

Analytica 2014

Analytica 2014 will open its gates for the 24th time and Munich once again serves as the gathering place for the international laboratory-technology, analysis, and biotechnology industries. From **1–4 April 2014** the focus will be on the latest products and innovations in the laboratory sector, alongside a varied educational technical programme. More than 1100 manufacturers from around the world will be exhibiting in five halls to give visitors a compact market overview. In parallel with the exposition, the international scientific elite will meet at the Analytica Conference organized by the German Chemical Society (GDCh), the Society for Biochemistry and Molecular Biology (GBM), and the German United Society for Clinical Chemistry and Laboratory Medicine (DGKL). Furthermore, visitors can expect best practice presentations and lively discussions in the Analytica Forums. Here I will give a brief overview of my personal highlights.

Live Labs and Special Shows

Modern analysis techniques and innovative biological methods are now indispensable in most branches of industry — whether in the production of www.chromatographyonline.com

medications or quality control of drinking water. Analytica 2014 will therefore revolve around the analysis of food and plastics, as well as genetic analysis and bioanalysis. These topics will be reflected in both the trade fair and its programme of related events, as well as the Live Labs. Thirty-minute lectures and product presentations are on the agenda three times a day at 11:00, 13:00, and 15:00. In addition to other topics, the lectures will deal with routine analysis applications as well as special analysis techniques. Visitors will have the chance to exchange ideas and information directly with manufacturers and experts, have new products explained to them, and discuss specific applications.

Whether in research or industry, employee safety is paramount. This year Analytica integrates this topic into its Live Labs in Hall A3 with experimental lectures on how to avoid fires and explosions. It will also examine the best ways to protect employees' health in everyday laboratory operations and what measures are necessary. Exhibitors will also have the opportunity to present products that are necessary for safety such as safety cabinets, gas detectors, and protective clothing. There will be demonstrations



INTRODUCTION

every day at 12:00 and 16:00 in German and at 14:00 in English.

Conference

The programme of lectures at the Analytica Conference covers the analysis sector in its entirety, from pharmaceutical analysis, bioanalysis, and medical diagnostics to environmental, water, and material analysis. Held in conjunction with and on the first three days of the fair, it is being held in the immediate vicinity of the fair, at the ICM — Internationales Congress Centre München, for the first time. Experts from Germany and abroad will use the conference to talk about the current state-of-the-art and development prospects in analysis, biochemistry, and clinical diagnostics. You can take a look at the conference highlights on page 10 in this issue. Admission to the conference is included in the price of admission to the fair.

Forum Laboratory and Analytics

In the Forum Laboratory and Analytics in Hall B2, the latest products on the laboratory and analysis market will be presented. On the final day, the Analytica Job Day will be held here.

Forum Biotech: Best Practice for Users

Life scientists use increasingly refined methods to complete the puzzle of life more and more, even though they often have just a few cells or microlitres available for their analysis. As equipment manufacturers master these and other bioanalysis challenges, they report on their accomplishments in the form of Best Practice lectures and presentations in the Forum Biotech in Hall A3. The biotech region of Munich is considered a leading cluster for personalized medicine and targeted therapies. Analytica therefore places special importance on this topic with an additional series of lectures as part of the forum. Lectures and panel discussions on recent and future developments and methods are planned.

Analytica Finance Day

Biotechnology continues to increase in significance as a key interdisciplinary technology. However, the question of reliable financing is still one of the topics that concerns a number of companies — one more reason to get tips from experts at Analytica Finance Day! This is where start-ups and established



INTRODUCTION

companies in the biotechnology sector go to get valuable tips about the latest financing trends and models. Among other things, the latest market statistics will be presented by Ernst & Young, and there will be a presentation on the topic of bio-economics involving Dr. Viola Bronsema, who is MD of BIO Deutschland. In addition, start-ups will have the opportunity to make an “elevator pitch” to present their companies and their areas of activity. For the first time ever, Finance Day will be on the third day of the fair (3 April).

Think Tank: Analytica Promotes New Ideas

Both start-ups and university spin-offs give essential impetus to the scientific and commercial sectors. Future-oriented branches of industry such as biotechnology and the life sciences thrive on this dynamic. This year Analytica features a special presentation space for this branch of industry known as the Innovation Area. New technologies, products, services, research results, and business ideas are presented in Hall A3.

Products designated “Made in Germany” enjoy a unique reputation

around the world. To promote the innovative strength of German start-ups, the Federal Ministry for Economic Affairs and Energy (BMWi) has been promoting their participation in the fair for years. At Analytica, start-ups have a chance to participate in one of two “Made in Germany” joint exhibits in Halls A3 and B2 at affordable rates and present their own technologies to an audience of international professionals.

I’m looking forward to seeing you in Munich.

Susanne Grödl
Exhibition Director analytica

