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2016展后报告 POST SHOW REPORT



2016年10月10-12日
上海新国际博览中心
www.analyticachina.com.cn



analytica China
慕尼黑上海分析生化展



新品荟萃，人气爆棚

A multitude of new product launches draw large visitor flow

第八届慕尼黑上海分析生化展已于2016年10月12日在上海新国际博览中心完美谢幕。今年展会火爆异常，展商与观众数据都取得了大幅增长，再创新高。analytica China 2016展示面积达**35,000**平米，较上届展会增长**17%**，云集来自全球**25**个国家和地区的**848**家国内外知名企业，较上届同比增长**22%**。为期三天的展会共吸引了**24,582**名专业观众（含CBB 2016观众），涨幅高达**31%**（2014年观众人数：18,775名），创造了历届观众人数之最，再次彰显analytica China在中国以及亚洲范围内分析、实验室技术、诊断和生化技术展览的领先地位。此外，展会同期举行的**11**场技术论坛/研讨会分别对食品安全、分析化学、环境、制药等领域进行了深入探讨，共吸引了**3,323**名来自不同行业领域的专业用户前来参会。

On October 12, 2016, the eighth edition of analytica China closed successfully at the Shanghai New International Expo Center. analytica China 2016 is especially popular with a unprecedented increase in both the exhibitor and visitor numbers. The exhibition space is expanded to **35,000** square meters, up **17%** compared to last time. A total of **848** leading exhibitors from **25** countries and districts attended the trade show, an increase by **22%**. The three-day show attracted **24,582** visitors (CBB visitors included), a **31%** growth over the last opening (2014: 18,775) and the highest ever, again profiling the leading position of analytica China in the laboratory technology, analysis, biotechnology and diagnostics industry. Further, at the **11** high-quality academic programs successfully held along with analytica China 2016. A total of **3,323** participants attended the conferences.



2016年展商满意度 / Exhibitor satisfaction

94%

对此次参展效果感到好或者非常好
Overall rating from good to excellent

97%

会继续参加analytica China 2018
Would definitely or probably exhibit again

部分参展企业 / Part of exhibitors

生命科学、生物技术与诊断 Life Sciences, Biotechnology and Diagnostics



分析与质量控制 Analysis and Quality Control



实验室装备与技术 Laboratory Equipment and Technology



食品安全装备与技术 Food Safety Equipment & Technology



*排名不分先后

2016年展商感言 / Exhibitors' comments

我们选择慕尼黑上海分析生化展进行新产品发布，因为analytica China在行业内的影响力越来越大，已是中国行业内最高级别的分析仪器盛会，每天都有很多客户来参观，给我们提供了一个很好的机会去推广我们的新产品。

We choose analytica China as the venue to launch our new products because it is very influential in the industry. It is the biggest event for the analysis and bio-technology industry in China. There are a lot of customers every day, so it is a great chance to promote our new products.

朱兵博士，珀金埃尔默企业管理（上海）有限公司，环境健康事业部中国区总经理
Ph.D. Bing Zhu, Country General Manager, EH China, PerkinElmer Management (Shanghai) Co., Ltd.

今年的analytica China展示内容非常丰富，很多展商都带来了今年最佳的产品和最新的解决方案。展会同期的中欧食品安全研讨会办得也非常不错，给参会者带来了许多新的理念，讨论了中国食品安全最新的状况和新的技术解决方案，对行业发展起到了很好的促进。

The exhibition is very comprehensive this year. Many exhibitors brought their flagship products and newest solutions here. I took part in the food safety forum, which offered a lot of new ideas and gave talks on the food safety in China and new technological solutions.

杨冬岚，赛默飞世尔科技中国，市场与传播部总监
Sandy Yang, Director for Marketing & Communications, Thermo Fisher Scientific

今年展会规模比原来更加专业，其中analytica China的一大特色，就是展会与论坛互相推进，通过论坛促进展会；展会展出了最新的设备与技术，而论坛将这些技术细化，使观众能了解到技术的背景和发展趋势。

The exhibition is more professional this year. One of the greatest feature of analytica China - to combine the forums with the exhibition - is very well observed: the exhibition offers the latest products and the forums provide detailed presentations which helps the visitors to get to know about technological backgrounds and trends.

庄晨杰，安捷伦科技（中国）有限公司，大中华区生命科学市场部经理
ChenJie Zhuang, Marketing Manager, Great China Life Science, Agilent Technologies (China) Co., Ltd.

