL 2, 2027

Saigon Exhibition and Convention Center (SECC)

Ho Chi Minh City, Vietnam

Follow us on our platforms to be updated!



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Contact us at



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BOOK A STAND

We look forward to seeing you in 2027!