

2012 展后报告

POST SHOW REPORT



analytica China

慕尼黑上海分析生化展

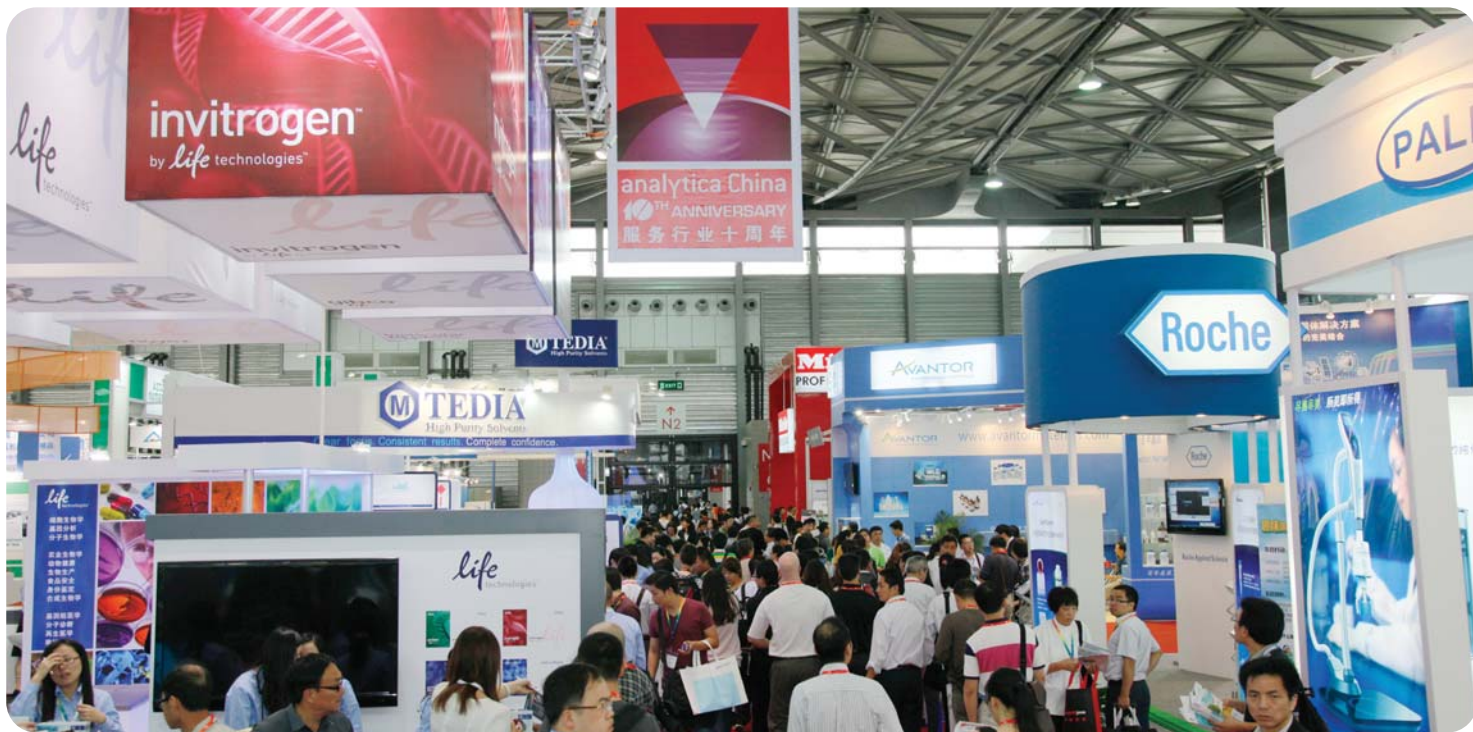
第六届中国国际分析、生化技术、诊断和实验室技术博览会暨 analytica China 国际研讨会

