

# Analytica 2004

## Number One Analytical Exhibition in Europe

The Bavarian capital will be the number one attraction for the worldwide analysis community in May 2004. That is when laboratories throughout Europe will make investment decisions at Analytica in Munich. The fair gives users and decision makers from the industrial and research sectors an opportunity to meet with the industry's suppliers to discuss the use of the latest equipment, applications and services.

The fairs organisers expect an international visitor trend for 2004 following on from the 2002 event. This fact is shown by the results of the 2002 fair:

- With more than 34,000 visitors, Analytica 2002 set a new record in the number of visitors. (20 percent more than at Analytica 2000)
- More than one-fourth of all visitors (27 percent) came from countries other than Germany (Analytica 2000: 15 percent)
- 88 percent of all trade visitors were decision-makers, 41 percent held management positions in their companies, and 40 percent were the final authority in the decision-making process.

Users and decision-makers from government and industrial research organisations will come together for the 19th time at Analytica 2004, which will be held at the New Munich Trade Fair Centre from May 11 – 14, 2004. Analytica has established itself internationally as a trade fair for marketable processes, products, applications and services for the entire range of laboratory uses. Besides focusing on the latest industry trends, its objective is to depict the entire value-added chain in these application fields. In other words, Analytica will feature five halls of clearly organised exhibits that give visitors a transparent look at the applications and

services required in research and development, industrial production and quality inspection.

Growth in life sciences, robotics and laboratory automation

The broad-based exhibition program covers the fields of instrumental analysis, biotechnology, diagnostics, laboratory technology, measuring and testing technology and quality control. Analytica 2004 will be broken down into three exhibition sectors in five halls with a total exhibition space of 60,000 square meters, i.e. Laboratory Technology (Halls A1 and A2), Analysis and Quality Control (Halls A3 and A4) and Biotechnology and Life Sciences (Halls A4 and A5).

The growing sectors and trends that the fair will focus on with special features are already becoming apparent. According to Klaus Dittrich, "We expect the life sciences and biotechnology sectors to give Analytica a great deal of momentum again in 2004 – despite the subdued situation in the industry. Other rapidly growing fields include high-tech sectors like robotics, laboratory automation and process management, all of which play an increasingly central role in the industry. However, data processing and information technology are also becoming increasingly important in all analysis and life-science sectors, we are looking forward to welcoming

new exhibitors representing these sectors to Analytica 2004.

### Data solutions at Analytica 2004:

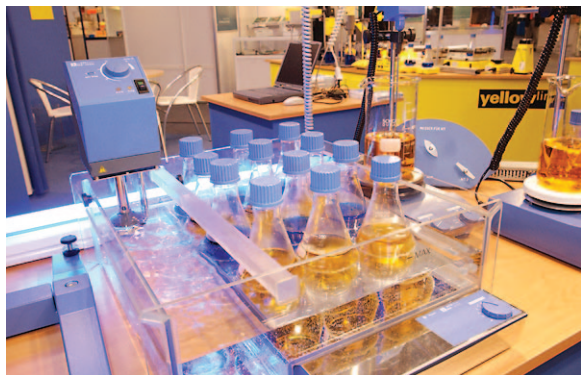
IT solutions for the process chain in analysis

- \* Fair to focus on laboratory information and management systems, test automation, data acquisition and security solutions
- \* SAP to present new laboratory solution with integrated ERP for process industry

It is difficult to imagine laboratories and analysis without IT solutions. They are used to perform a diverse range of tasks in data acquisition and evaluation, laboratory safety and administration and to automate routine tasks. For this reason, IT suppliers have had a permanent place in the exhibitors' program at Analytica, and a number of IT companies will give visitors a look at the latest market developments and the "state of the art" again at the 2004 fair. Focal points at Analytica 2004 will include so-called laboratory information and management systems (LIMS) as well as ERP systems and concepts for IT security, test automation and data acquisition.

### Integration is in demand

Integrating laboratory analysis into the logistics chain will be an important point of emphasis at this year's fair. For the first time Walldorf-based company SAP will introduce



Analytica features the entire range of laboratory equipment



Solutions for process development in industry are presented at Analytica



Many exhibits focus on laboratory automation



its LIMS solution, which is integrated into ERP systems, at Analytica 2004. IT integration is also becoming more and more prevalent in the test-automation sector and goes hand in hand with electronic data acquisition. Well-known names like Ebro, Accelab and Man-Tech have already registered. However, the sector for laboratory information and management systems (LIMS), which includes exhibitors like T&P, HM-Software and AAC Infotray, will once again have the largest number of exhibitors at Analytica 2004. Although, smaller specialty suppliers such as SHE Informationstechnologie AG, a supplier of IT-security solutions whose customers include several prominent chemistry and pharma companies, will also be present.

"IT conquered the entire process chain in analysis quite a while ago – a fact that is also reflected by our exhibitors," explains Klaus Dittrich, Managing Director of Munich International Trade Fairs. "IT solutions can be found in all of our product-group categories. That is why we chose not to have IT suppliers in a separate exhibition sector. Instead their exhibits will be in their respective application sectors." At the same time, integrating solutions into companies' IT infrastructures, e.g. into business and logistics software, is also increasing in importance. "Companies are paying more attention to quality, product liability and cost pressure," explains Dr. Max Schaifers, Head of the Process Industry Business Unit at SAP Deutschland AG & Co. KG. "That is why our customers expect flexible and integrated IT solutions. To take this into account, we developed our solution for quality management into an "enterprise LIMS" that ensures seamless integration between the laboratory and logistics in SAP's ERP system. Big-name customers already use SAP exclusively as LIMS in their laboratories. Their experience has shown that doing so allows them to achieve a higher return-on-investment and lower operating costs. SAP and its partners will present this integrated solution to the public for the very first time at Analytica 2004."

Dr. Thomas Leese, Manager of the Business Unit for Quality Management at SHE Informationstechnologie AG, is convinced that information technology and analysis form a symbiosis with inexhaustible potential. "The factor IT in particular is a key driving force for innovative solutions and will continue to have more and more influence on the analysis sector. Analytica gives IT suppliers an excellent

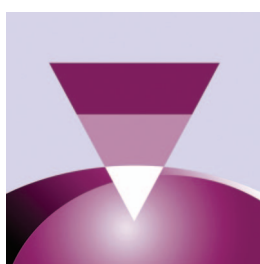


The Analytica Forum is a popular attraction at the fair.

platform for presenting the latest trends and developments to a competent audience. This opportunity and the positive experiences we have had in the past are why we keep coming to Munich."

Harald Meyer, Managing Director of HM-Software, a supplier of laboratory information and management systems, values Analytica as a trade fair where his company can meet with customers and dealers as well as new potential

customers. "For us, Analytica's concept and its orientation make it a platform with competent visitors," explains Meyer. And in his opinion, both as a trade-fair venue and a metropolis, Munich is perfect for continuing in-depth fair-related conversations in a comfortable atmosphere in the evening.



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