

14th International exhibition for
**LABORATORY EQUIPMENT
AND CHEMICAL REAGENTS**

12–14 April 2016

Moscow, ECC Sokolniki



Post Show Report



Organised by
The ITE Group
+7 (499) 750-08-28
analitikaexpo@ite-expo.ru

www.analitikaexpo.com



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About the exhibition



Number of exhibitors

216 from
18 countries

Number of visitors

6 014 from
68 regions
of Russia and
23 countries

Total exhibition area

8 049 sq. m.

Analitika Expo is the largest international exhibition of laboratory equipment and reagents in Russia.

It is the most effective trade show for leading manufacturers and suppliers to introduce and promote their expert products in a prospective Russian market.

The exhibition attracts visitors from R&D, chemical, pharmaceuticals, health care, medicine, diagnostics, environmental protection, food industry, oil and gas. All visitors are looking to connect directly with suppliers and manufactures displaying innovative equipment and products.

Analitika Expo features a diverse business program of related events of a significant visitor interest, including scientific conferences, special masterclasses and exhibitor's seminars.

Exhibitors



Exhibitors profile

The exhibitors are leading domestic and foreign manufacturers of laboratory equipment, furniture, consumables and reagents for:

- Laboratory equipment and instruments
- Laboratory furniture
- Laboratory glassware, plastic and consumables
- Chemical reagents
- Laboratory research automation facilities

The list of Analitika Expo exhibitors includes such well-known brands as

Bruker, IKA-Werke, Koettermann, Leco, Liebherr, Memmert GmbH, Merck, Rigaku, Waters

Exhibitor survey results



86% Met current customers / partners



84% Found new customers



68% Maintained company's image



50% Increased brand awareness



47% Introduced new products into the market



Exhibitor testimonials



“Analitika Expo is a source of great opportunities for us. That is why we are their sponsors. Here we meet with our potential customers and our loyal clients face to face and discuss future projects. This exhibition is also a good opportunity for us to show our equipment. As for foreign manufacturers, here they can see the situation in Russia, see whether their equipment is of interest, and communicate with their end-users. Analitika Expo is a key exhibition for us. We definitely will take part in Analitika Expo again in 2017.”

Pharmcontract GC – Oksana Yakimenko – Vice-President of Foreign Economic Activity



“Our company takes part in Analitika Expo every year, so we can say that both quality and quantity of its visitors is improving. It gives us high-valued useful contacts. This exhibition is a great opportunity to monitor the situation in the industry. It brings together people from the regions and the CIS countries. It always involves useful direct communication with consumers of our products. Over the first day of the exhibition, our booth has been seen by representatives from Yakutsk, Magadan, Novosibirsk, Yekaterinburg, Moscow, and Saint-Petersburg, as well as from the south of our country and Belarus. People from every place in our country and the CIS countries are coming here to see what is going on in the analytic world. Analitika Expo is the key exhibition for our company. At the moment, it is the only major event in our country, where we show all our novelties. We are going to take part in Analitika Expo in 2017 too, and annually thereafter.”

Sartorius – Alexandra Krasnikova - Ph. D, General Director



“We are regular participants in Analitika Expo. It is a good opportunity for us to expand the market and find new customers. This event is the main exhibition for our company – it is Analitika Expo where we show the entire range of the basic equipment. We spend a year to prepare for the event. The exhibition allows us to show ourselves, to show that we are here, and that we are on the market.”

DIA -M – Kristina Yakovleva – Senior Product Manager

Visitors



Visitor profile

Visitors of the exhibition are specialists of research institutes and enterprises, laboratories for quality control of petroleum, chemical, pharmaceutical, food, medical, clinical, environmental and other types of laboratories. All of them are looking to connect directly with suppliers and manufactures.

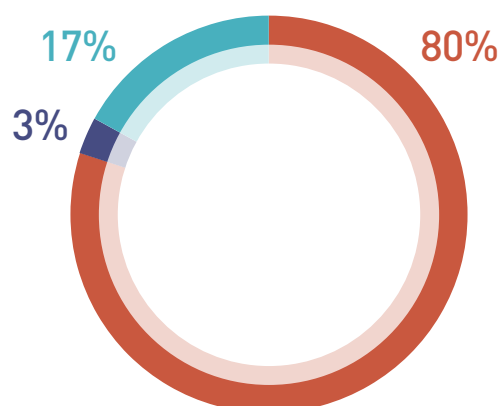
Geography of visitors

Other regions
of Russia

1 023
visitors

International

180
visitors



Moscow
and Moscow
region

4 811
visitors

Products of interest to visitors



Laboratory equipment and instruments

5 292

88%

Laboratory glassware and consumables

3 368

56%

Chemical reagents

3 007

50%

Laboratory research automation facilities

3 007

50%

Laboratory furniture

2 165

36%

*

* Number of people [% of visitors].
Respondents could select more than one answer

