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## INFORMATION FOR EXHIBITORS

8th International Trade Fair for Laboratory Technology,  
Analysis, Biotechnology and Diagnostics

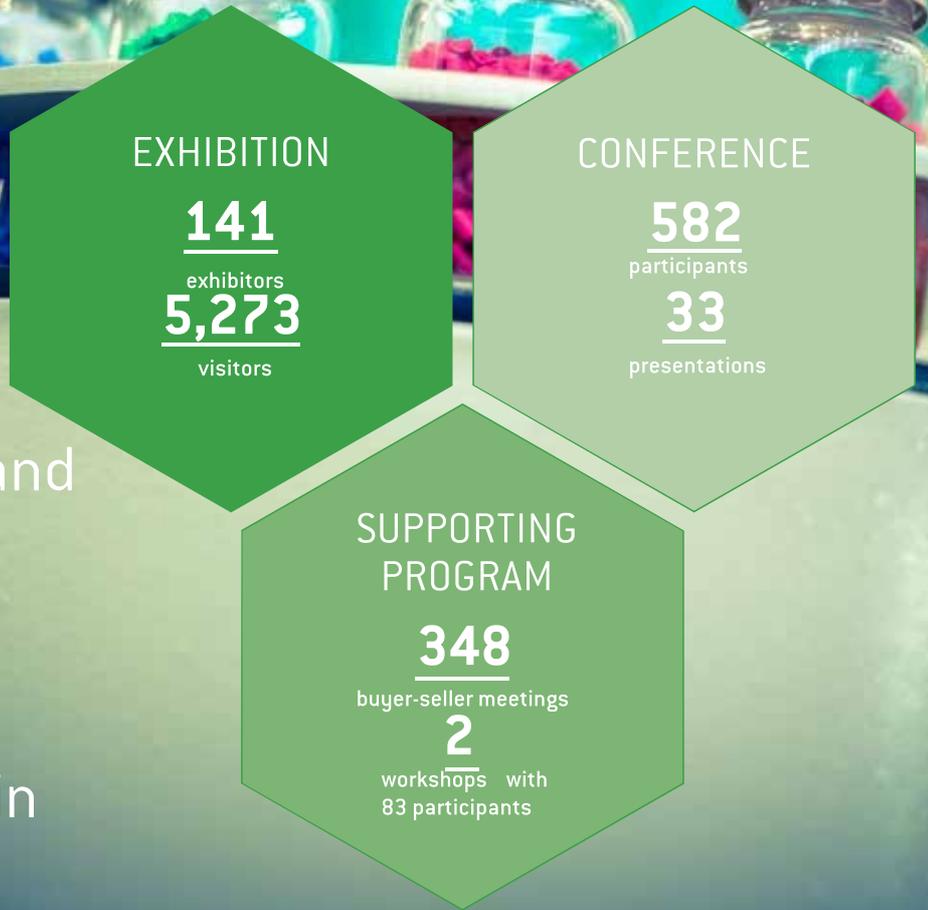
**2-4 April 2025 | Ho Chi Minh City**

SECC—Saigon Exhibition and Convention Center  
[analyticvietnam.com](http://analyticvietnam.com)



analytica Vietnam

analytica Vietnam - the leading trade fair and think tank for global analysis, laboratory-technology and biotechnology sector in Vietnam.



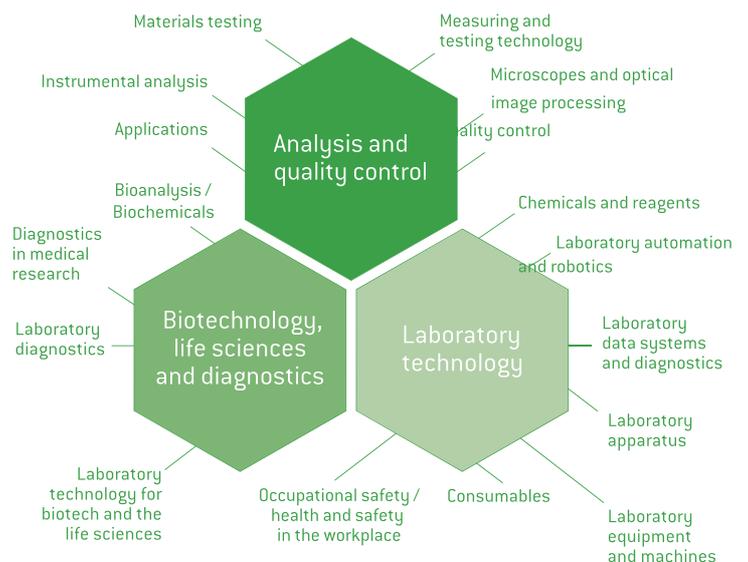
**One exhibition—multiple opportunities.**