2012年10月16-18日

上海新国际博览中心

N1、N2馆

www.a-c.cn



用户云集，盛况空前

analytica China 2012 Grand Gathering with Professional Buyers

慕尼黑上海分析生化展 (analytica China) 是中国乃至亚洲最大的分析、实验室技术、诊断和生化技术领域的专业博览会和展示交流平台。自2002年首度进入中国以来，analytica China已经走过了10个年头。10年中有超过10万名来自全球各个行业的科研人员、仪器用户、实验室工作人员、设备厂商等参与了历届展会，共同见证了展会的成长与辉煌。

2012年是analytica China进入中国的十周年，展会在规模、展商及观众数目上又有了新的突破。本届展会云集了580家国内外知名企业，较上届展会增加24%，再创历史新高。为期三天的展会共接待了来自66个国家和地区的16,940名专业观众前来参观及采购。同时，展会同期成功举办了14场高水平的学术会议，共吸引2,509名会议听众出席本次研讨会。

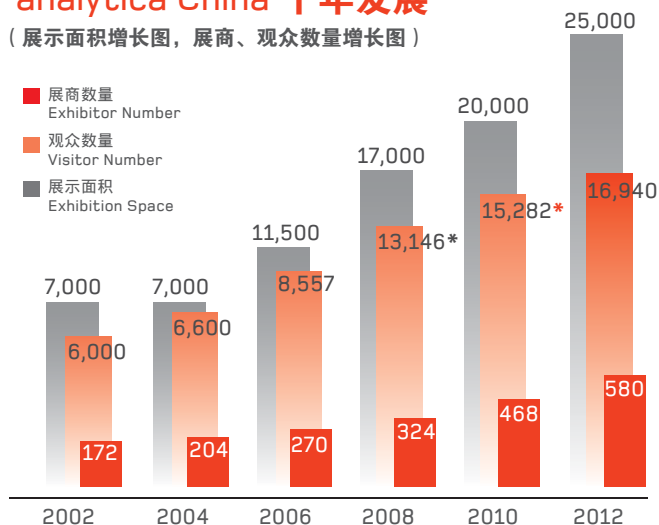
analytica China is the biggest exhibition and platform for China as well as Asia in analysis, lab technology, diagnostics and biotechnology. Since 2002, analytica China has covered ten years, in which over 100,000 visitors, including researchers, users, lab staff and equipment manufacturers, have participated and witnessed its success.

This year is the 10th anniversary of analytica China, and the show is making history in either its size or number of exhibitors and visitors. A total of 580 leading exhibitors presented at the trade fair, increasing by 24 percent and reaching a new record high. The 3-day trade fair also received a historical 16,940 professional visitors and buyers from 66 countries. Meanwhile, analytica China 2012 successfully organized 14 high-quality academic conferences with over 2,509 audiences along with the exhibition.



analytica China 十年发展

(展示面积增长图，展商、观众数量增长图)



* 与IFAT China 2008共享4,055名观众
including 4,055 visitors from IFAT China

* 与ICIF 2010共享2,782名观众
including 2,782 visitors from ICIF



» 2012年展商满意度 Exhibitor satisfaction

91%

对此次参展效果感到好或者非常好
Concluded the exhibition result from good to excellent

99%

认为这次展会的观众质量为好至非常好
Greed the visitors' quality from satisfactory to excellent

96%

会继续参加analytica China 2014
Would definitely or probably exhibit again

» 2012年展商感言 / Exhibitors' comments

analytica China展会规模很大，组织也相当出色，展会上我们见到了很多专业用户和目标客户，我们很高兴能和众多供应商一起参加这个展会。

I think it is a fantastic and big event and there are many suppliers here, and we are pleased to be here. We see many customers, users as well as people who use the technologies and suppliers of course.

