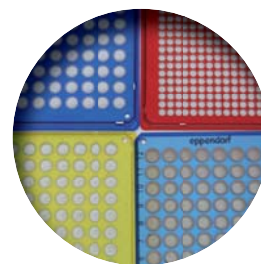
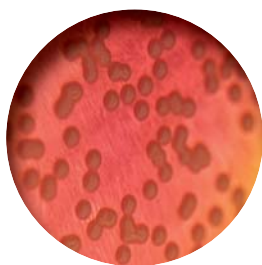
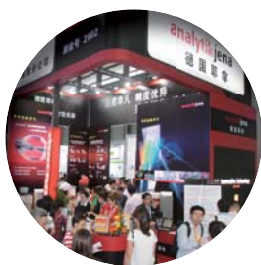
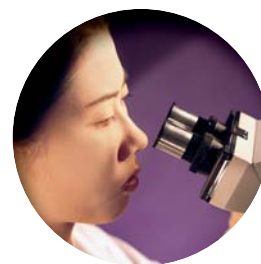




Messe München  
International

Connecting Global Competence



## 2014 展后报告 POST SHOW REPORT

2014年9月24-26日  
上海新国际博览中心  
[www.a-c.cn](http://www.a-c.cn)



analytica China  
慕尼黑上海分析生化展



## 聚焦行业热点，协同创新发展

Closeup on industry hotspots, support for collaborative innovation

2014慕尼黑上海分析生化展 (analytica China) 于2014年9月26日在上海胜利闭幕。本次展会的专业观众数量再次刷新纪录,接待了来自**62**个国家和地区的**18,775**名专业观众。analytica China 2014展示面积达**30,000**平米,来自**29**个国家和地区的**695**家参展企业向现场观众展示了其最新产品与技术,其中有**258**家企业为首次加入到analytica China的新展商。展会同期举办的analytica China国际研讨会聚焦多个行业热点话题,吸引了**2,360**名来自不同行业领域的专业用户前来参会。

analytica China 2014 closed with record-breaking visitor numbers: **18,775** professional visitors and buyers from **62** countries attended the seventh edition of Chinas Leading Trade Fair for Laboratory Technology, Analysis, Biotechnology and Diagnostics at the Shanghai New International Expo Center (SNIEC). A total of **695** leading exhibitors from **29** countries and regions presented their new products and technologies at the trade fair. Among the 695 exhibitors, **258** of them are first timers at analytica China. Further, the analytica China Conference held along with the exhibition attracted about **2,360** participants from various industry fields.



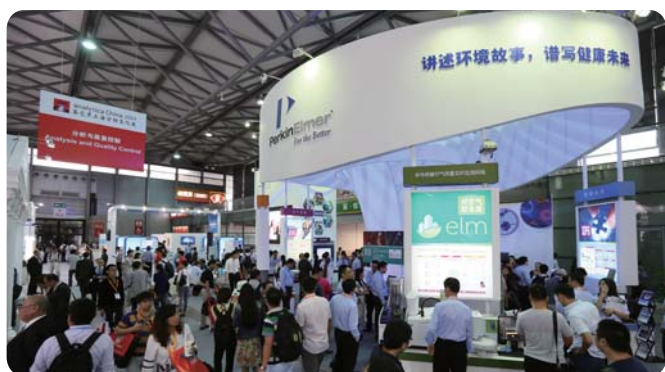
## 2014年展商满意度 / Exhibitor satisfaction

90%

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

97%

会继续参加analytica China 2016  
Would definitely or probably exhibit again



## 部分参展企业 / Part of exhibitors

生命科学、生物技术与诊断 Life Sciences, Biotechnology and Diagnostics



分析与质量控制 Analysis and Quality Control



实验室装备与技术 Laboratory Equipment and Technology



\*排名不分先后

## 2014年展商感言 / Exhibitors' comments

我很喜欢慕尼黑上海分析生化展，它是我们推出创新产品、解决方案的重要平台，也让我们有机会和重要客户及实验室科学家建立联系。很多客户来我们展台参观，我们一起讨论了食品安全、健康和环境相关的很多问题。

analytica China is an important platform for us to show our innovative products, solutions, and it gives us a good opportunity to connect with key customers and scientists in the laboratories. There are a lot of customers coming to visit our booth and we gather together here to discuss technologies related to food safety, human health and many other issues about environment.