本届展会可以说是盛况空前，规模非常大，观众都很专业，展会质量极高，让我感到很震撼。我们带来了多款新品，也希望能在这样的展会上将我们的新品呈现给大家。

analytica China 2016 is very big and of impressive quality. We have brought with us many new products, because we wanted to use such a platform to present them to the world.

胡家祥，岛津企业管理（中国）有限公司，分析测试仪器市场部行业、产品负责人
Jiaxiang Hu, Senior Manager Marketing Division of Analytical & Measuring Instruments, Shimadzu (China) Co., LTD. Beijing Branch



观众分析 Visitors' profile

来自62个国家和地区的24,582名专业观众 24,582 visitors and attendees from 62 countries and regions

观众来自领域分析 Visitors according to branches of industry

生物/医药 Biotechnology & pharmaceutical	24.7%
经销商 Dealer of instruments	12.5%
教育科研 Education / Scientific & research development	11.0%
食品 Foodstuff	10.8%
化学与化工 Chemistry and chemical industry	8.8%
仪器生产企业/原厂 Manufacturer of instruments	8.6%
工业/制造业 Industry/Manufacturing	8.4%
环境监测 Environmental monitoring	6.2%
医疗卫生与检验检疫 Medical healthcare, inspection and quarantine	4.4%
半导体和电子 Semiconductor and electronics	2.3%
能源石化 Energy source, petroleum chemical	1.8%
钢铁冶金 Steel and metallurgy	0.8%
农林渔牧 Farming, forestry, fishing and husbandry	0.7%
其他 Others	3.0%

观众满意度 / Visitor satisfaction

93%

认为这次展会好或非常好
Overall rating (good to excellent)

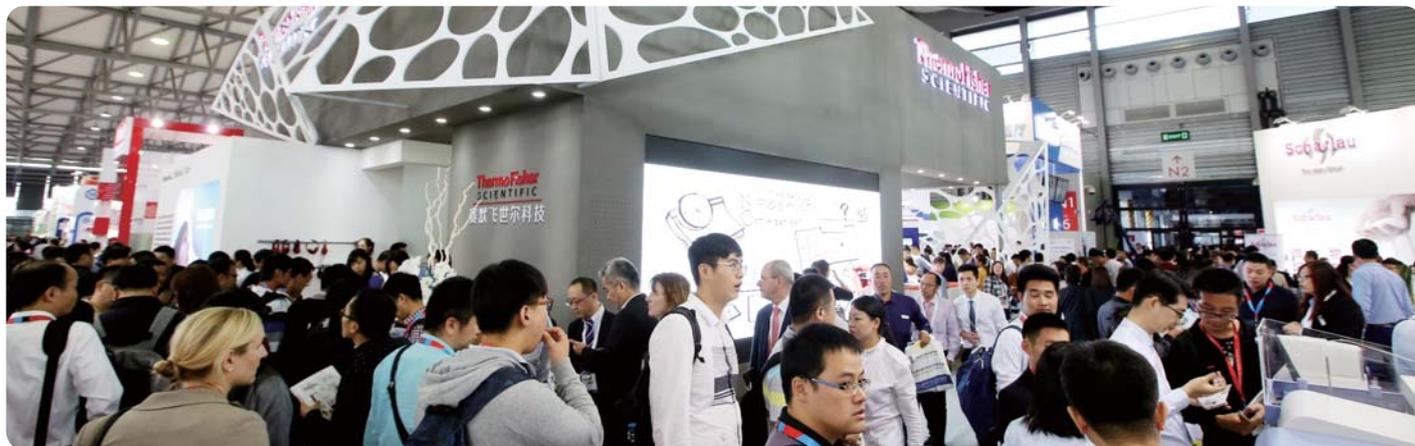
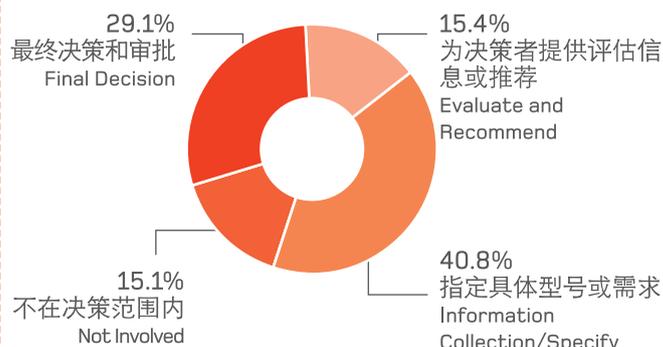
97%

会将analytica China推荐给商业伙伴或同事
Recommend analytica China to business partners or colleagues

