Achema 2018 report

Frankfurt 11th – 15th June 2018

Achema is the largest chemistry show in the world. Incorporating everything from process and laboratory technology and measurement to pumps, valves, automation, packaging and many other areas it has been held every three years since 1970 in Frankfurt.

Gambica has been organizing a UK group for many of the 17 Achema’s and this time we had 15 companies in the group (down from 20 in 2015) plus another 13 members exhibiting amongst the circa 180 UK companies at the show. We believe that, apart from the German companies, made the UK the third largest group International group at Achema after China and Italy.

Total exhibitors were around 3700 (3813 in 2015) and the total visitor numbers were approximately 145,000, much lower than in 2015 (166,444). The laboratory technology area within Achema accounts for around 800 exhibitors and about 9% of the floor space (Think even a smaller part than the Clinical lab and IVD part of Medica). It is impossible to segregate the visitor numbers attending the LT part of the show but it felt like the numbers were a bit lower than at Achema compared to 2015 (which felt like the best since 2006). Possible reasons for the lower numbers include the Analytica/Achema clash (for those not aware – every 6 years these two shows clash. Analytica with its two year cycle and Achema with its three year cycle are usually only a couple of months apart and each show is damaged by each other to some degree. This year I think Achema also suffered more because Ramadan was also taking part while Achema was on, this meant far fewer visitors from most if not all Muslim countries. Lastly the organisers stated that registration is now more a formal process to ensure security.

From the 15 companies exhibiting within the group the average score out of 10 was 7.2 (2015 was 7.6).That score puts it firmly in the OK show category but not good (7.6 plus) or blinding (over 8). The average would have been higher but two companies had a particularly bad show. (overall we had one ten, one nine, one 8.5, 5 eights, 4 sevens, one five and two fours.

12 said it had met or in a number of cases exceeded expectations, with two reporting it didn’t and one not quite.

The average number of enquiries recorded by the group was just 92 (120 in 2015)

Last time we had several companies report orders at the show (worth £40,000) but this year that number was much lower at around £10K promised (not unusual though). Forecasting future business all bar one though they would get business from the show but the amount is too difficult to stay at this stage with many there to see or find distributors the outcomes can be months or even years away.

10 said they would definitely be back for 2018. One said no and there were 4 probables.

The next Achema will be from June 14th – 18th 2021

Lastly some didn’t get their crates back until Saturday! This is no fault of our freight company but purely down to the organisers. Be warned for 2021.