金南勳, 珀金埃尔默公司环境健康事业部全球销售与服务副总裁  
Nam-Hoon Kim, Vice President and General Manager, EH Global Sales and Service, PerkinElmer

我非常高兴能参加analytica China。展会的规模非常大，全球最顶尖的企业都把自己最先进的仪器带到了这个展会上展示。

I am very happy to be at analytica China. The trade show is so enormous and all the leading companies all of the world have brought their most advanced instruments to the exhibition.

王冬, GE医疗集团产品部经理  
Dong Wang, Manager, Product Dept., GE Medical

我们对本届展会上的观众质量非常满意。在未来10年中，如果艾本德希望继续像过去10年那样在中国市场取得成功发展，慕尼黑上海分析生化展将是我们发展中非常重要的一个平台。

I would like to say, the quality of visitors is very outstanding in analytica China. In the next coming 10 years, if Eppendorf wants to stay successful like last 10 years, analytica China would be a necessary part.

Albrecht Wiener, 艾本德公司董事总经理  
Albrecht Wiener, Managing Director, Eppendorf

慕尼黑上海分析生化展是近几年我在上海看到的最好的展会。来我们展台咨询的用户包括制药、研发、环保等应用领域。许多观众不仅仅是问产品本身的问题，更多的是关心行业的变化和新技术的应用，这对于帮助我们了解市场、改进产品都非常有意义。

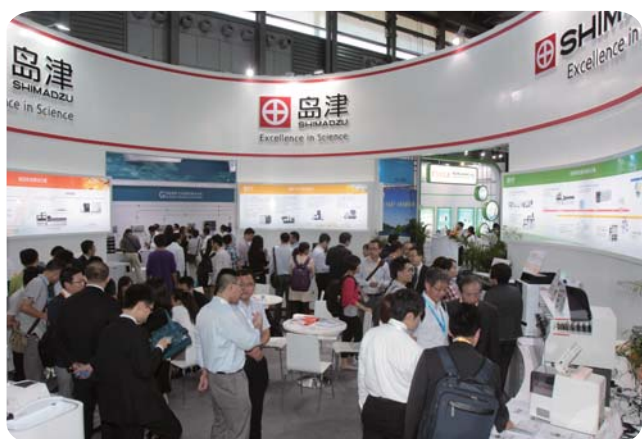
analytica China is the best trade show I have seen in recent years in Shanghai. The users came to our booth are from different fields like drug, R&D, environment and etc. They raised questions not only about the products, but also the changes in the industry and applications of new technologies. It is very useful for us to get to know the market and improve our products.

杨凡, 默克密理博实验室分析业务部中国区业务总监  
Fan Yang, Head of Lab Analytical Business, China, Merck Millipore



# 观众分析 Visitors' profile

## 来自62个国家和地区的18,775名专业观众 18,775 visitors and attendees from 62 countries and regions



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

教育科研 Education / Scientific & research development	9.41%
生物/医药 Biotechnology & pharmaceutical	22.36%
食品 Foodstuff	6.56%
环境监测 Environmental monitoring	7.18%
能源石化 Energy source, petroleum chemical	3.28%
医疗卫生与检验检疫 Medical healthcare, inspection and quarantine	8.06%
化学与化工 Chemistry and chemical industry	10.44%
半导体和电子 Semiconductor and electronics	3.08%
钢铁冶金 Steel and metallurgy	1.59%
工业/制造业 Industry/Manufacturing	7.48%
农林渔牧 Farming, forestry, fishing and husbandry	1.33%
仪器生产企业/原厂 Manufacturer of instruments	7.37%
经销商 Dealer of instruments	8.79%
其他 Others	3.06%

