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## Press Release

### analytica supporting program

### Ready for the smart laboratory of tomorrow

Claudia Grzelke  
PR Manager  
Phone +49 89 949-21498  
claudia.grzelke@messe-muenchen.de

- **Forums: Best practice knowledge from experts, keynote on AI in the lab**
- **Special shows: Experience laboratory innovations live**
- **Career prospects and further training**

Digital technologies, artificial intelligence, and increasing sustainability requirements are noticeably changing the world of laboratories. Alongside, the need for information and discussion among lab users is also growing. This is precisely where the analytica supporting program comes in: From March 24 to 27, 2026, the world's leading trade fair for the laboratory industry in Munich will focus on these developments, offering a variety of formats to share knowledge, exchange ideas, and highlight career prospects.

#### Hands-on smart lab

Visitors can experience what working in a smart laboratory feels like for themselves in the special show Digital Transformation (B2.331). In daily live demonstrations, experts will use five application cases to show how hardware and software from different manufacturers can be integrated to make laboratory processes intuitive and digital. These include digitized processes in drinking water, aroma, and fragrance analysis, automated temperature control processes, and a cobot that performs simple laboratory tasks. 18 exhibitors are participating in the special show, including leading companies such as Liebherr, Metrohm, Mettler Toledo, and Sigma.

#### Modern lab practice live

The Live Lab (B2.333) presents practical applications from everyday modern laboratory work. Visitors can look over the shoulders of experts as they present typical workflows step by step. These include digitized chromatography

Messe München GmbH  
Am Messesee 2  
D-81823 Munich (München)  
Germany  
[messe-muenchen.de](http://messe-muenchen.de)





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workflows, automated microscopy, networked laboratory infrastructure, as well as food and packaging analysis using pizza and chocolate as examples. Moreover, free guided tours offer a compact overview of the latest product innovations in food analysis, chromatography/HPLC, and sustainability. The one-hour tours take place daily; registration is now open [on the website](#).

## **Specialist insights for everyday lab work**

Expert presentations and discussion panels in the four analytica forums will share expertise and best practice examples relating to laboratories. The Digital Transformation Forum (B2.137) will provide a comprehensive overview of the current status and possibilities of laboratory digitization. A highlight here is the keynote speech by Marcelina Dutkiewicz, CEO & Founder of the consulting firm efficiency Tactics, entitled “7 ways to run successful AI initiatives” (March 24, 11:30). In the Biotech Forum (A3.527), experts will present practical solutions and trends from the life sciences and biotechnology sectors on topics such as next-generation sequencing, instrumental analysis, and food and drinking water analysis. On March 26, the Finance Day will also take place there, offering tips on financing and promoting start-ups and SMEs in the life sciences sector. The Laboratory & Analysis Forum (B1.131) will showcase current applications and processes in laboratory analysis and provide helpful tips for everyday work. The popular Lab Safety Forum (B1.537) will illustrate the dos and don'ts of laboratory safety twice a day with experimental presentations—including bangs and smoke. In addition, a daily lecture will provide information on the safe storage and loading of lithium batteries.

## **Career prospects in the industry**

To combine the trade fair visit with professional development, the seminars for laboratory experts offered by the consulting firm Dr. Klinkner & Partner are an ideal opportunity. Topics range from AI applications and analysis techniques to project management and legal issues. The Jobday on Friday, March 27, offers an opportunity to meet potential employers, find out about vacancies, and talk to HR managers. In the “Laboratory & Analysis” forum, students and young professionals gain insights into career opportunities in the chemical and



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pharmaceutical sectors as well as with equipment manufacturers. At the same time, the popular study information day invites high school graduates to learn about careers in science and find out about suitable study programs.

All information regarding the supporting program:

[analytica.de/en/munich/program/](https://analytica.de/en/munich/program/)

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[analytica.de/en/munich/press/press-releases/](https://analytica.de/en/munich/press/press-releases/)

#### **About analytica**

analytica is the world's leading trade fair for the laboratory technology, analysis and biotechnology industries and their users in research and business. The trade fair will be complemented by the analytica conference, where the international scientific elite meet for discussion of current topics in chemistry, biochemistry and laboratory medicine. Since 1968, analytica has been held biannually in Munich. The next event will take place from March 24–27, 2026.

#### **analytica worldwide**

Messe München is the world's leading trade fair organizer for laboratory technology, analysis and biotechnology: The analytica network comprises – in addition to the world's leading trade fair analytica – analytica China, analytica Anacon India with India Lab Expo, analytica Vietnam, analytica Lab Africa and analytica USA.

#### **About Messe München**

As one of the leading trade fair organizers, Messe München presents the world of tomorrow at around 90 trade fairs worldwide. The portfolio comprises trade fairs for capital and consumer goods, as well as for new technologies. This includes 14 world-leading trade fairs such as bauma, BAU, IFAT, and electronica, cooperation events such as IAA MOBILITY, and numerous guest events. With an international network of affiliated companies and foreign representatives, Messe München is active worldwide. Together with its 1,200 employees in the group, it organizes trade fairs in China, India, Brazil, South Africa, Turkey, Singapore, Vietnam, Hong Kong, Thailand, the USA, and Saudi Arabia. Around 150 events per year attract over 50,000 exhibitors and around three million visitors in Germany and abroad. This makes Messe München an important economic engine that generates billions in purchasing power.