

Analytica 2008: A Source of Momentum for Environmental Analysis

Environmental analysis will be a key topic at analytica 2008, which opens its gates in Munich from April 1 – 4, 2008. More than 50 companies from Germany and abroad participate in the fair will showcase their environmental-analysis applications at this year's fair. And the analytica Conference has a separate panel dedicated to this topic. Everything at Analytica is centred around the needs of the laboratory – no matter which industry it serves and no matter who is in operating control. Over 900 exhibitors from 25 countries are on parade in five of Munich's splendid exhibition halls in the first four days of April to demonstrate everything that is new in the scientific laboratory world. Whether you are a dentist or a brewer, there will be something to interest you. An expanding list of exhibitors can be viewed on www.analytica.de, together with everything else you need to know to entice you to this outstanding trade fair.

New this year is the Innovations Area, where small, young companies, who may not have the finance or the expertise to market their product, are offered small stands at competitive prices to meet the Analytica clientele on equal terms. Here – the area occupies a quarter of Hall A3 – the brilliance of a new idea can be seen at first hand. Also, these young innovators also have the chance to talk about their product and also to learn how to market it, since a Conference Forum is part of this area – the website tells you more.

The Analytica organizers are also offering to German laboratory managers and technical staff (only, alas) a certification which counts towards their scientific studies – similar to the golf pros who are members of the PGA. It is

hoped that this will be extended throughout Europe in 2010.

However, testing the quality of water quickly, accurately and reliably, analyzing old wood for heavy metals or detecting volatile compounds in air samples – the requirements to be met by environmental analysis are increasing. Global warming, CO₂ emissions and fine-particle pollution are top priorities for governments and political decision-makers and are affecting the commercial and industrial sectors in the form of new threshold values and regulations. At analytica 2008, manufacturers in the instrumental analysis, laboratory technology and biotechnology sectors will present the latest innovations and trends in the environmental-analysis sector. Many of those manufacturers focus on monitoring processes or continuous analysis, which is easy

to operate and provides results automatically.

For example, a new technology is being introduced at analytica 2008 that makes it possible to directly measure and quantify volatile compounds in air samples very quickly. The primary advantages of this new technique are its speed and easy operation, which are particularly important when it comes to production testing, rapid screening or process monitoring. Other new developments include system solutions for continuously analyzing the vitality of living cells, which are used to monitor water quality, or colorimeter test kits, which can reliably detect carcinogenic bromates in drinking water.

The analytica Conference, which takes place on the first three days of the fair, will deal with a new topic in the sector for environmental analysis: In a separate panel titled "Small but Effective – Colloids and Nanoparticles in the Environment" on Tuesday, April 1, 2008, scientists will discuss the effects of pathogenic bio-colloids in the ground water or near contaminated areas.



analytica 2008: the industry gathering

analytica 2008 will open its gates at the New Munich Trade Fair Centre for the 21st time from April 1 – 4, 2008. As a leading international exhibition for instrumental analysis, laboratory technology and biotechnology, it showcases the entire range of equipment, solutions and services for laboratories in the industrial and research sectors. Whether it comes to equipment, systems, solutions or services, some 950 exhibitors from around the world will present their laboratory expertise in five halls at analytica 2008. The range of exhibits covers the entire value-added chain that pertains to laboratories, from research and development, materials testing and quality insurance to laboratory diagnostics.

The analytica concept consists of three elements, i.e. the exhibition itself, the scientific congress and know-how and networking events. The concept has been expanded to include some new elements at analytica 2008. For example, the Biotech Hall (A3) will feature the new InnovationsArea, the program of information events was expanded from one to two lecture forums, and Finance Day is just one of the new events celebrating its premiere here. The analytica Conference features a total of 27 symposia where scientists from around the world can discuss the latest trends in analysis, diagnostics, molecular biology and biochemistry. The conference revolves around practical application sectors for these new process techniques, covering everything from water and environmental analysis to aspects such as forensics, doping and food testing. Another focal point of the analytica Conference is biotechnology, the slogan of which is "From Gene to Life".



Online registration

Interested visitors can register for analytica 2008 the quick and uncomplicated way, i.e. online at www.analytica.de/ticket – and save time and money in the process.

analytica2008
DE: 85461 MÜNCHEN, NEW MUNICH TRADE FAIR CENTRE
21. INTERNATIONALES FAIR FOR INSTRUMENTAL ANALYSIS,
LABORATORY TECHNOLOGY AND BIOTECHNOLOGY WITH Analytica Conference

HALLENPLAN / HALL LAYOUT

B1 B2 **Labortechnik**
Laboratory technology
Laboratory equipment and machines
Laboratory automation/robotics
Laboratory data systems and documentation
Laboratory technology for biotech laboratories and the life sciences
Bioinformatics / Bioinformatics
Biochemikalien / Biochemicals
Diagnostik in der medizinischen Forschung
Diagnostics in medical research

A3 **Biotechnologie/Life Sciences/Diagnostik**
Biotechnology/life sciences/diagnostics
Biotechnologische Anwendungen
Labortechnik für biotechnologische Labors und Life Sciences
Laboratory technology for biotech laboratories and the life sciences
Bioinformatics / Bioinformatics
Biochemikalien / Biochemicals
Diagnostik in der medizinischen Forschung
Diagnostics in medical research

A1 A2 **Analytik und Qualitätskontrolle**
Analysis and quality control
Instrumentelle Analytik
Instrumental analysis
Applikationen / Applications
Mikroskopie und optische Bildverarbeitung
Microscopes and optical image processing
Mess- und Prüftechnik
Measuring and testing technology
Materialprüfung / Materials testing
Qualitätskontrolle in Pharma und Industrie
Quality control in pharma and industry

A3 **Forum Business & Markets**
Business & Markets Forum
A3 **InnovationsArea mit Forum Technology & Innovations**
InnovationsArea with Technology & Innovations Forum
A3 **analytica Conference (Halle B1, B2 + B3, 1.OG)**
analytica Conference (Hall B1, B2 + B3, 1st floor)

MORE INFORMATIONS: www.analytica.de