

## Hyderabad to host analytica Anacon India and India Lab Expo 2019

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**Optimum trade fair for the pharmaceutical, food processing, research and development industries in India**



The pharmaceutical industry has seen remarkable expansion in the past decade, globally and especially in India. According to India Brand Equity Foundation, the Indian pharmaceutical industry itself produces and supplies 50 percent vaccines, 40 percent generic medicine in the US and over 25 percent of all medicines in UK.

Alongside pharmaceutical, food processing, research and development sectors are growing at an exponential rate as well. The Indian food processing industry accounts for 32 percent of the country's total food market and the Ministry of Food Processing Industries is implementing a number of schemes for R&D in the Food Processing Sector additionally.

Growing industries such as these require an optimum platform for industry professionals to come together, network and showcase their latest innovations.

analytica Anacon India and India Lab Expo are the ideal trade fairs for industry suppliers, manufacturers to exhibit their products to an extensive audience in India.

To be held in Hyderabad from 19th to 21st September 2019, analytica Anacon India and India Lab Expo will bring the best of the lab technology and analytical instrumentation to the pharmaceutical, food processing, research and development industry in India, under one roof.

### **Hyderabad – The emerging hub of pharma, food and R&D sector**

Over the years, Hyderabad has emerged as the pharmaceutical hub of the country and is also known as 'The Genome Valley of India'. The research and development sector in Hyderabad is also gaining momentum. With an incredible number of food processing clusters emerging in the city, Hyderabad provides

favourable grounds for analytica Anacon India and India Lab Expo, for both: visitors and exhibitors.

### **analytica Anacon India and India Lab Expo – Bigger than before**

This year analytica Anacon India and India Lab Expo gear up for an even bigger edition. A series of roadshows held across the country as a precursor to the shows are already bringing significant attention to the trade fairs. Supporting program Buyer-Seller Forum gives buyers an opportunity to conduct one-on-one meetings with numerous sellers at the trade fairs. analytica Anacon India and India Lab Expo also plan to bring in buyers from different cities across the country. This will enable sellers to reach out to a larger buyer group from various parts of India. With 300 domestic and international exhibitors estimated to showcase their brands at the show and over 10,500 visitors in attendance, the 14th edition is already gearing up to set new benchmarks.

Girija S. Brahma, Marketing Manager, MERCK Life Science Private Limited about the participation in analytica Anacon India and India Lab Expo: “The trade fairs continue to be a great platform where we get opportunities to interact with the industry stakeholders, it definitely helps in building a strong presence within the analytical industry.”

### **Pharma Pro&Pack – Exclusive event for pharma machinery solutions**

analytica Anacon India and India Lab Expo, Pharma Pro&Pack is the only event in Hyderabad for pharma machinery technologies and solutions. Pharma Pro&Pack brings the best of the industry under one roof, giving industry professionals an ideal platform to showcase their latest innovations and empower their brands in the process. Extensive trade promotion program enables reaching out to the leading pharmaceutical companies, efficiently.