With an outstanding increase in exhibition space of 10% and growth in both exhibitor and visitor numbers of 27% in 2023, analytica Vietnam has developed into one of the most important platforms for the sector in Southeast Asia.

As Vietnam's premier laboratory trade fair, analytica Vietnam consistently draws the industry's top buyers and investment decision-makers, alongside cultivating high-quality connections within the science and research sector of Vietnam and the broader ASEAN region. Seize the opportunities presented by analytica Vietnam to forge new and impactful business relations in this thriving market.

Apart from the purely exhibition area, analytica Vietnam 2025 offers a varied and first-rate program of related events for its participants including the scientific analytica Vietnam conference, workshops, exhibitor forum, laboratory tours, buyer- seller meetings and a delegation program.

**Exhibition profile.**





## REASONS TO ATTEND

# analytica Vietnam's factors of success.

### 10 reasons why you should participate.

- > Leading: analytica Vietnam has maintained its legacy and prestige as one of the largest trade fair in the analysis, laboratory technology and biotechnology markets in ASEAN region.
- > Meet potential customers and buyers from neighboring countries: Delegations from Laos, Thailand and Cambodia offer access to new markets.
- > High level of internationality: 60% foreign exhibitors from 16 different countries.
- > Direct contact to potential buyers: The buyer-seller meetings offer a unique platform for establishing direct contact with prospective customers from different industry sectors.
- > National pavilions: from Germany, Singapore, China and Vietnam.
- > High value content from conference sessions, workshops, tutorials and seminar

- > Top marks from visitors & exhibitors rating the fair.
- > Presence of industry leaders: The industry's leading global players are represented at analytica Vietnam.
- > High potential market: The Free Trade Treaty CPTPP and the Vietnam-EU Free Trade Agreement EVFTA underpin the integration of the country into the global economy, providing excellent trading conditions.
- > Lab tours: As exhibitor you can join the lab tour and get a rare insight into a Vietnamese lab.
- > Strong support from the government, associations and leading institutions.

### Ho Chi Minh City—an ideal place to develop your business in Vietnam.

Ho Chi Minh City is the commercial and economic center of Vietnam. Located in the heart of South East Asia, Ho Chi Minh is an important hub and easy to reach from all over the Southeast Asian region. The Saigon Exhibition & Convention Center (SECC) has all the facilities of a modern exhibition venue, built and managed to meet the highest international standards.

## MARKET

With a high GDP growth and increased public investment — Vietnam offers great market opportunities.

Vietnam's economic landscape is poised for resurgence, forecasting a substantial GDP growth of 6.9% in 2024. A projected GDP growth rate of 5.8% solidifies its position as a regional powerhouse. Forecasts from the Mid-term Economic Overview Report 2019 predict a sustained growth of approximately 7% from 2021 to 2025, with the added projection of reaching a GDP per capita of \$4,500 by 2025.

### Chemical industry.

The Vietnam's chemical industry is upward-bound, anchored by the strategic "Vietnam Chemical Industry Development Strategy 2030." Envisaging an impressive average growth rate of 10%-11% by 2030, the sector is poised for a transformative journey. The industry's appetite for advanced technologies and global integration hints at substantial growth potential. Notably, opportunities lie in optimizing technology adoption and labor productivity to drive industry progression.

