

ANALITICA

L A T I N A M E R I C A

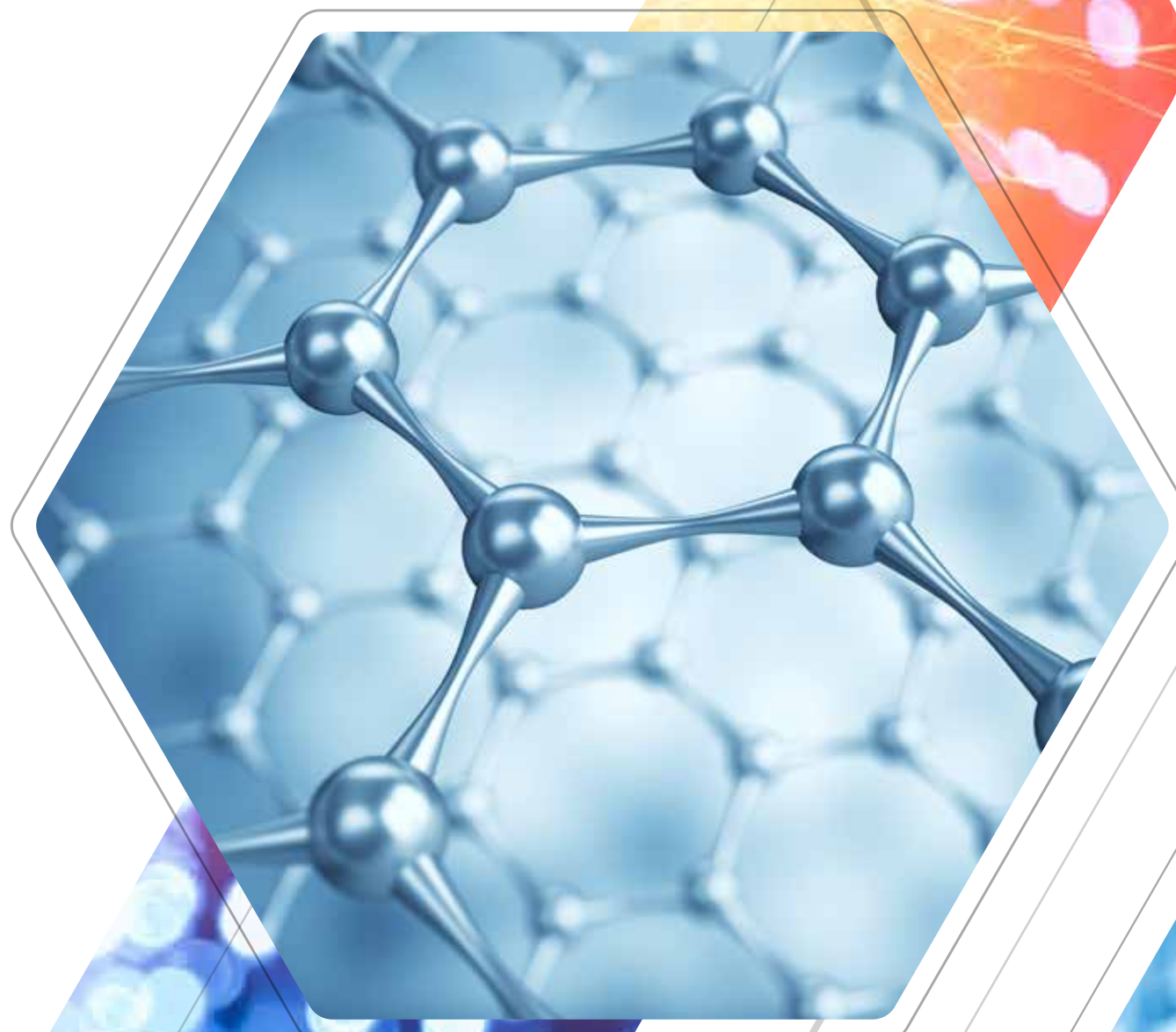
15th International Fair of Technology for Laboratories,
Analyses, Biotechnology and Quality Control

2019

RESULTS

CATALYZING RESULTS IN
DIFFERENT INDUSTRY MARKETS.

