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Press Release

Big brands welcome analytica's arrival in SA

- **Local and international firms clamour to be part of first-ever analytica Lab Africa**

Over 120 leading international and local exhibitors and over 130 additionally represented companies have welcomed the arrival of the international trade fair, analytica, in South Africa

“The response has exceeded all expectations,” says Dain Richardson, Senior Exhibition Manager at Messe Muenchen South Africa. “There is a great deal of excitement around the arrival of analytica, the recreation of the Lab Africa brand, and the event's co-location with two other major events, giving participants a far broader scope and a combined audience of up to 6,000 visitors.”

analytica Lab Africa, part of Messe München's worldwide network of exhibitions, builds on the highly successful Lab Africa exhibition, which Messe Muenchen South Africa acquired in 2017.

It will be co-located with food & drink technology Africa (fdt Africa) and IFAT Africa – the premier environmental technology show for water, sewage, refuse and recycling – at Gallagher Convention Centre in Midrand from July 9 – 11, 2019.

Richardson, with a background as a QC analyst and packaging technologist, believes the event will prove engaging and beneficial for professionals across multiple laboratory technology, analysis, biotechnology and diagnostics disciplines, as well as for potential importers and distributors.

“analytica Lab Africa is seeing significant international exhibitor interest, and will feature a German Pavilion, Spanish Pavilion, Chinese Pavilion and – for the first time in South Africa – an International Pavilion with companies from the UK, France, Japan, Malaysia, Switzerland, Russia and Italy, looking to branch out into Africa,” she says.

Big brands are back with expanded space and a larger investment in delivering truly innovative visitor experiences at the show, which will cover an area of over 6,125 gross square meters, says Richardson.

analytica Lab Africa's co-location with food & drink technology Africa and IFAT Africa has also prompted expanded participation by laboratory and analysis technology companies in the food, beverage and water sectors.





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With solutions for a range of sectors from pharmaceuticals and cosmetics through to chemicals, analytica Lab Africa will present the latest laboratory technology and analysis equipment, with knowledge exchange platforms and hands on workshops being a key theme throughout.

In addition, there has been huge interest in the industry forum to run alongside the event, says Richardson. Speakers and the full agenda will be announced at the end of May.

“The market response to our bringing analytica to South Africa and co-locating it with food & drink technology Africa and IFAT Africa has been resoundingly positive, and we are confident the event will surpass everyone’s expectations,” says Richardson.

About analytica Lab Africa

analytica Lab Africa is the only trade fair for laboratory technology, analysis, biotechnology and diagnostics in South Africa. The show will feature both local and international market leaders.

analytica Lab Africa will be held together with food & drink technology (fdt) Africa and IFAT Africa from July 9 - 11, 2019 at Gallagher Convention Centre, Midrand.

The three trade fairs bring to Africa the full spectrum of lab technology and analysis, food and beverage production and technologies for water, sewage, refuse and recycling.

analytica Lab Africa is a part of the worldwide network of exhibitions that also includes the trade fairs analytica Germany, analytica Vietnam, analytica Anacon India with India Lab Expo and analytica China, featuring international innovations and trends precisely tailored to the local market.

www.analytica-africa.com