



analytica Vietnam

APRIL 2-4 | 2025 | HO CHI MINH CITY

POST SHOW REPORT

20 25



analytica Vietnam 2025

Breaks New Ground with Record Attendance and Southeast Asia's First Live Lab

analytica Vietnam 2025, the 8th edition of Vietnam's leading exhibition for laboratory technology, analysis, biotechnology, and diagnostics, returned to the Saigon Exhibition and Convention Center (SECC) in Ho Chi Minh City from 2 – 4 April 2025.

This highly anticipated event welcomed over 6,657 scientific and analytical professionals from across the region and beyond, connecting them with more than 300 exhibiting companies and brands from 18 countries.

Organised by MMI Asia Pte Ltd and supported by the Ministry of Science and Technology, analytica Vietnam 2025 marked a major milestone with the debut of Southeast Asia's first-ever Live Lab, a fully functional on-site laboratory showcasing real-time demonstrations and innovations in action.



6,657

Professionals
and Trade Visitors
from

30

Countries

300+

Exhibitors and
Brands from

18

Countries

544

Hosted
Buyers

700+

Business
Meetings

Official Country Pavilions from:



Exhibitors in detail

Over 300 exhibitors and brands from 18 countries showcased the latest technologies and solutions.

FEATURED EXHIBITORS



Waters™



DKSH



SHIMADZU

MERCK



Anton Paar



2H INSTRUMENT



KIMTECO



HÓA VIỆT
SINCE 2006



Metrohm
Vietnam

eppendorf



HTI
SCIENTIFIC



THING LONG
instruments
link you to science



METTLER TOLEDO

ORIENTAL

IKA

designed to work perfectly

Julabo

THE TEMPERATURE CONTROL COMPANY

LECO

EMPOWERING RESULTS

ratiolab

disposables for sciences

LABWARE®

HORIBA

SimSon
Pharma Limited

Reference Standards | Research Chemicals | Research Services

FUJIFILM

FUJIFILM Wako Pure Chemical Corporation

ESCO

LIFESCIENCES GROUP

LACHOI

Exhibitor's Feedback



93%

of exhibitors are satisfied with overall exhibiting experience at analytica Vietnam 2025



96%

of exhibitors would exhibit again in analytica Vietnam 2025



94%

of exhibitors would recommend analytica Vietnam to friends and colleagues



90%

of exhibitors expressed high satisfaction with the visitor quality, rating it good to excellent.



Hear Our Exhibitors Speak

The laboratory market in Vietnam has developed significantly. We see more and more manufacturers from Europe, the US, China and Korea showing interest in the Vietnamese market. Customers now have many options, and I think Analytica Vietnam is a great event where customers can come and experience new technologies and instruments.

**Nguyen Thi Xuan Mai, Senior Manager, National Sales,
DKSH Technology Co., Ltd**



I think it's been really good. We've seen high-quality visitors, and there are many companies participating. We're gaining better exposure as a country. This time, the outcome has been very positive. It's a great start to the year for us, and we're maintaining a very optimistic outlook from this event.

**Prakash Mishra, Head of Vietnam SLS Commercial,
Merck Vietnam Company**



This year, we're pleased to see notable improvements in visitor quality and the academic conference program. We also appreciate new features like the Live Lab and Innovation Zone, which added great value to the overall experience.

**Nguyen Kim Thoa, Sales Director,
IKA Vietnam Co., Ltd.**



designed to work perfectly

The exhibition for the past few days has been very good. We've had quite a lot of visitors and enquiries from various industries. I think the organizer of analytica Vietnam has done a good job in reaching out to a broad spectrum of visitors.