93%

会继续参观analytica China 2018
Would definitely or probably attend again

观众决策力分析 Meeting point for decision-makers





2016年观众评价 / Visitors' comments

这已经是我第五次参观慕尼黑上海分析生化展了。今年的展会内容很多，在现场看到了许多新的设备、新的仪器、新的技术，感觉收获良多，对我们以后的工作很有帮助。同时，我们也看到国产的仪器和设备也在不断进步。最开始的几届analytica China都是以进口设备为主，现在来看我们国产的仪器和设备也达到非常好的水平了，有些领域已经可以和进口的产品媲美了。

This is my fifth visit to analytica China. I find that the exhibition has again grown bigger this year with many new equipment, new instruments and new technology. I feel that I have gained a lot and the experience is helpful. Also, the instruments from Chinese exhibitors have improved greatly. At the first few versions of analytica China, the exhibits are almost entirely from international manufacturers. Today, we can find very advanced equipment from Chinese exhibitors, some in par with their international counterparts.

李良阔，统一企业（中国）投资有限公司，食品安全检测中心技术负责人
Liangkuo Li, Director for Food safety inspection center, PRESIDENT ENTERPRISES (CHINA) INVESTMENT CO., LTD

今年是第一次参加慕尼黑上海分析生化展，整体感觉非常棒。展会不仅有大品牌，还有很多国内的展商，给了我们更多的选择。

This is my first participation in analytica China. The overall results are very good. There are not only leading brands at the exhibition, but also many domestic manufacturers, who offer us more choices.

李诗敏，联合利华，研发部副经理
Shimin Li, Deputy Manager, R&D, Unilever

我们从不缺席慕尼黑上海分析生化展，展会一年比一年办的好！我们参观展会主要是为了解最新的产品和技术，一方面为设备采购做准备，同时跟进一些最新的技术。今年我最大的感受就是国内的展商数量增多，质量几乎可以和国际大牌媲美。

We have never missed any analytica China. The exhibition is improving every year. We are here to get to know the latest technologies and products, so we can decide on our purchases. This year, the Chinese exhibitors especially impress me. They are offering products that are comparable to their overseas counterparts.

张驰，南京市产品质量监督检验院，质量与食品安全工程师
Chi Zhang, QC and Food Safety Engineer, Nanjing Product Quality Control Institute

职位分类 / By job functions

科研、研发 Scientific research	19.9%
销售 Sales	19.5%
企业管理 Management	18.7%
采购 Purchasing	11.1%
检测/质量控制 Testing / Quality control	8.8%
市场 Marketing	8.5%
工程/技术 Technical / Engineering	8.1%
生产/制造 Production / Manufacturing	5.6%
其他 Others	1.9%

来展会寻找的产品和技术

Which products or technologies you are looking for

分析仪器 Analytical instrument	57.0%
测试、测量与质量控制 Test and measurement and quality Control	29.2%
实验室设备 Laboratory apparatus	52.8%
试剂、化学品 Reagents, chemicals	26.7%
医药/公共健康 Medicine/public health	17.0%
咨询、服务及其他 Others	5.6%



同期研讨会精彩纷呈，聚焦前沿趋势与新技术

High quality accompanying conferences focus on frontier trends and innovative technologies

analytica China 2016 同期成功举办了11场高质量的学术研讨会及培训班。100余位国内外知名的专家、学者就分析化学、食品安全、高通量测序、精准医疗等专题作了大会报告及主题发言，为现场观众献上100多场精彩报告！共有3,323名参会者到场聆听报告及演讲。

At the 11 high-quality academic programs successfully held along with analytica China 2016. Over 100 experts from China and abroad gave more than 100 keynote speeches and reported on the latest developments in science. A total of 3,323 participants attended the conferences.

第八届上海国际分析化学研讨会

The 8th Shanghai International Symposium on Analytical Chemistry

大会主题 / Theme of the conference

分析化学——让生活更安全

Analytical Chemistry - Safety for our Life

主要议题 / Topics

新技术与新方法；制药和生物分析领域的分析化学；食品安全和环境领域的分析化学；样品制备

New Technologies and Methods; Pharmaceuticals and Bioanalysis; Food Safety and Environmental Analysis; Sample Preparation

主办单位 / Organizers

- 中国化学会
Chinese Chemical Society
- 慕尼黑博览集团
Messe München

到场观众
attendees
797位

2016 LSAC生命科技论坛

2016 LSAC Life Science & Biotech Forum

大会主题 / Theme of the conference

高通量测序技术与应用

Technology and application of high throughput sequencing

主要议题 / Topics

政策趋势；技术革新；应用领域热点；投融资

Political Trend; Technical Innovation; Hot Issues in Application Area; Investment and Financing

主办单位 / Organizers

- 生物谷
Shanghai BioonGroup Corporation
- 慕尼黑展览（上海）有限公司
Messe Muenchen Shanghai Co., Ltd.