24-26
September
From 1 to 9 pm **2019**
SÃO PAULO EXPO



www.analicanet.com.br

ANALITICA LATIN AMERICA GATHERS MORE THAN 7,500 INDUSTRY EXPERTS IN THREE DAYS OF BUSINESSES.

AFTER INCREASE OF VISITS AND NUMBER OF NEW EXHIBITORS, THE EVENT IS STILL A REFERENCE IN THE CHEMISTRY MARKET.

Analitica Latin America is considered the worldwide meeting point of the analytical chemistry industry and the main connection between industry and academy. The event gathers suppliers, distributors, manufacturers and researchers seeking for the latest news and trends of the laboratorial technology, biotechnology, pharmaceutical, cosmetics, food, agrobusiness industries, among others.

One of the greatest highlights of Analitica Latin America is the qualified and diversified content presented through the Analitica Congress, of the presentation of scientific papers and lectures in the Talk Science.

Check out the 2019 Analitica Latin America results.



At every edition of Analitica, we try to provide a complete and dynamic event that includes the analytical chemistry market even more in our country. We are aware of the importance and complexity of this event and market to the national development. This is why we put all our efforts to delivery once more a fair to meet our exhibitors and visitors' expectations. The idea is to increase more and more.

Diego de Carvalho
Head of NürnbergMesse
Brasil portfolio

EVENT DATA

SECTORS BEING EXHIBITED



ANALYTICAL
CHEMISTRY



LABORATORIAL
TECHNOLOGY



BIOTECHNOLOGY



NANOTECHNOLOGY

+400

BRANDS BEING
EXHIBITED

★ **52**

NEW EXHIBITORS

+14.000

M² OF BUSINESS AREA

16%

LARGER

78%

OF THE EXHIBITORS ARE
SATISFIED WITH THEIR
PARTICIPATION AT
ANALITICA LATIN AMERICA

82%

OF THE EXHIBITORS ARE
SATISFIED WITH THE
PURCHASE QUALITY
OF VISITORS

+7.592

QUALIFIED
VISITORS



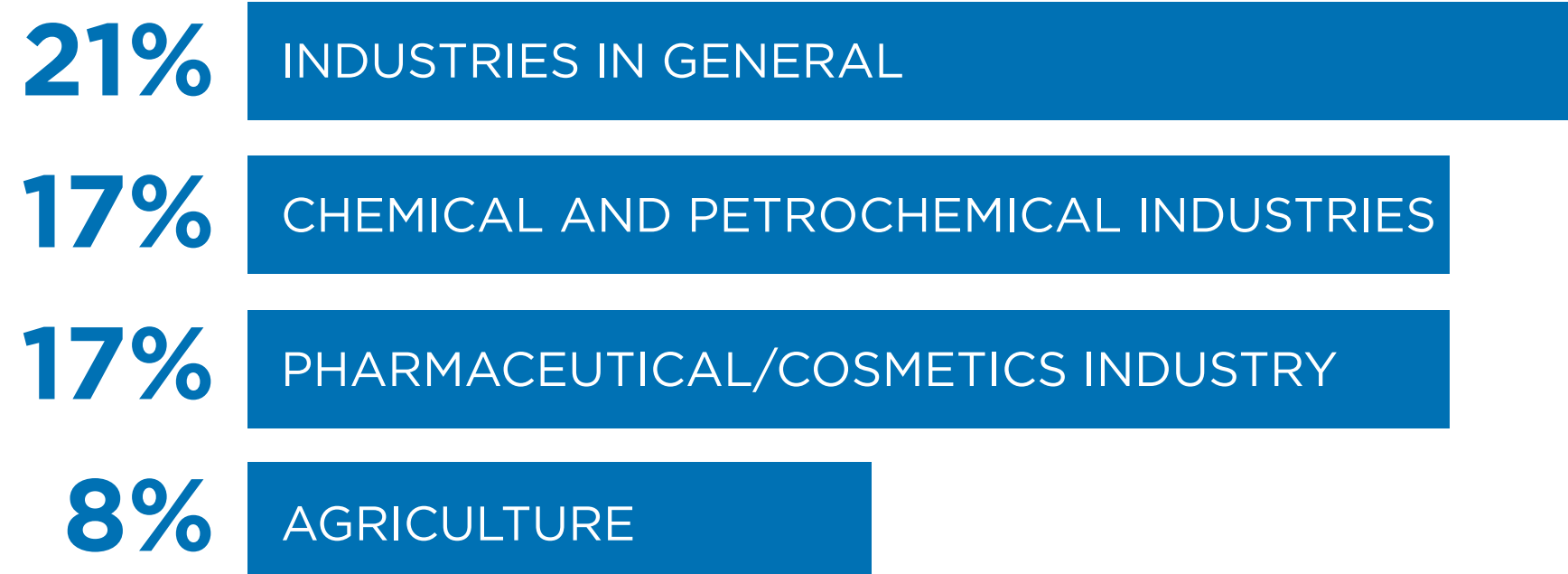
We are exhibitors at Analitica since it began. For us, **this is surely the most important fair**, because it reaches all markets: pharmaceutical, food, oil, universities. **It is indeed a fair with a very wide comprehensiveness that has been a tremendous success.** It is a very varied audience of **people who really want to make investments.**