**William Soh, Marketing Manager,
Horiba Instruments (S) Pte Ltd**



Visitors in Detail



6,657

Professionals &
Trade Visitors from

38

Countries

700+

Hosted Buyers from
Vietnam, Laos, Cambodia,
Thailand & Malaysia

770

Business Matchings

Visitor's Feedback



96.8%

of visitors are satisfied with
overall experience at
analytica Vietnam 2025



98%

of visitors would attend
analytica Vietnam again



96.9%

of visitors would recommend
analytica Vietnam to friends
and colleagues



Top 10 Visitor Countries



Vietnam



Laos



Cambodia



Thailand



Singapore



Malaysia



South Korea



China

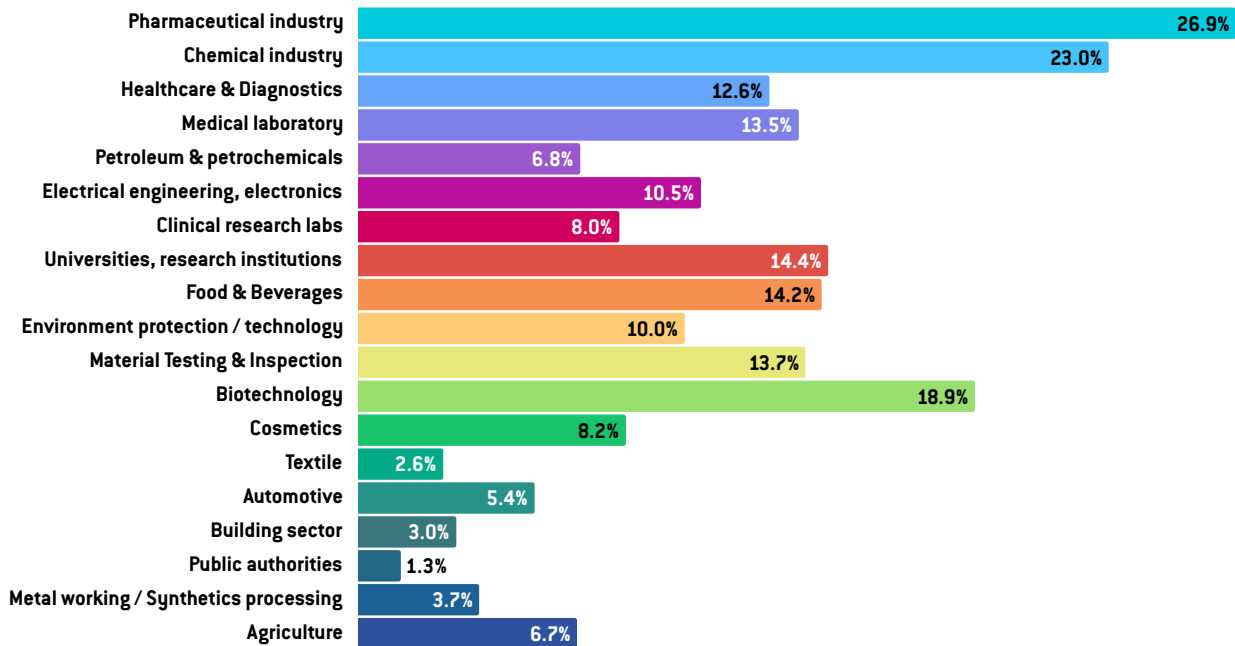


India

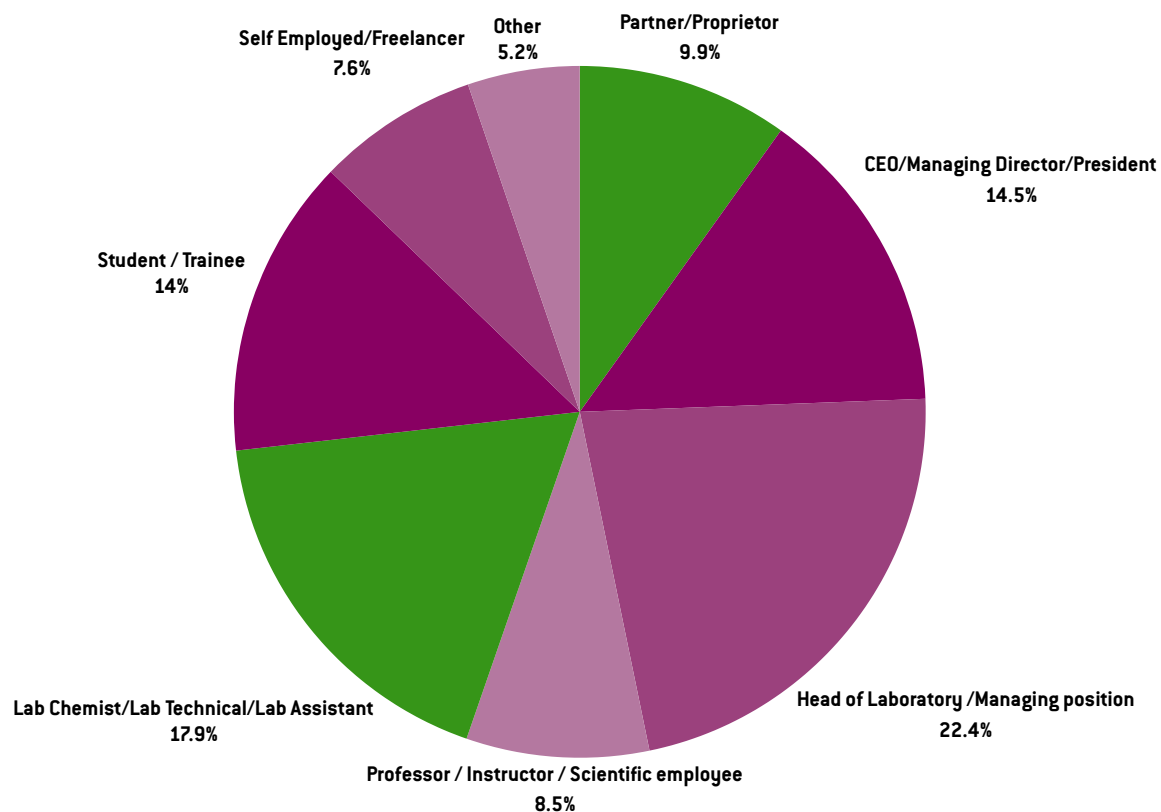


Philippines

Top Attending Industries



Top Job Functions



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**



This was my second time at analytica Vietnam in Ho Chi Minh City, and it was once again a valuable experience. 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**