**6.9%**

GDP growth  
in 2024

**\$16.1B**

Market size  
by 2026

**300**

Industrial zones  
in the country

### Pharmaceutical industry.

Vietnam's pharmaceutical landscape attracts foreign investment due to cost-efficient labor and production advantages. Collaborative ventures between international and domestic players harness Vietnam's potential as a high-value pharmaceutical production hub. With an ambitious target to achieve \$1 billion in pharmaceutical exports by 2030, the sector presents significant growth potential. Vietnam ranks among the world's fastest-growing pharmaceutical markets.

### Food industry.

Within the food processing sector, contributing 19% to the overall manufacturing output, lies a realm of opportunities for Analytica solutions. Bolstered by stable market conditions and competitive advantages over foreign counterparts, this sector is primed for expansion. The resonance of free trade agreements enhances market access, augmenting growth avenues for industry players.





### Environmental monitoring industry.

Environmental monitoring gains prominence as Vietnam intensifies its sustainability pursuits. The escalating emphasis on eco-friendly practices from both the government and industries propels the demand for innovative environmental monitoring solutions. This steady increase in demand paves the way for substantial investment opportunities and innovation in this sector.

### Materials industry.

Amidst Vietnam's economic ascent, the materials industry emerges as a pivotal contributor to manufacturing and construction domains. Bolstered by surging demand for infrastructure development, the industry's role in supplying raw materials and construction products gains significance. The sector promises an enticing investment landscape aligned with the nation's development trajectory.

### Medical industry.

Vietnam's clinical laboratories sector witness robust growth, welcoming over 20-30 new players in recent years. The landscape, characterized by moderate fragmentation, is spearheaded by organized lab chains and private hospital chains. Given the nation's healthcare priorities, the medical sector holds considerable promise for investors and stakeholders. The draft "National Strategy for Development of Vietnam's Pharmaceutical Industry" underscores the goal of ensuring timely medicine supply for disease prevention and treatment by 2030.

### Biotechnology industry.

Vietnam's aspirations in biotechnology by 2030 offer a robust platform for solutions to shine. With plans to rank among Asia's top 10 in biotech smart production and services, this industry's significance is undeniable. Government initiatives like Decision No. 429/QĐ-TTg and Resolution No. 36-NQ/TW set the stage for the biotech sector's strategic growth in agriculture, medicine, pharmaceuticals, industry, and trade.

EXHIBITORS

# Exhibitors speak: Growth and quality are just right.

With an increase in space of 10%, analytica Vietnam 2023 was bigger than ever before. 141 exhibitors from 16 countries presented their newest products and innovations and underscored the leading role of analytica Vietnam in this region. After a 3-year hiatus due to the pandemic, analytica Vietnam became even bigger and better in 2023.

**Exhibitor's statement**

“Our key areas are biopharma, clean energy, food safety, and research innovations so the opportunities presented in analytica Vietnam 2023 very much align with what we are focusing on, which is a great match.”

Sho-Wen Yeo, Vice President and General Manager, Southeast Asia & Taiwan of Thermo Fisher Scientific

**Exhibitor satisfaction with analytica Vietnam:**

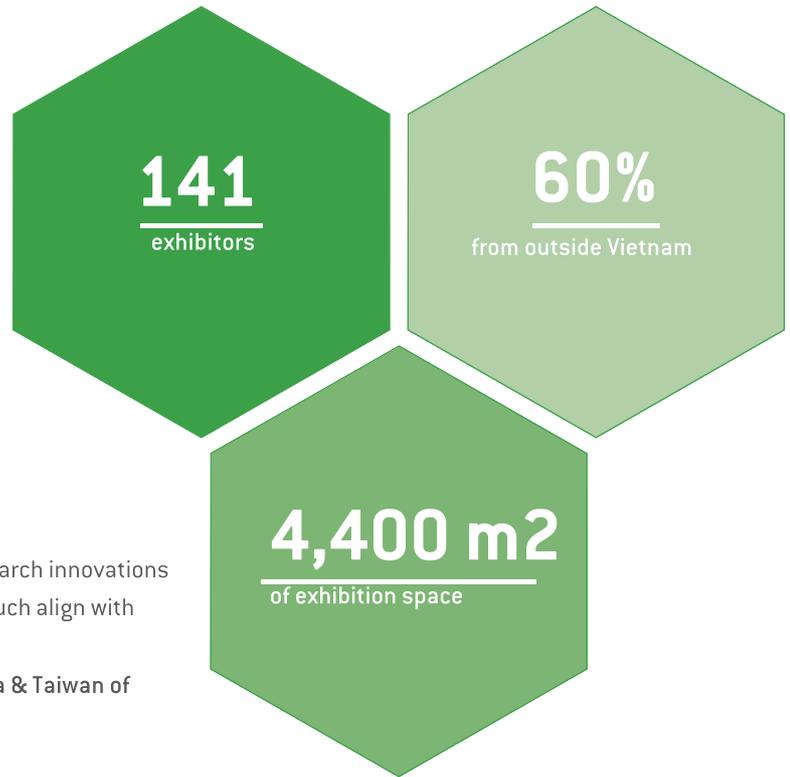
Probability that exhibitors will recommend exhibition further: 99%