Ivan Jonaitis

Sales Manager of Agilent

VISITOR'S PROFILE

MAIN AREAS OF WORK



43%
INFLUENCE ON
DECISION-TAKING

MAIN POSITIONS

- + THAN 360 PRESIDENTS/CEOS
- + THAN 1,540 DECISION-TAKERS

93%

OF THE VISITORS APPROVE
ANALITICA LATIN AMERICA

THE EVENT RECEIVES
VISITORS FROM
20 COUNTRIES
BESIDES BRAZIL



67%

OF THE INTERNATIONAL
VISITORS ARE FROM
LATIN AMERICA

**INTERNATIONAL
VISITORS FROM
LATIN AMERICA**



What we need we can find here
in an innovating way."

MICHELE ADRIANA PAIXÃO
DSM RESEARCHER



A pavilion inside Analitica Latin America gathered important brands focused on the nanotechnology sector, a market that is increasingly growing in Brazil.

Innovations varying from nanopigments to food solutions were introduced, in addition to the exhibition of applied nanotechnology products, confirming that this kind of technology can be even more present in the everyday life of Brazilians.

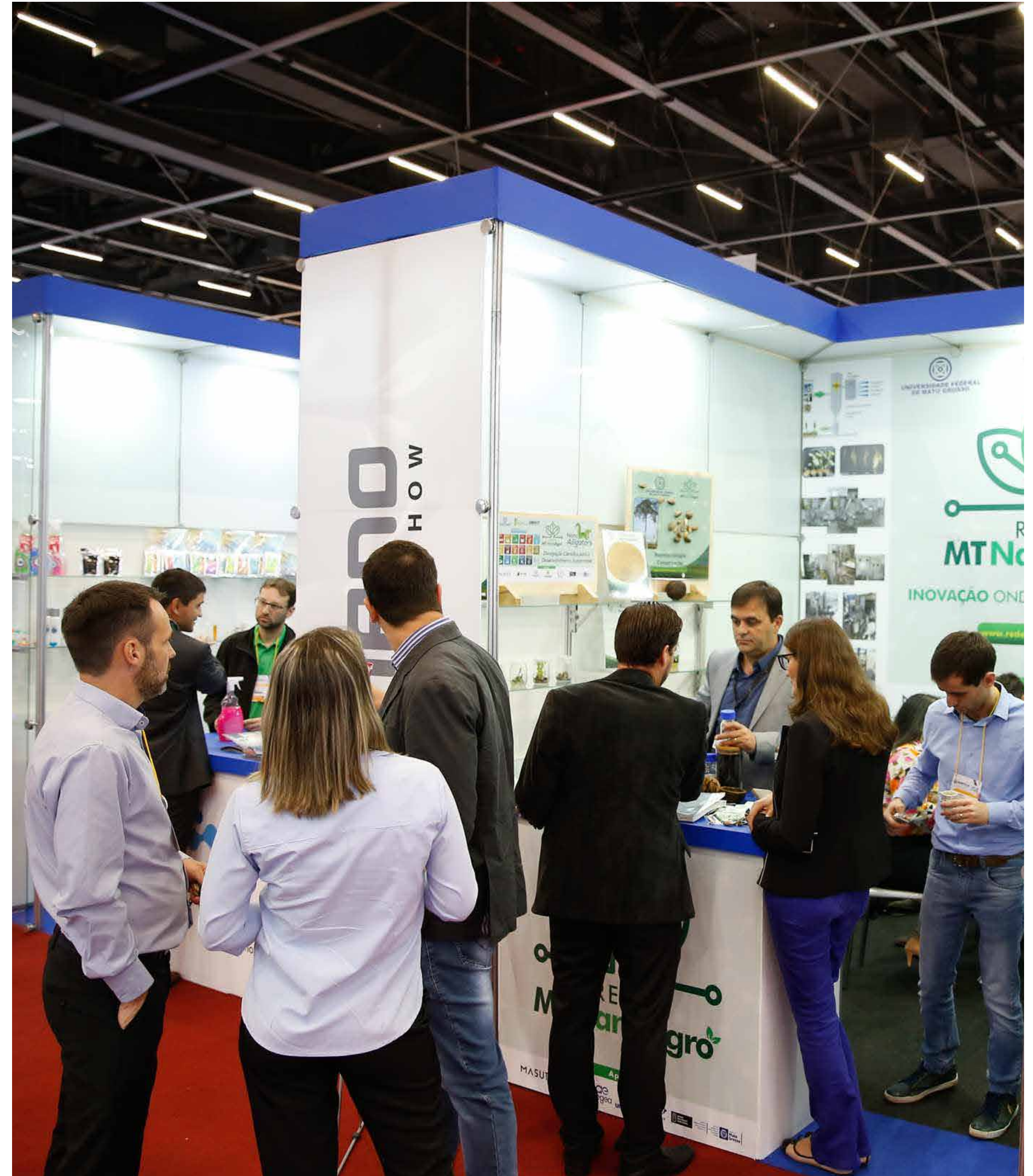
“

This is the first time I visit this event, and it caught my attention because there are several things included. It also joined nanotechnology with the equipment fair for analyses. I had even found more than I expected, with several solutions to problems that we have in the research area.

”

Tatiana Pineda

Visitante colombiano que actualmente trabaja como profesor en una universidad federal de Santa Catarina (UFSC) - Brasil.



STRATEGIC PARTNERSHIP

Strengthening the event's relevance, we had the launch of Associação Brasileira de Nanotecnologia (ABN) (Brazilian Nanotechnology Association), which contributes even more for the development of science and technology in the country.



During the Nano Trade Show, Canada's General Consulate organized a mission of innovation in Nanotechnology applied to the medicine, biotechnology, pharmaceutical and cosmetics sectors.



