About the Exhibition

«Analitika Expo» - Russia’s only laboratory equipment and chemical reagent exhibition. It is a key event dedicated to analytical chemistry in Russia and the CIS countries. The exhibition is a pivotal business platform that unites suppliers of analytical equipment and experts from various research and industrial laboratories.

Facts and figures:

241 participant

24 world nations

6 020 visitors

63 Russian regions

9 511 m² exhibition area

Focus of exhibition:

› laboratory equipment and instruments
› laboratory glassware and plasticware, and supplies
› chemical reagents
› laboratory furniture
› means for automating laboratory research
› control and measuring equipment
› equipment for biotechnology
Exhibition participants

241 participants from 24 countries of the world

› Participant profile

«Analitika Expo» participants are the key domestic and foreign manufacturers and suppliers of:
› laboratory equipment and analytical instruments
› laboratory furniture
› laboratory glassware and plasticware, and supplies
› chemical reagents

› Participants include

› Participation in “Analitika Expo” provides an opportunity to:
› increase sales and expand market size
› find new customers from academic institutions, and chemical, pharmaceutical, food, medical, environmental, oil and gas and other industries
› communicate with representatives of scientific communities and determine what they need to equip their laboratories
Exhibition participants

› Exhibitor survey results

67.5% found new clients and business partners at the exhibition

98% believe that participation in the exhibition is important for developing their business

90% met their current clients and partners

78% are satisfied with the quality of visitors

77% are satisfied with their participation in the exhibition

67% are satisfied with the number of visitors
Exhibitor feedback

“With each passing year, «Analitika Expo» has reaffirmed its status and significance within the laboratory community. It is worth highlighting that the number of exhibitors and visitors has substantially increased this year, with the presence of major market players at the exhibition.

Yulia Ustinova, Manager for Sales of Laboratory Equipment, «Sartorius RUS»

“«Analitika Expo» is Russia’s only exhibition for professionals in our sector: manufacturers and all those interested in analytical equipment. The exhibition attracts professionals from scientific research institutes and large chemical factories.

Ksenia Musina, Head of the Marketing Department, Chromatec Special Design Bureau CJSC

“The «Analitika Expo» exhibition is a key event for us. The exhibition is really well attended, and there is a great interest in the showcased products. We have been participating in «Analitika Expo» since 2003 and our stands have grown in size each year. We have already booked our space near the entrance next year.

Andrey Pakhomov, Chairman of the Board of Directors, LLC Chromos Engineering
Exhibition visitors

6,020 visitors from 63 regions of Russia

› Visitor profile

Experts from Russia’s scientific and industrial laboratories from various fields: the chemical, pharmaceutical, food, medical, oil and gas, construction, environmental, metallurgical and other sectors, as well as from research organizations, and healthcare and government agencies.

50%
first-time visitors

60%
do not attend other exhibitions on related subjects
Exhibition visitors

› Numbers of visitors interested in various different product categories

- **Laboratory equipment**
  - 86% (5,278)

- **Automated laboratory testing equipment**
  - 38% (2,193)

- **Laboratory glassware and supplies**
  - 46% (2,643)

- **Laboratory furniture**
  - 32% (1,816)

- **Chemical reagents**
  - 43% (2,444)
## Exhibition visitors

› Break-down of visitors by company activity

<table>
<thead>
<tr>
<th>Scientific research and development*</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Suppliers of laboratory equipment</td>
<td>1,104</td>
<td>20%</td>
</tr>
<tr>
<td>Chemical Production</td>
<td>520</td>
<td>10%</td>
</tr>
<tr>
<td>Pharmaceutical Production</td>
<td>507</td>
<td>9%</td>
</tr>
<tr>
<td>Accredited independent laboratory service providers</td>
<td>380</td>
<td>7%</td>
</tr>
<tr>
<td>Food and Beverage Producers</td>
<td>185</td>
<td>3%</td>
</tr>
<tr>
<td>Medical service providers</td>
<td>159</td>
<td>3%</td>
</tr>
<tr>
<td>Other laboratories</td>
<td>1,204</td>
<td>22%</td>
</tr>
</tbody>
</table>

*(environmental monitoring, water supply and drainage, micro-electronics, energy supply)*