Probability that participants will take part again: 99%

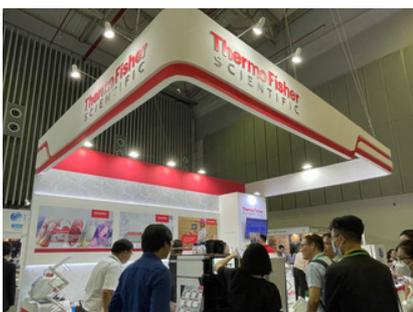
Possibility of establishing new business relationships: 94%

**Exhibitors particularly valued:**

- > Quality of visitors
- > Possibility of preparing future business transactions
- > Character as a leading trade fair



**Excerpt of analytica Vietnam 2023 exhibitors.**



\*See all exhibitors from 2023: [analyticvietnam.com.vn/list-exhibitors.html](http://analyticvietnam.com.vn/list-exhibitors.html)

## VISITORS

## Unsurpassed growth with a record number of visitors.

The trade fair was able to increase visitor numbers by an impressive 27%, setting a record of 5,273 visitors – the highest number in its ten-year history. 99% of the visitors rated the trade fair highly, and show promise to attend the event in 2025 again.

### Visitor satisfaction with analytica Vietnam:

Probability that visitors will recommend exhibition further: 99%

Probability that visitors will come again: 99%

Satisfaction with completeness and breadth of product range: 96%

### Visitors' Statements

"The exhibition had large scale with participation of many famous manufacturers/brands in the world. We were satisfied with the information and quality of the exhibition. The display products are suitable for the targets we were finding. Then we could establish business relationships with exhibitors."

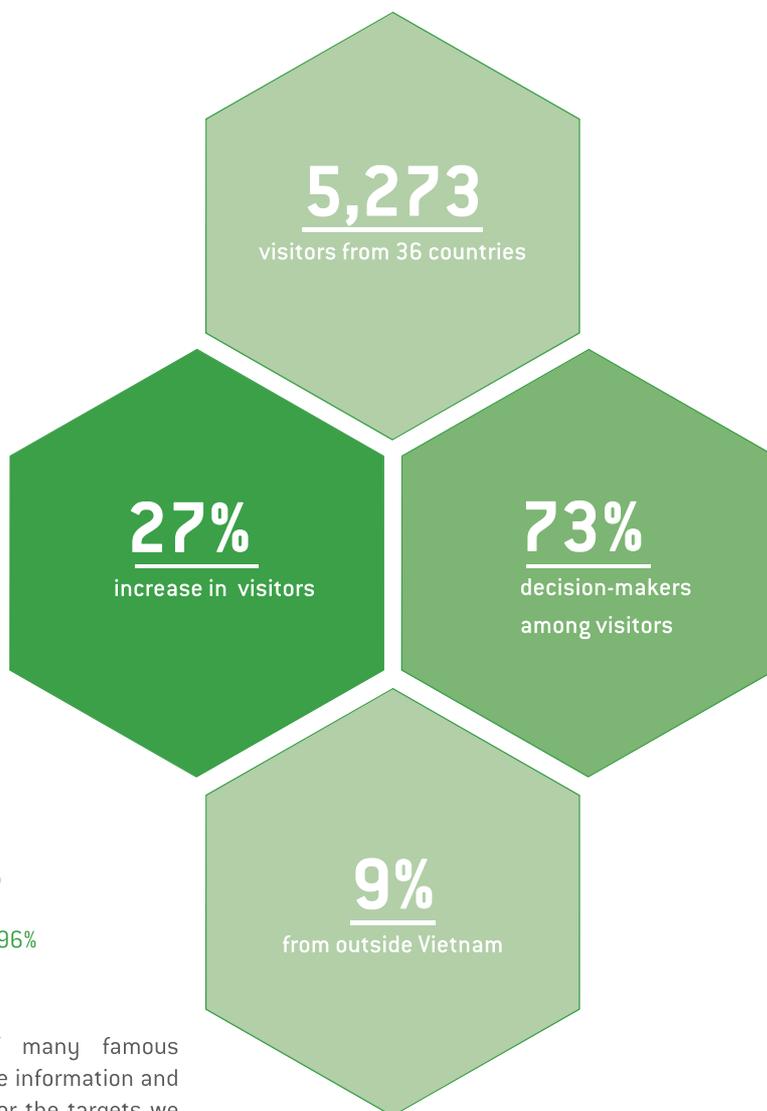
Ms. Vo Huynh Nguyen Nghia – QC Manager – Long Uyen Co.,Ltd (Vietnam)

