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# analytica Anacon India and India Lab Expo: Successful restart of lab & analysis industry

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**Special edition analytica Anacon India and India Lab Expo attracted more than 5455 visitors at the Hitex Exhibition Centre, Hyderabad**



From December 16 to 18, analytica Anacon India and India Lab Expo—back in its physical avatar was held at HITEX Exhibition Centre, Hyderabad—concluded its special edition successfully. Continuing the bounce back sentiment, the business community enthusiastically took part, with 194 exhibitors including both onsite plus online showcasing their solutions and innovations to the visitors. In terms of visitors, the special edition for the laboratory and analysis industry attracted more than 5455 visitors.

“We are happy that the special edition of analytica Anacon India and India Lab Expo once again delivered a successful platform for exhibitors, partners and buyers to meet, greet and do business successfully. The exhibition halls displayed an atmosphere of confidence and the energy to exchange business on the floor,” said Bhupinder Singh, CEO of Messe Muenchen India.

## Face to face interactions again

All the exhibitors, visitors, buyers and partners took full advantage of face-to-face meetings—on site.

Amy Thakker, Deputy Manager—Marketing & Sales at the Shimadzu Analytical (India) expressed: “It was great to exchange ideas and meet personally again. I was especially excited about the new technologies presented here as well as to maintain existing contacts.”

Jimit Upadhyay, Sr. Associate—Service Marketing from Mettler-Toledo India added “There has been a huge influx of visitors, much more than anticipated and many have expressed interest towards our products on display. This platform has helped us meet our old clients and introduced us to a lot of new clients.”

## High-class supporting program

The industry not only exchanged information at the booths, but also at the high-class supporting program. The topics were tailored to the market requirements. The seminar focused on topics namely USP—Supporting Public Health response for COVID -19 or Nitrosamine Impurities—USP’s Tools and Solutions organized by U.S. Pharmacopeia. The conference partner, the Indian Pharmaceutical Alliance (IPA), also organized the session on Lab of Future.

## Online—the exhibition beyond three days

The fair extended its scope to the digital world. Through online participation options, analytica Anacon India and India Lab Expo carried together a premium audience of top business and technology leaders and influencers across the globe. The digital event platform was frequently used to access company profiles, see products and services, to hold B2B meetings, to learn from the conference and to network.

## Positioning back in Mumbai & Hyderabad in 2022

With new trends & technologies transpired in last 18 months, the event gave more than enough reasons to look forward to the next edition, which will be back to the Bombay Exhibition Centre (BEC), Mumbai from April 20 to 21, 2022 and HITEX Exhibition Centre, Hyderabad from September 15 to 17, 2022.