Siddhartha C. Kadia博士, Life Technologies大中华区总裁
PhD. Siddhartha C. Kadia, President of Life Technologies Greater China

analytica China是在国内同行业中最具有商业化、市场化运作的展会，给参展商、客户以及媒体提供了一个充分交流的平台。同时，我们也可以透过analytica China了解到客户的需求。

analytica China is the most commercial exhibition compared to similar shows, providing a good platform for exhibitors, visitors and media to communicate with each other. Meanwhile, exhibitors can find out about visitors' demands at analytica China.

霍丰, 安捷伦科技(中国)有限公司全球副总裁, 大中华区总经理
Feng Huo, Vice President, Greater China
General Manager, Agilent Technologies (China) Co., Ltd.

我们每年都有参加慕尼黑上海分析生化展，发现展会的观众人数越来越多，同时我们也发现展会现场不仅有仪器公司，同时制药企业也加入到我们行列中，说明我们展会的影响力越来越大。

We have taken part in every analytica China and found more and more visitors at the show. Besides laboratories, pharmaceutical companies are also joining in, illustrating the great influence of the analytica China trade show.

蔡麒, 沃特世科技(上海)有限公司市场发展部经理
Qi Cai, Market development Manager Food and
Chemical Material, Waters



参展商资料 Exhibitors' Profile

» 部分参展企业 / Part of exhibitors

分析技术与质量控制 Analysis and Quality Control



生物技术和生命科学 Biotechnology and Life Science





观众分析 Visitors' profile

来自66个国际和地区的16,940名专业观众

16,940 visitors and attendees from 66 countries and regions

观众满意度 / Visitor satisfaction

99%
认为这次展会好或非常好
Overall rating (good to excellent)

97%
认为analytica China代表行业顶尖展会
Character as leading exhibition

93%
会继续参观analytica China 2014
would definitely or probably attend again

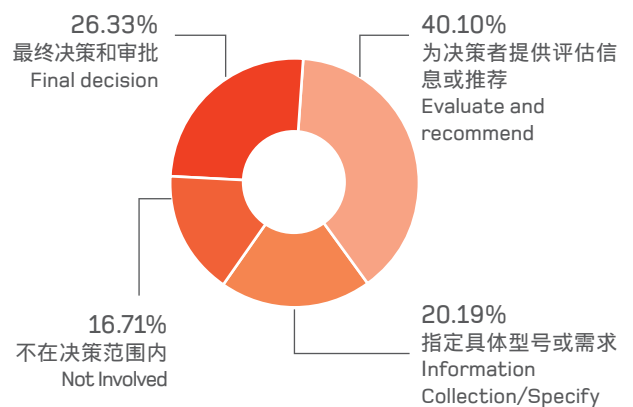
观众来自领域分析 Visitors according to branches of industry

| | |
|---|--------|
| 教育科研 Education / Scientific & research development | 12.19% |
| 生物医药 Bio-medical science | 26.96% |
| 食品 Foodstuff | 9.64% |
| 环境监测 Environmental monitoring | 8.59% |
| 能源石化 Energy source, petroleum chemical | 5.29% |
| 医疗卫生与检验检疫 Medical healthcare, inspection and quarantine | 10.99% |
| 化学与化工 Chemistry and chemical industry | 13.83% |
| 半导体和电子 Semiconductor and electronics | 5.61% |
| 钢铁冶金 Steel and metallurgy | 2.14% |
| 工业/制造业 Industry/Manufacturing | 9.78% |
| 农林渔牧 Farming, forestry, fishing and husbandry | 1.79% |
| 仪器生产企业/原厂 Manufacturer of instruments | 9.10% |
| 经销商 Dealer of instruments | 9.91% |

未来6个月内是否有采购需求 The purchase requirement in the next six months

| | |
|-----------|--------|
| 有采购计划 Yes | 58.18% |
| 没有采购计划 No | 41.82% |

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





» 观众评价 / Visitors' comments

慕尼黑上海分析生化展对我们分析行业来说是个非常重要的展会，在这里我找到了食品分析行业的一些设备，感谢慕尼黑上海分析生化展给我们提供了很好的平台。

analytica China is a very important trade show for the analysis industry. I have found a lot of important equipment for food analysis here. I would like to thank analytica China for such a great platform.

