

Munich, November 22, 2016

Press release

Business contacts made easy First-ever Buyer-Seller Forum at analytica Vietnam

Barbara Kals
PR Manager
Tel. +49 89 949-21473
barbara.kals@messe-
muenchen.de

Having the right contacts and a good network are indispensable in the business world. To help exhibitors and visitors make business contacts that suit them to a tee, for the first time ever analytica 2017 will feature a platform for pre-arranged meetings at a Buyer-Seller Forum. Vietnam's leading trade fair for laboratory technology, analysis, biotechnology and diagnostics takes place at the International Center for Exhibition (I.C.E.) in Hanoi from March 29 to 31, 2017.

The [Buyer-Seller Forum](#) has been an integral part of the Indian sister exhibitions analytica Anacon India and India Lab Expo for two years now. Susanne Grödl, Exhibition Director of analytica trade fairs at Messe München, explains: "Our one-to-one meetings are a complete success in India. This year's forum had more than 800 participants. Now we are expanding this service to analytica Vietnam. After all, personal discussions are of enormous significance, especially in the Asian business community."

How does the Buyer-Seller Forum work?

Prior to the fair, representatives of exhibiting companies inform the fair's organizer which potential business partners in which sectors and companies they are interested in. Based on that information, the fair's organizer arranges 20-minute meetings that take place in a separate area at analytica Vietnam. The Buyer-Seller Meetings are on the first two days of the fair and are free of charge to both parties. Organizer IMAG—Internationaler Messe- und Ausstellungsdienst GmbH—is coordinating the trade fair and the Buyer-Seller Forum in conjunction

IMAG – Internationaler Messe-
und Ausstellungsdienst GmbH
Am Messesee 2
81829 München, Germany
www.imag.de

Press release | November 22, 2016 | 2/3

with its local partners, i.e. the National Centre for Scientific and Technological Information (NASATI) and the Vietnam Association of Testing Laboratories (Vinalab).

A market with potential

The fact that interest in analytica Vietnam is so high proves that the Vietnamese market for laboratory technology, analysis, biotechnology and diagnostics is generally in great demand. Exhibitors include leading Vietnamese and international manufacturers such as Asecos, Saigon Instruments, Shimadzu and Waters. There will also be national pavilions from China, Germany and—for the first time ever—from Singapore.

"We are particularly pleased that leading international manufacturers are so interested in analytica Vietnam. It clearly reflects the development and the dynamics of the Vietnamese economy," says Gabriele Kraus, Executive Director at IMAG. Vietnam is currently in the process of becoming the second ASEAN state (after Singapore) to enter into a free-trade agreement with the EU. The EU will probably ratify it in 2018.

Exhibitors may register online at www.analyticavietnam.com/for-exhibitors.html.

Additional information about analytica Vietnam is available at www.analytica-vietnam.com.

Photographic materials for this press release are available [here](#).

About analytica Vietnam

analytica Vietnam and the analytica Vietnam conference target the rapidly growing Vietnamese market with its exhibition sectors for laboratory technology, analysis, biotechnology and diagnostics. A total of 95 exhibitors and 3,523 visitors took part in analytica Vietnam in 2015. The fair is held every two years. The next fair is at the International Center for Exhibition (I.C.E.) in Hanoi from March 29 to 31, 2017. www.analyticavietnam.com

Press release | November 22, 2016 | 3/3

analytica worldwide

analytica Vietnam is part of an international network of exhibitions that also includes the trade fairs analytica, analytica China and analytica Anacon India with India Lab Expo.

IMAG – Internationaler Messe- und Ausstellungsdienst GmbH

IMAG, a subsidiary of the Messe München Group, organizes trade fairs around the world and supports participants in international events outside Germany on behalf of public and private clients. Since its foundation in 1946 in Munich, IMAG has been involved in over 5,000 international exhibitions abroad. IMAG's annual portfolio encompasses approximately 30 trade fairs, spanning around 20 countries. The events focus in particular on the automotive, commercial vehicles and auto parts sector; construction materials and equipment; tools; environmental technology and analysis.

Messe München

Messe München is one of the world's leading trade-show companies. It organizes some 40 trade shows for capital and consumer goods and key high-tech industries in Munich and abroad. Each year more than 30,000 exhibitors and some two million visitors take part in events held at the Messe München trade-fair center, the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München. In addition, Messe München organizes trade shows in China, India, Turkey, South Africa and Russia. Messe München has a global business presence with affiliates in Europe, Asia and Africa and more than 60 foreign representatives serving more than 100 countries.