The mission counted with 12 Canadian sector companies and startups, as well as NanoCanada and NRC-IRAP. During the event, Canada's General Consulate organized business roundtables, and the delegation members lectured at TalkScience.



“ It is an honor to be here counting with the NürnbergMesse Brasil support. We are going to keep building partnerships, working together to develop this sector in Brazil. ”

Leandro Berti

CEO of ABN (Brazilian Nanotechnology Association)

CONTENT

THE CIRCUIT OF KNOWLEDGE AND INNOVATION PROVIDES A COMPLETE EXPERIENCE TO THE PARTICIPANTS WITH MORE THAN **37 HOURS OF CONTENT.**



6th ANALITICA CONGRESS



The Analitica Congress brought a set of contents directly associated with the industry demands, providing production and share of knowledge between the academy and the professionals that work directly with the analytical chemistry.

+200
PARTICIPANTS

24 H
OF CONTENT



DISCUSSED THEMES

- Innovation in analytical chemistry • Nanotechnology • Analytical chemistry and food
- Processes and automation • Forensic • Startup Lab

Content Partner:



TALK SCIENCE

Modern and innovative, Talk SCIENCE presents dynamic lectures that are different from everything that has already been introduced in the market. They include Life & Science content that had been worked throughout the year in the blog Talk SCIENCE, by gathering the digital and physical.

Sponsors:

Infotray, CMS and Toledo do Brasil

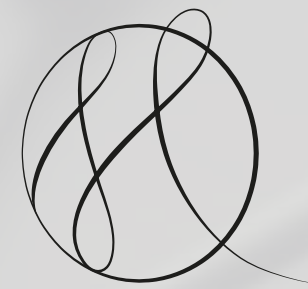
Macro-themes:

Biotechnology, Innovation and Nanotechnology



+300
PARTICIPANTS

13H
OF CONTENT



HOSPITALITYCLASS

Hospitality Class is an exclusive program created by NürnbergMesse Brasil to help build a business network between suppliers and players of the national and international industries.