### *Break-down of scientific research and research companies, by sector*

<table>
<thead>
<tr>
<th>Sector</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Chemistry and materials science</td>
<td>453</td>
<td>32%</td>
</tr>
<tr>
<td>Instrument manufacture and production of electrical systems and components</td>
<td>233</td>
<td>17%</td>
</tr>
<tr>
<td>Pharmaceuticals</td>
<td>140</td>
<td>10%</td>
</tr>
<tr>
<td>Medicine/ Clinical diagnostics</td>
<td>117</td>
<td>8%</td>
</tr>
<tr>
<td>Oil and gas</td>
<td>126</td>
<td>8%</td>
</tr>
<tr>
<td>Agriculture</td>
<td>77</td>
<td>5%</td>
</tr>
<tr>
<td>Metallurgy</td>
<td>74</td>
<td>5%</td>
</tr>
<tr>
<td>Food and beverages</td>
<td>45</td>
<td>3%</td>
</tr>
<tr>
<td>Water cleaning and treatment</td>
<td>36</td>
<td>3%</td>
</tr>
<tr>
<td>Other areas of research</td>
<td>130</td>
<td>9%</td>
</tr>
</tbody>
</table>

*(geology and mineralogy, ecology, physics, biotechnology, refining subsoil resources)*
Exhibition visitors

› Number of professional visitors according to their corporate title and the purpose of their visit

<table>
<thead>
<tr>
<th>Level of corporate responsibility</th>
<th>Search for goods or services for business</th>
<th>Aim of obtaining general information</th>
<th>Personal professional development</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company executives / owners</td>
<td>358 (17%)</td>
<td>212 (9%)</td>
<td>17 (4%)</td>
</tr>
<tr>
<td>Deputy directors of companies</td>
<td>217 (11%)</td>
<td>155 (7%)</td>
<td>19 (4%)</td>
</tr>
<tr>
<td>Heads of department / team leaders</td>
<td>696 (34%)</td>
<td>684 (31%)</td>
<td>116 (24%)</td>
</tr>
<tr>
<td>Managers / specialists</td>
<td>760 (37%)</td>
<td>1,165 (52%)</td>
<td>323 (68%)</td>
</tr>
<tr>
<td>Self-employed entrepreneurs</td>
<td>13 (1%)</td>
<td>18 (1%)</td>
<td>2 (0%)</td>
</tr>
</tbody>
</table>
Exhibition visitors

Visitor survey results

- **96% (5,779)** can influence decisions regarding purchasing of the goods featured at the exhibition
- **74% (4,455)** plan to purchase products after visiting the exhibition
- **87% (5,237)** found new suppliers and business partners
Business programme

The events of the “Analitika Expo” business programme are a platform for open dialogue, exchange of experience and development of competencies in the field of analytical research.

The focus is on the most current issues related to analytical laboratory function; accreditation and automation processes; the most in demand chemical research methods used in different scientific spheres and industrial laboratories in various sectors: pharmaceuticals and medicine, на пищевых производствах, предприятиях нефтехимии и других.

› Main events

• Seminar on laboratory accreditation
situation analysis of the ISO/IEC17025 standard requirements, recommendations from leading experts on laboratory accreditation

• Sector-specific seminars from Scientific Council on analytical chemistry of Russian Academy of Sciences
a snapshot of the most recent scientific advances in analytical chemistry and applied research for professionals from the chemical, food, oil, pharmaceutical and cosmetic industries

• Conference on pharmaceutical analysis
practical issues related to good practices for pharmaceutical production personnel

• Plenary session “Issues related to ensuring measurement compliance”
an event on current metrology and measurement compliance issues with the participation of government agencies

• Young Professionals Day
a number of events for future analysts, and for the teaching and administrative staff of specialist universities and colleges
Market leader in Russia since 1991

Hyve Group was founded in 1991 in London as ITE Group PLC. Since then the Company has earned its reputation both at Russian and international exhibition markets. In September 2019 the Company announced its change of name and new brand identity, Hyve Group PLC. Hyve Group plc is a next generation global events business whose purpose is to create unmissable events, where customers from all corners of the globe share extraordinary moments and shape industry innovation.

Our vision is to create the world's leading portfolio of content-driven, must-attend events delivering an outstanding experience and ROI for our customers.

Where business is personal, where meetings move markets and where today's leaders inspire tomorrow's.

Become a part of «Analitika Expo», a key event in the industry

The 18th International exhibition of laboratory equipment and chemical reagents

21–24 April 2020
Crocus Expo
Pavilion 3, exhibition hall 13

For questions regarding participation in the exhibition, please contact the exhibition organizers at:
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analitikaexpo@hyve.group