My first visit to a lab show in Vietnam was highly productive as a hosted buyer. We're sourcing directly for our Malaysian lab—China offered great options, while Germany and Singapore led in innovation. PFAS testing is a key focus, and there's strong demand in Malaysia for affordable, cutting-edge solutions.

**Dr Thin Thin Aye, Chief Scientific Officer,
Arcadia Life Sciences Malaysia**



I really enjoyed attending analytica Vietnam. It offers a complete experience — not just the exhibition, but also strong international participation with pavilions from China, Germany, Singapore, and more. The academic and international conferences added great value, making it a well-rounded event for both networking and knowledge sharing.

**Suchada Chaisawadi, Administration and Finance Director,
King Mongkut's University of Technology Thonburi Thailand**



Supporting Programs



Academic Conference

The Academic Conference drew 770 participants and served as a central knowledge-sharing platform for researchers, academics, and industry professionals. With a strong lineup of expert speakers, the conference addressed key issues and developments in laboratory science, biotechnology, and life sciences, reinforcing its role as a leading forum for scientific exchange in Southeast Asia.

Lab 4.0 Exhibitor Forum

The Lab 4.0 Exhibitor Forum provided a platform for companies to introduce their latest laboratory solutions and emerging technologies. From automation and smart devices to integrated software systems, the forum highlighted how innovation is driving the evolution of modern laboratories. Attendees discovered new tools designed to improve efficiency, accuracy, and connectivity across lab workflows.



Innovation & Design Forum

This forum explored the intersection of creativity and functionality, featuring expert talks and panel discussions on state-of-the-art lab design, sustainable architecture, and workspace optimization for modern laboratories.

Business Matchings

Over 700 pre-scheduled business matching sessions were facilitated during the show, connecting exhibitors with qualified buyers, distributors, and decision-makers. These curated meetings created direct pathways for new partnerships, regional collaborations, and procurement opportunities, making analytica Vietnam a key networking hub for the lab technology market.



Supporting Programs



LIVE LAB

The first-ever Live Lab in Southeast Asia drew over 770 participants, offering 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.

Innovation Zone

The Innovation Zone served as a spotlight area for new product launches and breakthrough technologies. It offered a dedicated space for exhibitors to unveil their latest innovations to an engaged audience, creating buzz around cutting-edge solutions that are shaping the future of laboratory science and analysis.



Hosted Buyer Program

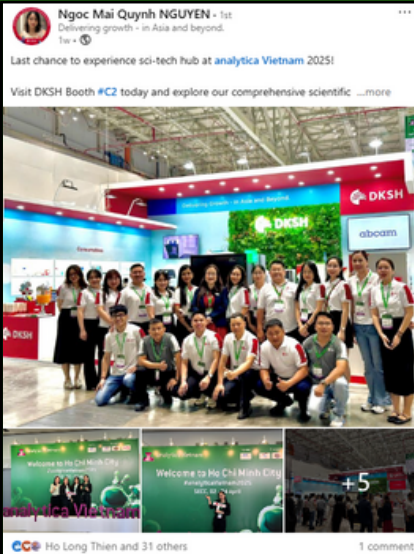
The Hosted Buyer Program welcomed 544 high-potential buyers not only from Vietnam but also from Laos, Cambodia, Thailand, and Malaysia. These buyers were carefully matched with relevant exhibitors, enabling focused business discussions and meaningful partnerships. The program played a key role in connecting regional demand with global lab technology suppliers.

Lab Tour

Organized in partnership with local institutions, the Lab Tour gave our exhibitors exclusive access to prominent laboratories in Ho Chi Minh City. Participants observed lab operations firsthand, explored facility layouts, and exchanged ideas with local experts—providing a rare behind-the-scenes look into Vietnam's evolving lab infrastructure.



Social Media





analytica Vietnam

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

Organizer:

MESSE
MÜNCHEN

Co-organizer:

VnEES
EXHIBITION AND EVENT SERVICES CO., LTD

SAVE THE DATES!

HANOI CITY

APRIL 22 - 24, 2026

International Exhibition Center (I.C.E)
Hanoi, Vietnam

HO CHI MINH CITY

MARCH 31 - APRIL 2, 2027

Saigon Exhibition and Convention Center (SECC)
Ho Chi Minh City, Vietnam



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