+580
PARTICIPANTS

MAIN POSITIONS

**Owners/ Partner-Owner
President/ vice-president
Superintendent**

Manager

Specialist/ Technician/ Consultant

Coordinator/Supervisor



+65
PURCHASERS

190
MEETINGS

18
EXHIBITORS

RODADA DE **NEGÓCIOS**

The Analitica Latin America Matchmaking debuted successfully among the participants.

BRL 11.500.000,00

**MEETINGS 190 EXHIBITORS OF BRAZILIAN
REAIS IN MOVEMENT (AUDITED)
IN 2 HOURS OF MEETINGS**

EXHIBITORS:

- Anton Paar • Cetec • Cia Schneider • Datamed • Eppendorf
- Equipnet • Erwing Pataki Mondragon Epp (Mondragon Equipamentos)
- Hanna Instruments • Hipperquímica Do Brasil Ltda • Incoterm
- Labcontrol Instrumentos Científicos Ltda • Labsoft • Labware Brasil
- Nsg Group Blindex • Pró-análise • Special Gases Do Brasil • Sudlab
- Veolia Water Technologies Latam • Waters

MAIN PURCHASERS:

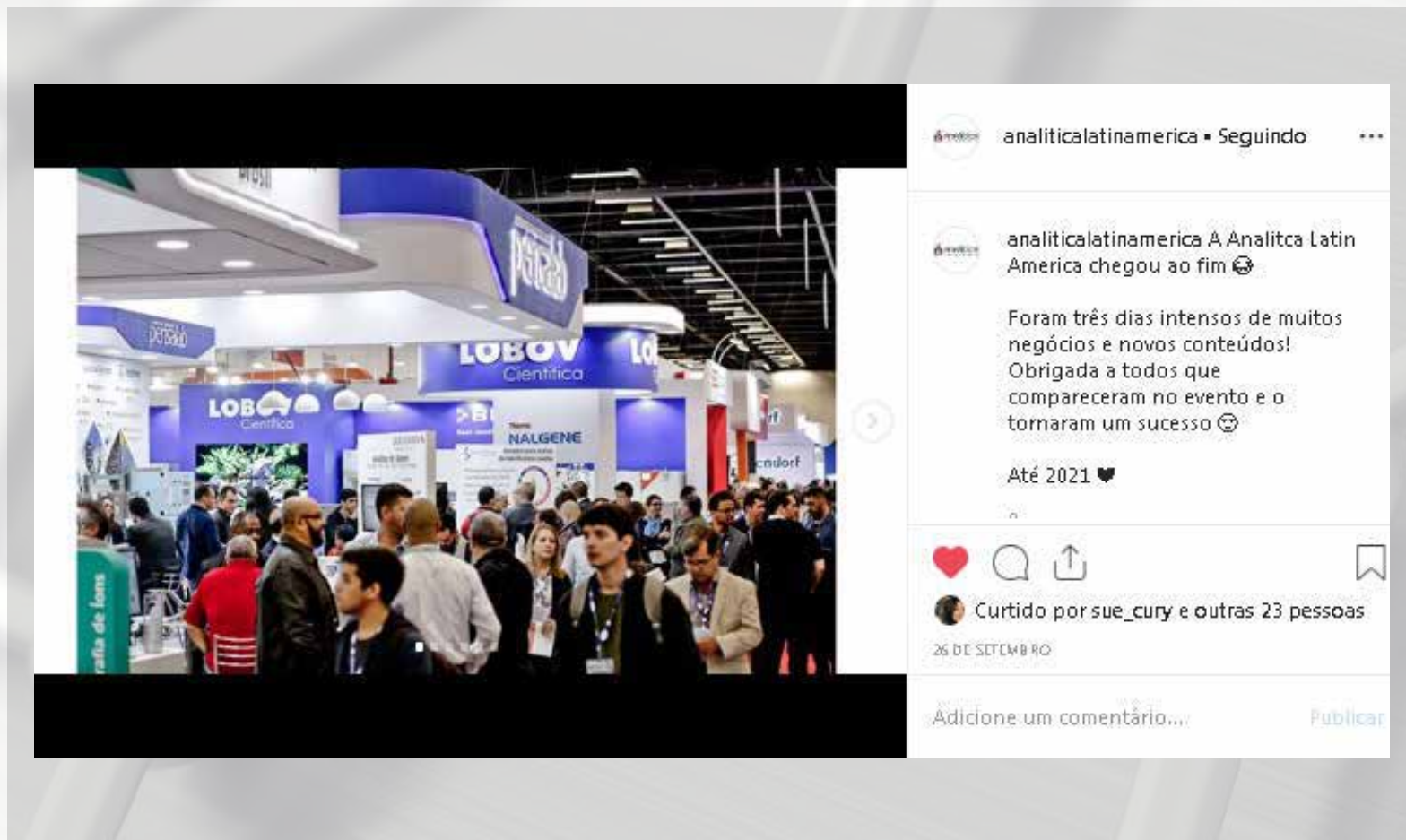
- Basf • Biolab • Boticário • Braskem • Ceva
- Colgate Palmolive • DSM • Givaudan • Instituto Butantan
- Lonza • Mcassab • Procter & Gamble • Solvay/Rhodia
- Unifesp (Federal University of São Paulo)
- USP (University of São Paulo)



