



ASEAN's Leading International Trade Fair for Laboratory, Analysis, and Biotechnology — analytica Vietnam 2027

analytica Vietnam 2027, part of the internationally established analytica network by Messe München, is ASEAN's leading platform for laboratory technology, analysis, biotechnology, and diagnostics, connecting global technology providers, scientists, researchers, and industry leaders with Vietnam and Southeast Asia's rapidly expanding laboratory and life sciences markets. The exhibition will take place from 31 March to 2 April 2027 at the Saigon Exhibition and Convention Center.

As an alternative to your individual application, you may also exhibit at our International Pavilion at attractive rates.

International Pavilion: Services & Benefits

Turnkey & Hassle-Free Participation

Benefit from a fully prepared, all-inclusive pavilion package including booth construction, furniture, and essential exhibitor services — allowing your team to focus entirely on business development and customer engagement.

Strategic Pavilion Positioning

The International Pavilion is prominently positioned within the exhibition, ensuring strong visitor traffic, enhanced visibility, and high exposure to regional buyers and decision-makers.

Access to Vietnam & ASEAN Markets

Connect directly with distributors, manufacturers, laboratories, industry professionals, and key buyers from Vietnam and across the wider ASEAN region within a centralised international networking environment.

Strong International Brand Presence

Exhibit under the International Pavilion umbrella while maintaining your own corporate branding and identity, benefiting from stronger collective international visibility and market positioning.

Dedicated Marketing & Promotion

Participating exhibitors benefit from:

- Pavilion-wide social media promotion
- Dedicated email marketing campaigns
- Inclusion in official press releases and publicity activities
- Branding visibility across exclusive printed pavilion materials and booth fascia

Organised by an Experienced International Exhibition Team

Benefit from streamlined coordination and onsite support by an experienced organiser, including assistance with exhibitor services, hotel recommendations, and visa invitation letters.



Max. stand height 3.5m	≥ 9m²	≥ 12m²	≥ 18m²	≥ 24m²	
Carpet, needle punch, grey (other color on request)	✓	✓	✓	✓	
Wall panels, white, 1.0 x 2.5mHt, system	✓	✓	✓	✓	
Complimentary furniture:					
Square table, white, standard 0.75 x 0.75 x 0.75mHt	1	1	2	2	
Lockable cupboard 1mL x 0.5mD x 0.75mHt	1	1	2	2	
Standard Chair	2	3	4	6	
Wastepaper basket	1	1	2	2	
100W spotlight	3	4	6	8	
5A/220V 500W socket	1	1	1	2	
Fascia (green), system 0.3mHt; lettering & booth no. (white)	✓	✓	✓	✓	
Poster 2.4mW x 1mHt	✓	✓	✓	✓	
Brochure Rack	✓	✓	✓	✓	
Company logo branding on info counter	✓	✓	✓	✓	

*Layout is for illustrative purposes only. Final furniture entitlements are as listed in the table and may not be accurately reflected in the visual.

Early Bird Rate: EUR 398/sqm x booth size + EUR 450 reg fee

Published Rate: EUR 428/sqm

Application Deadline: Sep 30, 2026



INTERNATIONAL PAVILION APPLICATION FORM

In recognition of the enclosed "[Special Terms & Conditions](#)", we are hereby filling in a legally binding registration form for participation at the analytica Vietnam event. We agree in electronic data capture of company details.

For submission, please contact:

Messe München GmbH

Ms. Sylvia Vierck

Exhibition Manager

Tel: +49 89 949-11488

analyticavietnam@messe-muenchen.de

Exhibitor / Company Name	
Street / P.O. Box	
Country / City / Postal Code	
Managing Director	
Phone with Area Code	
Email (personal Email address for confidential data, no "info@...", etc.)	
☐ International Pavilion Package (min. 9sqm) Early Bird Price: EUR 398/sqm x _____ SQM	EUR
☐ Registration fee	EUR 450.00
☐ Co-Exhibitor registration fee per co-exhibitor at EUR 450 (max. 2 co-exhibitors allowed for every main exhibitor) Company Name: _____ Managing Director: _____ Email: _____ Phone: (____) _____	EUR

Important:

We hereby acknowledge and accept the "[Special Terms & Conditions](#)". With this application the registration fee and a down-payment of 50 % of the total attendance fee to MMI Asia is due. There is separate invoicing. We realize that MMI Asia cannot accept any credit-card payment, and will therefore transfer the amount due as stated on the invoice.

Name: _____ Title: _____

Authorized Signature: _____ Date: _____

ACCEPTED FOR AND ON BEHALF OF THE ORGANIZER

Name: _____ Signature: _____ Date: _____