"We were really looking forward to this event particularly because we had difficulties fully visualising and understanding the technologies during the Covid-19 pandemic. Being able to attend in person, seeing the latest technologies and laboratory equipment, and have face-to-face interactions have made a huge difference. We are impressed with the experience that analytica Vietnam 2023 has provided us."

Chanwit Naknawa, Zone Service Leader, Emerging Markets, OptiRun Services Solutions of cytiva (Thailand)

## 2023 visitors according to industry.

- Pharmaceutical industry 23%
- Chemical industry 21%
- Healthcare & Diagnostics 13%
- Medical laboratory 13%
- Petroleum & petrochemicals 6%
- Electrical engineering, electronics 3%
- Clinical research labs 8%
- Universities, research institutions 3%
- Food & Beverages 17%
- Environment protection / technology 11%
- Material Testing & Inspection 15%
- Environment protection / technology 11%
- Material Testing & Inspection 15%
- Biotechnology 21%
- Cosmetics 6%
- Textile 3%
- Automotive 5%
- Building sector 3%
- Public authorities 2%
- Metal working 4%
- Synthetics processing 4%
- Other 9%



### Top five visitor countries (apart from Vietnam):

- > China
- > Singapore
- > India
- > Korea
- > Thailand



**582**  
participants  
at the conference

**73%**  
decision-makers  
among visitors

## SUPPORTING PROGRAM

# A comprehensive supporting program that stands out.



### analytica Vietnam conference

Trends, innovations and everything else that moves the industry: the analytica Vietnam conference provides the perfect meeting point for the industry, where national and international experts from science and research report on the latest topics in the areas of biotechnology, pharmaceuticals, food and the environment.

analytica conference was jointly organised by Prof. Viet (KLAFETOS, University Hanoi) and Prof. Schmitz (University Essen-Duisburg) at SECC. High-ranked scientists and academicians were present as speakers at the conference.



### Laboratory Tour

Participants are taken on a guided tour where they get to witness Vietnam's most developed laboratories and equipment used in the science and research industry, whilst also meeting the brains behind these innovations to further value add their understanding of the local procedures.



### Educational workshops

The transfer of knowledge and continuing education are an important part of analytica Vietnam. Compact workshops and intense tutorials offer the current state of the art in technology to participants in a qualified, practice-oriented manner.



### Buyer-seller meetings

The pre-scheduled buyer-seller meetings allow exhibitors and visitors to meet easily and establish new business contacts. In 2023, 348 face-to-face meetings took place. Use this free-of-charge service to develop new business contacts.



### Exhibitor Forum

The Exhibitor Forum offers an excellent platform to present companies' products and services to a professional audience interested in the applicability of laboratory technology, analysis, biotechnology and diagnostics- related services and products. In analytica Vietnam 2023, a total of 33 presentations took place as exhibitors shared about the latest analytica technologies and innovations at the trade fair.