王波, 徐州市产品质量监督检验中心食品部部长
Bo Wang, Director, Food Department, Xuzhou Product Quality Supervision and Inspection Center

慕尼黑上海分析生化展办的非常不错，是我参观过的生化分析仪器类的展会里最好的展会。除了一些大型的实验室仪器，展会中还有很多实验室的小配件、自动化方便操作的小仪器，我们很感兴趣。还有就是，展会中有些产品是我们原先没想到的，比如电子化的、信息化的、自动化的替代性，参观展会后启发了我们新的需求。

It's a great show, maybe the best show I have ever seen in the chemical analysis domain. We are doing quality-control on laboratory agricultural products. We found many small parts of labs and small instruments of automation besides large scale equipment, which attract us a lot. We found many unexpected products and technologies during the show in the electronics, informatics industry, which inspired us a lot.

潘立刚, 北京农产品质量检测与农田环境监测技术中心研究员
Ligang Pan, Researcher, Beijing Research Center for Agri-food Testing and Farmland Monitoring

这是我第三次参加慕尼黑上海分析生化展，与往届相比感觉今年的展商更多、规模更大了。同时我觉得展会越来越注重生化领域，原来更多是分析，这是个好兆头。目前生物技术是一个比较大的潮流，希望展会朝着这个方向继续走下去。

This is the 3rd time I participate in analytica China and I have found more exhibitors at the show, which has become even bigger. Meanwhile I think analytica China 2012 is deviating from its usual analysis theme to bio-chemistry. This is good. Bio-technology represents the future advancement of this industry. I hope analytica China will continue on this path.

王长城博士, 迪申生物技术(上海)有限公司研发部经理
Dr. Changcheng Wang, Manager, R&D Dept.,
Dycent Biotech (Shanghai) Co., Ltd

» 职位分类 / By job functions

| | |
|--|--------|
| 企业管理 Management | 16.82% |
| 采购 Purchasing | 14.43% |
| 技术/科研、研发 Technical / Scientific research | 24.4% |
| 生产/制造 Production / Manufacturing | 13.14% |
| 销售 Sales | 26.72% |
| 检测/质量控制 Testing / Quality control | 7.85% |
| 市场开发 Marketing development | 7.62% |

» 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 | 58.70% |
| 实验室用具 Laboratory apparatus | 34.95% |
| 试剂、化学品 Reagents, chemicals | 21.85% |
| 生命科学、生物技术 Biotechnology | 28.85% |
| 医药/公共健康 Medicine/public health | 9.36% |
| 测试、测量与质量控制 Test and measurement and quality Control | 16.53% |



精彩同期活动，聚焦行业热点

High-profile concurrent events showcase industry hot topics

展会同期成功举办了14场高质量的学术研讨会，150余位国内外知名的专家、学者及2,509名参会者分别对分析化学、蛋白质组学、干细胞技术、食品安全、色谱技术、实验室认证等多个专题进行深入探讨，获得了业内同仁的高度关注。

At the 14 high-quality academic programs held along with the trade fair, another highlight of analytica China, 150 speakers and 2,509 audiences discussed on topics covering analytical chemistry, proteomics, food safety, chromatography and laboratory certification, winning wide accreditation among experts.

» 第六届上海国际分析化学研讨会 The 6th Shanghai International Symposium on Analytical Chemistry 2012 年中日韩分析化学研讨会 2012 China-Japan-Korea Symposium on Analytical Chemistry

主要议题 / Topics

分析化学在生物学、环境、药物分析和食品科学领域的应用，纳米技术、材料分析化学的应用，以及分析化学领域的新技术、新方法和新仪器的探讨。

Analytical Chemistry in Biology, Environment, drug discovery, Food Science and Nanotechnology, Materials Science, New Technology, New Method and New Equipments, Sampling and Sample Preparation.

