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# ANALYTICA, MUNICH, 10/13 APRIL 2018

# A Good Show for Most Despite Achema in June this Year

# This year Analytica was held from April 10th to 13th in halls A1 to A3 and B1 and B2 at Messe Munich. As this was a year when both Analytica and Achema fall in the same year, something that happened every 6 years, a fall in both exhibitor and visitor numbers were expected and found. However, compared to the previous clash in 2012 the fall in exhibitor numbers was less than expected with 1164 exhibitors (vs approx. 1250 or so in 2016 and up on 2012) taking pretty much the same space as in 2016.

The overall feeling from around the show was it had been good and visitor numbers were reported at a record high of 35,626 but the UK pavilion in B1 suffered because of a wall of Chinese companies blocking the way from the front of the hall. This had the effect of diverting passing visitors away from the group.

When exhibiting in 2016 the Chinese group were not there and the UK group were located next to the live lab area. This proved a useful location and so we booked for the same again. Alas the organisers did not point out that they had moved the live lab or surrounded the front of the UK pavilion with a block of Chinese companies.

This reflected hugely on passing trade and our dirty survey results are the worst we have ever recorded by a country mile.

The average score across all seven companies in the group was 4.9. The worst score at an exhibition (and we have been scoring these for at least five years) before this was 6.7 for the first Lab Innovations and for most it was deemed an OK show and has improved every year since. In 2016 the average score from the group at Analytica was 7.7, which is pretty good.

Two companies scored the show 2 out of 10, one scored it a 3, one a 4 and one a five. The other two had a better show (and many prearranged meetings) and scored it 7 and 8 but also noted the lack of passing trade.
Only 3 said it met their expectations (and one of those said only because they had low expectations.

Average number of enquiries was 35 (66 in 2016) with three saying yes to whether they expected to get business from the show.
Two said they would be back, two said maybe and the rest said not likely.

We spoke to the organisers during the show who thought we had realised where we were with regard to the Chinese – a lesson learnt by us – check the floor plan near to the show dates to see who and how they have located others, especially large groups that reflect attention rather than draw attention.

We will be relaying our disappointment and have already been assured they will do something about it next time.

There were around 120 Chinese companies by registered address (which shows 65 UK companies, despite some of them not being UK companies but where their booking came from) and every hall had at least one and most two Chinese group pavilions (UK one, France one, S. Korea one). The organisers say they actually limit the number but I saw quite a few Chinese companies not under pavilion banners.

It is an interesting reflection that certainly in Europe at shows such as Analytica, which attracts a lot of local end users as well as overseas visitors, most people are not interested in looking at the Chinese stands.
One of the reasons for this was highlighted on day one when one Chinese company stand was cleared for IP infringement.

Starlab Scientific Co Ltd were located across the isle from the UK pavilion in Hall B1.
Starlab is an Eppindorf trade mark brand and so they objected to the fact that this company were selling pipettes and syringe filters with Starlab on.
Security and others proceeded to clear the stand of all posters and signage, followed by products and black felt penned any packaging with Starlab on. There were complete gone before the end of Day one.
As one exhibitor (affected by the great wall deflecting traffic away) put it, it was the highlight of the show.

Other notes from the show were there were around 60 UK companies across all 5 halls and the effort put in by many exhibitors was particularly impressive. The ThermoFisher stand was huge but so were many others.

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