Composition of visitors

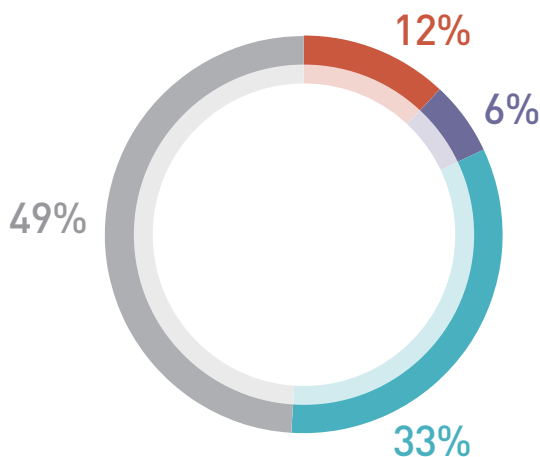
Level of responsibility

Manager / Specialist

2 946
visitors

Head of
Department /
Division

1 985
visitors



General
Manager / Owner

722
visitors

Deputy Head
of the Company

361
visitors

Area of business

Medical services / Clinical
diagnostics / Criminalistics

241 visitors

Environmental
protection and
ecological
monitoring

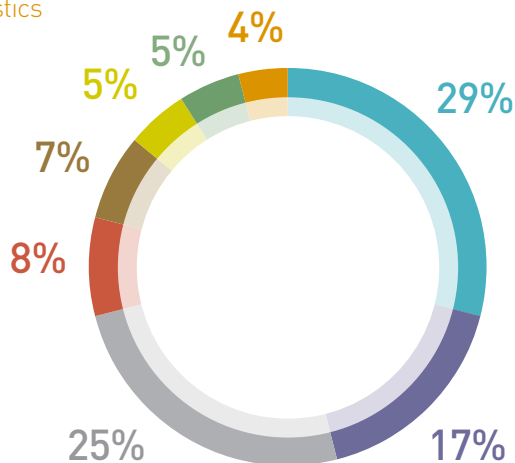
301 visitors

Machine-building
industry

301 visitors

Drug
manufacturing

421 visitors



Research and
development

1 744
visitors

Manufacturer /
Distributor of laboratory
equipment and
materials

1 022
visitors

Chemical production /
Oil refining

480 visitors

Other *

1 504
visitors

* food and beverage manufacturing, metallurgy, agriculture, water supply, electric power generation

Visitor survey results *



4 210

Visited conferences
and exhibitor's seminars

70%

4 090

Visited Analitika Expo to find
out about new products and services

68%

3 909

Visited Analitika Expo to find
new suppliers and business partners

65%

3 909

Plan to make a purchase of products
on results of visiting Analitika Expo

65%

3 248

Influence buying decisions for products
and services presented at the exhibition

54%

* Number of people (% of visitors).

Business programme



The exhibition Analitika Expo had a vast business program in the course of which the specialists had an opportunity to attend some specialised events, conferences, workshops and presentations of the exhibitors targeted for the professionals of the laboratory diagnostics and chemical analysis.

Workshops and presentations were held by the Academic Board of the Russian Academy of Science on Analytical Chemistry, Nonprofit Partnership ROSHIMREAKTIV, Pharmcontract GC and the exhibition participants – Nytek Instruments, Scientific and Commercial Center LABTEST, Analytik Jena AG, AbacusAnalyticalSystemsGmbH, WITec GmbH, Anakon Group of Companies, Diaem and others.

Organiser



ITE in Russia

The ITE Group is one of the world's leading exhibition organisers, and is ranked 1st in Russia. Every year more than 30 offices that form the Group organise more than 230 events in 18 countries around the world. In Russia the ITE Group operates through its offices in 5 cities: Moscow, St. Petersburg, Novosibirsk, Krasnodar and Yekaterinburg.

Exhibitions and conferences organised by the ITE Group in Russia operate at the top quality level up to highest international standards of events organisation and conduction.

Analitika Expo

11–13 April 2017

Moscow,
ECC Sokolniki,
Pavilions 4, 4.1

Book your stand

www.analitikaexpo.com