主办单位 / Organizers

- 中国化学会
Chinese Chemical Society
- 德国慕尼黑国际博览集团
Messe München International

到场观众
attendees
494 位

» “蛋白质组学与免疫和代谢性疾病”专题研讨会 Symposium on Proteomics and Immune and Metabolic Diseases

主要议题 / Topics

蛋白质组学与免疫和代谢性疾病：重点围绕蛋白质组学及其在免疫和代谢性疾病研究中的应用取得的新进展进行研讨。

Proteomics and immune and metabolic disease : Focus on development of application in proteomics and immune and metabolic disease.

主办单位 / Organizers

- 中国生物化学与分子生物学会蛋白质组学专委会
China Human Proteome Organization
- 北京蛋白质组研究中心
Beijing Proteome Research Center
- 德国慕尼黑国际博览集团
Messe München International

到场观众
attendees
212 位



» 2012上海国际食品安全论坛 2012 Shanghai International Forum on Food Safety and Analysis Technology

主要议题 / Topics

食品安全有效的全过程监控体系
Food safety and effective process monitoring system

主办单位 / Organizers

- 上海市食品学会
Shanghai Society of Food Science
- 德国慕尼黑国际博览集团
Messe München International

到场观众
attendees
312 位

» 中德论坛：复杂样品的分离和质谱分析 Sino - German Satellite Symposium Advances in High Performance Separation and MS-Detection of Complex Samples

主要议题 / Topics

复杂样品的分离和质谱分析最新科研进展和热点问题的探讨
Advances in High Performance Separation and MS-
Detection of Complex Samples

主办单位 / Organizers

- 中德“复杂样品的分离分析”联合研究中心
The Sino-German Research Group for Separation
and Analysis Technology of Complex Samples
- 德国慕尼黑国际博览集团
Messe München International

到场观众
attendees
216 位



» 其它会议 / Other conferences

- 生物医药领域的移动战略分析与前景展望
Strategic Analysis and Prospect of Biomedicine
生物医药行业的社会化媒体应用
Social Media Application of Biomedicine
- 2012 LSAC生命科技论坛：干细胞技术与应用
LSAC Forum: Stemcell Technology & Application, 2012
- 分析方法规范实验室认证短训班
Workshop: Validation of Analytical Methods Regulated Laboratories
- 高纯溶剂的发展及在分析应用中的选择
The Development and Selection in Analysis Application of High Purity Solvents
样品前处理技术在农业、食品安全方面的最新应用交流会
Sample Pretreatment Application Technology Conference in Agriculture and Food Safety
- 材料检测与认证服务论坛
Forum on Materials Testing and Certification
- Tutorial I : 自动液相色谱质谱联用仪分析小分子时如何处理净化生物流体
Tutorial I : How to process and clean-up biofluids for automated LC-MS/MS analysis of small molecules
- Tutorial II : 代谢组学工具进行环境和健康研究的分子过程新思路
Tutorial II : New Insights on Molecular Processes in Environment and Health with Metabolomics Tools
- 离子色谱法在水质分析与食品安全领域的最新应用进展
The Latest Progress of Ion Chromatography Applied in Water
- 移动实验室检测技术发展论坛
The Forum on Testing Technologies of Mobile Laboratories
- 仪器信息网2012质谱季系列活动之
2012上海质谱技术交流会
The MS Quarter Series Activities - WORKSHOP For Hot Topics In MS Application & Troubleshooting

媒体密切合作 / Close media cooperation

- **61** 家合作媒体
Cooperation medias
- **556** 篇新闻稿
Press releases
- **136** 篇平面广告
Advertisements on magazines
- **112,072** 电子通讯稿订阅用户
Recipients of analytica China EDM





analytica China 2014

慕尼黑上海分析生化展

September 24-26, 2014

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