### 观众满意度 / Visitor satisfaction

98%

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

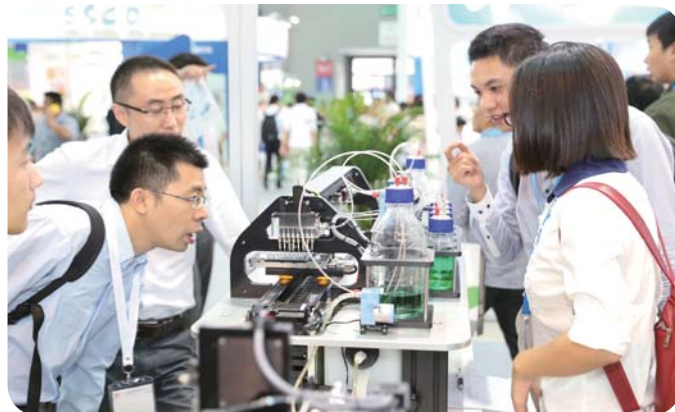
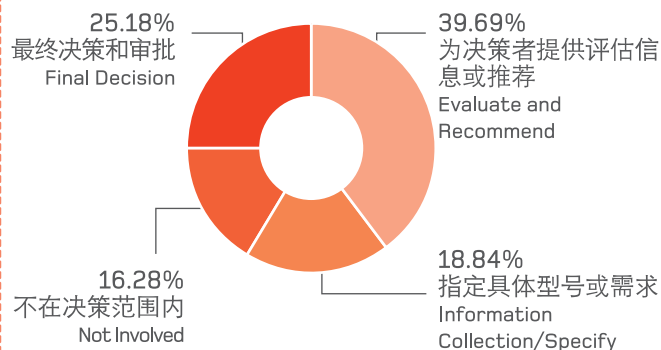
99%

会将analytica China推荐给商业伙伴或同事  
Recommend analytica China to business partners or colleagues

98%

会继续参观analytica China 2016  
Would definitely or probably attend again

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





## 2014年观众评价 / Visitors' comments

analytica China现场有很多行业内顶尖的企业，我们可以在这个展会了解他们的新技术新产品，并找到适合自己的产品。每届analytica China我都会来参观。

A lot of leading companies exhibit at analytica China, so we can get to know their technologies and products through the exhibition, and find what we need. I have visited analytica China every time.

**杨云, 上海宝钢化工有限公司化工研究院技术推广所所长**  
Yun Yang, Director, Technology Promotional Center,  
Chemical Engineering Research Institute, Baosteel Chemical Co., Ltd

这是我第一次参观慕尼黑上海分析生化展，一方面主要是要了解分析化学行业新的资讯动态，二是了解现场展商发布的新技术新产品，以用来支持我们新产品的开发。在现场我们不仅遇到了一些已有合作的大公司，还见到了很多国内的生产企业。对强生来说，使我们有了更多的选择。

This is my first visit to analytica China and we are here for two purposes: one is to find out about the new trends in the analytical chemistry industry; the other is to get to know the new technologies and products released and try to use them in our product development. We are not only met some big companies, but also emerging enterprises from China. As for Johnson & Johnson, we got more choices.

**顾平, 上海强生制药有限公司高级分析经理**  
Ping Gu, Senior Analytical Manager, Shanghai Johnson & Johnson Pharmaceuticals, Ltd.

我已经是第三次来参加慕尼黑上海分析生化展了，此次来的主要目的是寻找行业内一些新的实验室仪器和设备将其运用于我们的检验。我们看到了很多相关的大型检测仪器展台，也看到了一些之前的合作伙伴。展会让我们能够很轻松的获取行业内新的技术，了解新的设备，并将这些设备的参数进行对比，对我们的采购很有帮助。同时展会的同期论坛也是一个很值得参加的活动。

I am attending analytica China for the third time. This time we are here to look for new lab instruments and equipment to be used in our testing. We have been to many large booths and met some of our old partners. analytica China is a very good chance for us to find out about and compare the latest technologies and equipment. So it is very helpful to our purchase. Also the conferences are really worth attending.

