



## INTRODUCTION

# Analytica 2012

From **17–20 April 2012**, representatives of the laboratory technology, analysis and biotechnology sectors will meet at **Analytica 2012** in Munich, Germany. In this 23rd year, visitors can expect a special highlight: For the first time ever, the international trade fair will feature three completely equipped laboratories with live demonstrations on each day of the fair.

Users and decision-makers from the chemical, medical and pharmaceutical industries, as well as several other branches of industry, meet at the International Trade Fair for Laboratory Technology, Analysis and Biotechnology every two years. For four days, more than 900 manufacturers from around the world give visitors a compact market overview in five halls — including all the latest new products and equipment for research and industrial laboratories.

Analytica is a source of momentum that promotes new developments and sets trends for the future. Besides the classic exhibition, the programme of related events, which includes a scientific conference and practice-oriented forums, contributes to the fair's success. In 2012, new elements such as the Live Labs will serve as additional visitor attractions and result in even better synergy between theory and practice.

For the first time ever, Analytica and the Live Labs invite everyone to experience a genuine laboratory world. In portions of Halls A3, B1 and B2 well-known companies will present their products and solutions on the topics of forensics, medical diagnostics, plastics analysis and food and water analysis in real laboratory surroundings. The special show invites visitors to come and exchange information with exhibitors, have new products explained and discuss specific applications. Visitors can also look forward to Mark Benecke, Germany's best-known criminal biologist, at the Biotech Forum in Hall A3. The expert in the field of forensic entomology will demonstrate how the latest DNA analysis techniques can be used to draw conclusions about crimes and/or criminals.

On the first three days of the fair the Analytica Conference will allow experts from around the world to discuss the latest methods and techniques at a scientific level. The application-oriented conference gives participants an overview of the latest scientific developments and examines their potential uses in industry. The 2012 conference revolves around calibration in the analysis of direct solids and



nanoparticles. All in all, the Analytica Conference covers a wide range of topics, from high-science topics such as genomics to application fields in information processing such as chemo- and bioinformatics. Interaction between theory and practice also plays an important role. In half-day symposia, more than 100 leading international scientists will report on the latest topics and explain what modern methods are capable of, where they can be used and what their limits are. The extensive programme of events gives each visitor an opportunity to take home the latest news about their specific area of expertise.

The Analytica Conference is organized by Forum Analytik, an organization that comprises three leading German scientific associations — the German Chemical Society (GDCh), the Society for Biochemistry and Molecular Biology (GBM) and the German Society for Clinical Chemistry and Laboratory Medicine (DGKL).

The latest applications and marketable products from the laboratory and analysis sector will be introduced in lectures and panel discussions at the Laboratory

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& Analytics Forum in Hall B2. Those who do routine analysis work will receive both business tips and pointers that pertain to applications in practice-oriented exhibitor presentations. The Biotech Forum, the motto of which is “From practice — For practice”, invites visitors to attend lectures and reports based on actual experience on all four days of the fair. In several industries, such as the food industry, forensics and the pharma industry, biotechnology calls for the use of specific applications and techniques. The forum programme examines the latest issues in actual practice, which will then be discussed with experts.

### **Start-ups in the limelight**

The “Made in Germany” joint exhibits in Halls A3 and B2 will allow new German companies to present their products, innovations, services and business ideas. This is the third consecutive year that Analytica is supporting the initiative of Germany’s Federal Ministry of Economics and Technology. In doing so, it gives new companies a chance to present themselves to an audience of international professionals.



Twenty companies will showcase their latest developments, including the biotechnology company new diagnostics, which develops bioanalysis test systems for environmental and food analysis and clinical diagnostics. The Hamburg-based start-up PAS-Analytik, which will introduce its innovative gas analysers, is also participating. Their products are based on a specific measuring technique that makes extremely high detection sensitivity and selectivity possible.

Anyone who wants to better understand how financiers work should attend Finance Day on the last day of the fair. Biotech entrepreneurs can meet with investors and attend lectures and roundtable discussions that will inform them about the latest financing trends and models for the biotechnology sector. Topics range from “Early financing: Are HTGF and business angels defying the financial and economic crisis?” and “Venture capital: A shortage of growth capital for life-science companies” to “Industrial biotechnology – Germany’s pioneering role in a key industry of the future” and “Biotech companies listed on the stock exchange: A healthy environment for life sciences?”. An event featuring so-called elevator pitches

is a special format for those who are particularly quick-witted: They can introduce themselves and their business ideas to participating investors in a five minute presentation.

As always, the last day of Analytica 2012 will be dedicated to jobs and careers. On Friday, 20 April 2012, industry professionals, specialized experts and qualified entry-level employees will meet in Hall B2 for jobvector career day, which is being organized by the jobvector careers platform. Students Day, which prepares future professionals for careers in the analysis, laboratory-technology and biotechnology sectors, is held on the same day.

### **Analytica online — 365 days a year**

The latest information, dates and a list of exhibitors are available online at [www.analytica.de](http://www.analytica.de). The website also features exhibition highlights, an up-to-date forum schedule and all the important facts and figures that pertain to Analytica.

Even more information about the latest industry products and developments can stay up to date by going to [www.analytica-world.com](http://www.analytica-world.com).

**Katja Stolle**  
**Exhibition Director analytica**