IMPACT & REACH

11 NEWSPAPERS
1 TV
91 ONLINE

724.607
PEOPLE IMPACTED



Canaltech

▲ A 15ª Analítica Latin America, promovida pela NürnbergMesse, está marcada para 24 a 26 de setembro, no São Paulo Expo. Maior encontro de produtos e serviços para o setor de análises químicas da América Latina, o encontro terá grande número de novidades para biotecnologia e nanotecnologia, temas que darão origem a rotas setorizadas de visitaç o. Informações: www.analitanet.com.br ■



EDUARDO CARIT 
Pesquisador

MEDIA RETURN OF **BRL 510.800,89**

Analitica Latin America apresenta novas rotas setorizadas para edi o de 2019


Pensando em uma visita o mais otimizada, planta do evento agora mostra rotas de diferentes segmentos da ind stria



A d cima quinta edi o da **Analitica Latin America**, a principal feira de qu mica anal tica da Am rica Latina, j  est  a todo vapor e preparando novas atra o es para tornar a experi ncia do visitante ainda mais completa. Marcada para acontecer entre os dias 24 e 26 de setembro, no pavilh o de exposi o es do S o Paulo Expo, zona sul da capital paulista, a **Analitica Latin America** j  apresenta a primeira novidade: rotas setorizadas para visita o.



labnetwork
Conectando o universo das an lises cl nicas e instrumenta o anal tica



FACEBOOK - 172 Posts | Page Likes: 1,281 Publication reach: 644,387 | Interaction: 8.038

INSTAGRAM - 42 posts | Page followers: 194 Publication reach: 4,843 | Publication interaction: 368

Analitica Latin America apresenta novas rotas setorizadas para edi o de 2019



ANALYTICA



STRATEGIC ALLIANCES



MINISTÉRIO DA
CIÊNCIA, TECNOLOGIA,
INOVAÇÕES E COMUNICAÇÕES



Content Partners



MEDIA PARTNERS



IN 2021, THE EVENT TAKES PLACE TOGETHER WITH ABRAFATI, THE MAIN PLATFORM OF THE PAINT MARKET. THE SYNERGY OF BOTH EVENTS MAKES THE PARTNERSHIP TO INCREASE OPPORTUNITIES AND OFFERS A NEW SPHERE OF BUSINESSES FOR BOTH AUDIENCES.



ANALITICA

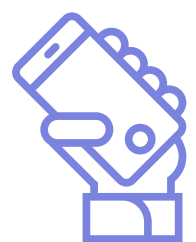
L A T I N A M E R I C A

16th International Fair of Technology for Laboratories, Analyses, Biotechnology and Quality Control

28-30
SEPT. 2021

SÃO PAULO EXPO

CONTACT OUR COMMERCIAL TEAM



+ 55 11 3205.5060



analitica@nm-brasil.com.br

Organization and Promotion



Co-located Events



Venue



www.analicanet.com.br