**赵庆, 南京市食品药品检验所科长**  
Zhao Qing, Section Chief, Nanjing Institute for Food and Drug Control

## 职位分类 / By job functions

企业管理 Management	15.70%
采购 Purchasing	12.80%
生产/制造 Production / Manufacturing	10.40%
科研、研发 Scientific research	16.80%
检测/质量控制 Testing / Quality control	8.80%
销售 Sales	17.70%
工程/技术 Technical	7.70%
市场 Marketing	7.50%
其他 Others	2.60%

## 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	34.35%
测试、测量与质量控制 Test and measurement and quality Control	15.37%
实验室设备 Laboratory apparatus	28.16%
试剂、化学品 Reagents, chemicals	13.13%
医药/公共健康 Medicine/public health	6.06%
咨询、服务及其他 Others	2.94%

## 第七届上海国际分析化学研讨会 The 7th Shanghai International Symposium on Analytical Chemistry

### 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

### 协办单位 / Co-organizer

清华大学  
Tsinghua University  
分析化学研究中心  
Analytical Chemistry Center

### 金牌赞助商 / Gold Sponsor

安捷伦科技(中国)  
Agilent Technologies

### 特邀赞助商 / Invited Sponsor

日立高新技术公司  
Hitachi High-Tech

### 支持单位 / Supporter

仪器信息网  
www.instrument.com.cn



## 同期研讨会精彩纷呈，业内同仁高度关注

### High quality accompanying conference won widespread acceptance

analytica China 2014同期成功举办了13场高质量的学术研讨会及培训班。200余位国内外知名的专家、学者就分析化学、蛋白质组学、食品安全、材料分析、高通量测序、色谱技术等专题作了大会报告及主题发言，为现场观众献上200多场精彩报告！共有2,360名参会者到场聆听报告及演讲。

At the 13 high-quality academic programs successfully held along with analytica China 2014. Over 200 experts from China and abroad gave more than 200 keynote speeches and reported on the latest developments in science. A total of 2,360 participants attended the conferences.

### 第七届上海国际分析化学研讨会

#### The 7th Shanghai International Symposium on Analytical Chemistry

#### 主要议题 / Topics

制药与中医领域的分析化学；食品安全领域的分析化学；生物学、蛋白质组学及代谢组学的分析化学；分离科学和质谱技术；环境及生物分析；

Pharmaceuticals and Tradition Chinese Medicine; Food Safety; Biology, Proteomics and Metabolomics; Separation Science and Mass spectrometry; Environmental and Bioanalysis.

#### 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  
443位

### 2014功能材料国际会议

#### 2014 International Conference on Functional Materials (ICFM 2014)

#### 主要议题 / Topics

纳米及复合功能材料、能源功能材料、金属功能材料、生物及医学功能材料、薄膜与高分子功能材料、稀土功能材料

Nano and Composite Functional Materials; Energy and Photoelectric Functional Materials; Metallic Functional Materials; Biological and Medical Functional Materials; Thin Film and Functional Polymer Materials; Rare Earth Functional Materials.