到场观众
attendees
410位

2016上海中欧国际食品安全研讨会 2016 Shanghai Sino-EU International Forum on Food Safety

大会主题 / Theme of the conference

食品安全法规与检测控制技术的新发展

New Development in Food Safety Regulation and Detection and Control Technolog

主要议题 / Topics

我国食品安全新法规的实施；中欧食品安全法规、标准/监管控制/风险控制的分析与比较；液态食品生产与质量控制技术；食品中微生物及毒素的检测技术；食品中农兽药残留及重金属检测技术；“互联网+”时代食品安全监控技术的发展

The Implementation of the new Food Safety Law; Analysis and Comparison of the Sino-EU Food Safety Law and Standard, Supervision and Control, Risk Control; Production and Quality Control Technology of Liquid Food; Detection Technology of Microorganisms and Toxins in Food; Detection Technology of Pesticide and Veterinary Drug Residues and Heavy Metals in Food; Development of Food Safety Monitoring Technology under 'Internet+' Era

主办单位 / Organizers

- 上海市食品学会
Shanghai Society of Food Science
- 慕尼黑博览集团
Messe München

到场观众
attendees
543位

精准医学：从基因检测技术应用到个体化用药指导 Precision Medicine: Gene Test Technology and Individual Medication

主要议题 / Topics

精准医学与基因检测技术应用；精准医学与个体化用药指导

Precision Medicine and Gene Test Technology; Precision Medicine and Individual Medication

主办单位 / Organizers

- 上海市生物工程学会
Shanghai Society for Biotechnology (SSBT)
- 上海市生物医药行业协会
Shanghai BioPharmaceutics Industry Association (SBIA)
- 上海伯豪生物技术有限公司
Shanghai Biotechnology Corporation
- 慕尼黑展览（上海）有限公司
Messe Muenchen Shanghai Co., Ltd.

到场观众
attendees
743位

媒体密切合作 / Close media cooperation

- 69 家合作媒体
Cooperation medias
- 1,134 篇新闻稿
Press releases
- 121 篇平面广告
Advertisements on magazines
- 277,695 电子通讯稿订阅用户
Recipients of analytica China EDM



其他会议 / Other conferences

- 国产科学仪器与实验室快检技术发展论坛
The Forum on Domestic-made Scientific Instrument and Laboratory-technology Powered Quick Testing
- 2016样品前处理前沿技术论坛
2016 Sample Pre-treatment Frontier Technology Forum
- Tutorial I: 提高痕量分析: 使气相色谱及气质连用的噪音和背景降至最小化以达到灵敏度的最大化
Tutorial I: Improving Trace analysis: Maximizing sensitivity by minimizing the noise and background in GC and GC/MS
- Tutorial II: 分析实验室质量保证的基本原理
Tutorial II: Fundamentals of Quality Assurance in the Analytical Laboratory
- Tutorial III: 离子源——从EI和CI到API, 主要变化及原因
Tutorial III: Ion sources – from EI and CI to API. What is principally changing – and why?
- Tutorial IV: 基于质谱学的食品分析新方法: 定向蛋白质组学和高分辨MS、MS³
Tutorial IV: Novel approaches in Mass Spectrometry-based Food Analysis: Targeted Proteomics, High Resolution MS, and MS³
- Lunch Seminar: 不溶解样品的自动提取——顶空固相微萃取、热萃取、高温分解
Automated Solventless Sample Extraction—from Headspace to Solid Phase Microextraction, Thermal Extraction, Chamber Testing and Pyrolysis

See You in
与您相约 2018



analytica China

2018年10月31日-11月2日
中国, 上海新国际博览中心

参展报名

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INDIALABEXPO

2017年9月21-23日, 印度, 海得拉巴

analytica Anacon India
2017年9月21-23日, 印度, 海得拉巴

analytica
2018年4月10-13日, 德国, 慕尼黑

analytica Vietnam
2017年9月29-31日, 越南, 河内

analytica China
2018年10月31日-11月2日, 中国, 上海

INDIALABEXPO 2016

21-23 September 2017, Hyderabad



全球网络 Global Network

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