## LABORATORY PAVILION

# A remarkable advancement in laboratory related trends.

Vietnam has seen a remarkable advancement in laboratory related trends – which go beyond digitisation and automation – that already is a step ahead from the previous years. Specially so in the private labs (with highly specialised, high-tech equipment) that have experienced an immense growth in the country. Laboratories in general are now favouring compact but advanced equipment, that can be stored in a small space.

While being space efficient, the labs are now more focussed on sustainability and are taking small yet affirmative steps in that direction. This includes taking advantage of natural light, reducing carbon emissions, recycle and reinvest in energy efficient equipment that also reduce the amount of toxic chemicals, harmful to the environment.

## Special booth area for laboratories at analytica Vietnam 2025

As one of the most important industry trade shows in Southeast Asia in the Laboratory, Analytical, Diagnostics and Biotechnology sectors, we are constantly expanding our exhibition themes , while providing exhibitors and visitors with an ideal platform to continue their successes at previous analytica Vietnam exhibitions.

The next analytica Vietnam exhibition will be held from April 2-4, 2025 at SECC Center, District 7, Ho Chi Minh City. Laboratories play a key role in the development of Vietnam's Analysis and Testing industry. At the same time, the presence of laboratories at analytica Vietnam is always the desire of most customers attending the event, and will certainly bring a new look to the exhibition.

Through this special booth, we hope to give domestic laboratories the opportunity to make their first mark at an international specialized exhibition. This support package only applies to units listed below.

### PARTICIPANTS IN THE LABORATORY BOOTH AREA:

- Service laboratory
- Research laboratory
- Technology transfer center
- Universities and research institutes
- Inspection/verification/calibration center
- Certification/certificate/ISO provider
- Environmental Monitoring Center
- R&D department of pharmaceutical, food & beverage factory and others



## PROMOTION & PUBLICITY

# Participate at analytica Vietnam to catapult your business to new heights.



This is the meeting ground for visitors and influencers and key decision-makers from the modern analysis, technology and biotechnology sectors. You'd also have the opportunity to join qualified users, experts and interested parties from around Vietnam at the most extensive trade fair for the laboratory industry.

The Saigon Exhibition & Convention Centre has all facilities of a modern exhibition venue – built and managed to meet the highest international standards. SECC provides a world-class infrastructure for international exhibitors and serves as a one-stop resource, providing the right setting for international exhibitions.

To participate at analytica Vietnam, please complete and sign our application form. Based on the information provided on the form, we will check to see if your company is eligible to participate as an exhibitor. If so, we will send you the confirmation of your application:

Interested in participating?  
Find out more here:



### Benefit from our marketing activities:

We want your exhibit at analytica Vietnam to be as successful as possible—and that takes more than an attractive exhibition stand. Make use of our marketing services for your trade-fair success.

We have a diverse range of marketing initiatives that will effectively support your commitment before, during and after the fair:



#### Advertising

Take advantage of the fair's surroundings for a confident appearance: With classic and unconventional advertising for your exhibit.



#### Trade-fair and conference sponsoring

Sponsoring puts your company in the best light. Profit from the fair's outstanding reputation and join the select circle of our sponsors.



#### Press

Efficient PR work for your exhibit at the fair:  
We have the right services to support you.



#### Media services

Whether in the online catalog or the Visitor Guide — present your company in the fair's official media.

## | GLOBAL NETWORK

# The global network for your international business.

analytica offers you the world's largest trade fair network for laboratory technology, analysis and biotechnology. Set your company on the path to global success. Present your products and solutions to the markets of the future!



### Supported by:

- Ministry of Science and Technology (MOST)
- National Agency for Science and Technology Information (NASATI)
- Center for Statistics and Science and Technology Information of HoChiMinh City (CESTI)
- Federal Ministry of Economic Affairs and Energy, Germany
- VNU University of Science, Vietnam National University, Hanoi
- Nguyen Tat Thanh University
- Key laboratory of Analytical Technology for Environment Quality and Food Safety Control (KLATEFOS)

To maximize your success, contact us.



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**Organizer:**



**Co-Organizer:**



**Supporters:**