#### 主办单位 / Organizers

- 中国机械工业集团重庆材料研究院  
Chongqing Materials Research Institute, China National Machinery Industry Corporation
- 重庆功能材料期刊社  
Chongqing Functional Materials Periodical Press
- 上海市新材料协会  
Shanghai Society for Advanced Materials

到场观众  
attendees  
610位

## 2014上海中欧国际食品安全研讨会 2014 Shanghai Sino-EU International Forum on Food Safety

### 主要议题 / Topics

中欧食品安全检测与监控前沿、食品安全法实施后我国食品安全情况问题与建议、中欧食品安全标准体系建设分析、食品安全风险评估与监测、中欧食品安全生产质量控制与保障技术交流、食品安全风险检测

Frontier inspection and monitoring of Sino-EU food safety; China food safety problems and suggestions after the implementation of Food Safety Law; Analysis on the construction of Sino-EU food safety standards system; The assessment and monitoring of food safety risk; Technology exchange of production quality control and quality guarantee technology on Sino-EU food safety; Detection of food safety risk.

### 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  
262位

## “组学与个性化治疗”专题研讨会 Omics and Personalized Medicine

### 主要议题 / Topics

组学与个性化治疗：重点围绕蛋白质组学及其在疾病个性化治疗研究中的应用进行研讨

Omics and Personalized Medicine: Focus on the research on proteomics and its application in the research of personalized treatment of disease.

### 主办单位 / Organizer

- 中国生物化学与分子生物学会  
蛋白质组学专业委员会  
China Human Proteome Organization

到场观众  
attendees  
136位

## 媒体密切合作 / Close media cooperation

- 63 家合作媒体  
Cooperation medias
- 857 篇新闻稿  
Press releases
- 132 篇平面广告  
Advertisements on magazines
- 180,880 电子通讯稿订阅用户  
Recipients of analytica China EDM



## 其他会议 / Other conferences

- LSAC生命科学论坛：高通量测序技术与应用  
LSAC Life Science & Biotech Forum: High-throughput Sequencing and Application
- Tutorial I: 气相色谱法培训  
Tutorial I: Gas Chromatography Training Seminar
- Tutorial II: 构建中心切割及全二维液相色谱系统(2D-LC)的理论背景和实践方法  
Tutorial II: Theoretical Background and Practical Method Set-up for Comprehensive and Heart-cutting Two Dimensional Liquid Chromatography (2D-LC)
- Tutorial III: 样品制备技术及反相高效液相色谱法固定相的选择  
Tutorial III: Sample Preparation Techniques and Reverse Phase HPLC Stationary Phase Selection
- Tutorial IV: 分析化学中的质量保证  
Tutorial IV: Quality Assurance in Analytical Chemistry
- 快速检测技术发展论坛  
The Workshop on Quick Testing Technologies' Development
- 第五届丁香园E学院主题活动——生物医药行业新媒营销汇  
The 5th Theme Activities of www.dxy.cn e-College: New Media Marketing of Biological Medicine Industry
- 仪器信息网——网络营销研讨会  
The Seminar on Network Marketing by www.instrument.com.cn
- iCMS网络质谱会议——回顾与展望  
iCMS-iConference on Mass Spectrometry-Review and Prospect

See You in  
与您相约 2016



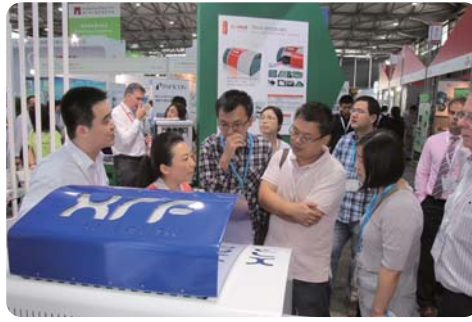
analytica China

2016年10月10-12日, 中国, 上海

同期举办

CHINA BREW  
CHINA BEVERAGE

中国国际酒、饮料制造  
技术及设备展览会



 **analytica Vietnam**  
2015年4月15-17日, 越南, 胡志明

 **analytica Anacon India**  
2015年10月8-10日, 印度, 海得拉巴

 **analytica**  
2016年5月10-13日, 德国, 慕尼黑

 **analytica China**  
2016年10月10-12日, 中国, 上海

**CHINA BREW CHINA BEVERAGE** 同期举办  
中国国际酒、饮料制造技术及设备展览会



**全球网络**

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