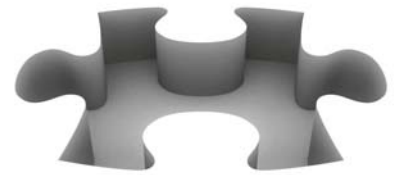




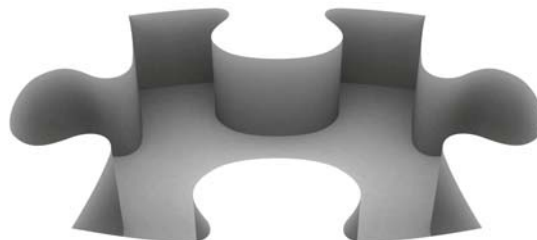
# AnaLabAsia2009

The 12th International Laboratory & Analytical  
Technology & Equipment Exhibition and Conference

1 - 4 December 2009  
Suntec Singapore



# Quality Through Analysis



A Part of:

## CIA2009

DELIVERING SOLUTIONS | CREATING VALUE

[www.cia-asia.com](http://www.cia-asia.com)

# Analytical Technologies to Further R&D, Life Science and Chemical Production



The global market for analytical instrumentation increased from \$26 billion in 2002 to more than \$36 billion in 2007. The last few years have been particularly eventful with industry participants reporting record sales driven by robust growth in China and other Asia Pacific areas.

## Analytical and Life Science Instruments

Basic research and scientific spending remains unabated even in the current recessive global environment. The analytical and life science instruments industry are expected to post solid growth over the next five years. Overall, the analytical instrument market is projected to generate about \$49 billion in annual revenues in 2012 fueled by increased initial systems demand. Initial systems accounted for over half of the total market in 2007, while aftermarket and service accounted for 35% and 12%, respectively.

Separation technologies, which include liquid chromatography, gas chromatography, and other techniques, represent the second largest segment of the analytical instrument market accounting for roughly 17% of the total demand in 2007. This segment is expected to post strong growth over the next five years fueled by the rapid expansion of Asian economies and in particular, China.

As the dynamics of the industry continue to change, savvy vendors are taking advantage of the new opportunities. Technological improvement, new applications, and explosive growth in emerging geographies are all providing a positive stimulus to the overall analytical instrument market. In particular, life science research and drug development

continue to represent an increasingly prominent source of demand. (*SDi Global Assessment Report, 10th Edition*)

## Petrochemical

Shell has plans under consideration for significant new manufacturing investments, including a world-scale styrene monomer/propylene oxide (SMPO) project, to strengthen Shell's regional product and service portfolio. Shell also predicts that by 2015, ethylene output from producers in the Middle East, China and other Asia Pacific countries, is likely to exceed the combined production of Europe and North America. Longer term, it anticipates increased ethylene production based on a new and growing slate of feedstock ranging from biological sources such as ethanol and agricultural biomass to coal.

(*Oil and Gas News, August 2008*)

## Water Management

Global water businesses are looking to Asia, where fast-growing cities and water management problems hold the promise of big profits. The region's water market is worth an estimated \$120 billion a year, with desalination and water treatment segments growing at 12 percent to 15 percent. Marmon Water, a unit of Berkshire Hathaway's Marmon Group, opened a plant in Singapore to produce water filters. The factory underscores Asia's emerging growth in the water industry. (*IHT, July 2008*)

## Pharmaceutical

The expiry of patents and limited pipeline of blockbuster drugs open up opportunities for developing nations to strengthen their local pharmaceutical industries by entering the arena of generics and traditional medicine. There is also a growing trend among companies to outsource clinical work to contract research organisations, contract manufacture their products, and enter partnerships with other companies in areas like R&D and manufacturing. Companies such as Pfizer and AstraZeneca expect to outsource more than 30% of their manufacturing to Asia. (*Frost & Sullivan, April 2008*)

## Biotechnology

Growing at an estimated CAGR of 15.9% between 2005 and 2007, the value of Asia-Pacific biotechnology market in 2007 was more than US\$41bn. The region is expected to become a major destination for clinical trials, stem cell research and biogeneric manufacturing. Using pioneering technologies and efficient production methods, Asian countries are also creating competitive niches in the vaccine space.

(*RNCOS, August 2008*)



## Exhibit Profile

- Analytical/Testing Services, Analysers and Testers
- Balances
- Barcodes/Labels
- Baths/Circulators
- Biochemicals
- Biotechnology
- Blenders/Grinders/Mixers/Shakers/Stirrers
- Calibration and Maintenance
- Capillary Electrophoresis
- Centrifuges
- Chemicals and Reagents
- Chromatography Instrumentation Accessories and Data Systems
- Clean Rooms and Accessories
- Combinatorial Chemistry
- Computer Hardware, Software and Peripherals
- Electrochemistry
- Environmental Chambers
- Evaporators/Evaporation
- Extraction Equipment
- Fiber Optics
- Filtration and Purification
- Fluid Engineering, Testing, Flow Control Devices/Meters, Pumps and Valves
- Furnaces/Heaters/Ovens
- Gas Generators and Handling, Speciality Gases
- High Throughput Screening
- Internet/Web Services
- Laboratory Design, Furniture and Supplies
- Laboratory Informatics
- Laboratory Services and Leasing
- Labware-Glass/Metal/Plastic
- Life Sciences
- LIMS
- Liquid Handling
- Meters, Probes, Sensors and Electrodes
- Microfluids
- Microscopes, Accessories and Supplies
- Optics/Dectors/Lamps/Lasers/Sources
- Particle Size Characterisation
- Physical and Materials Testing
- Polarimeters
- Power and Voltage Equipment
- Pressure Equipment
- Process Control and Automation
- Periodicals/Publishing/Education/Training
- Refractometers
- Refrigeration/Coolers/Freezers/Chillers
- Research Services and Standards
- Rheology Testing and Pheometers/Viscometers
- Robotics/Lab Automation
- Sample Preparation Equipment
- Spectrometers, Spectroscopy and Accessories
- Temperature Equipment and Thermometers
- Titrators and Titration Equipment
- Vacuum Equipment and Accessories
- X-Ray Systems and Accessories

\*This list is not exhaustive and is meant to serve as a guide on what to exhibit.

## Projections for CIA2009

- **8,000sqm** of exhibition area
- **700** exhibiting companies
- **8,000** quality trade visitors

## CIA2007

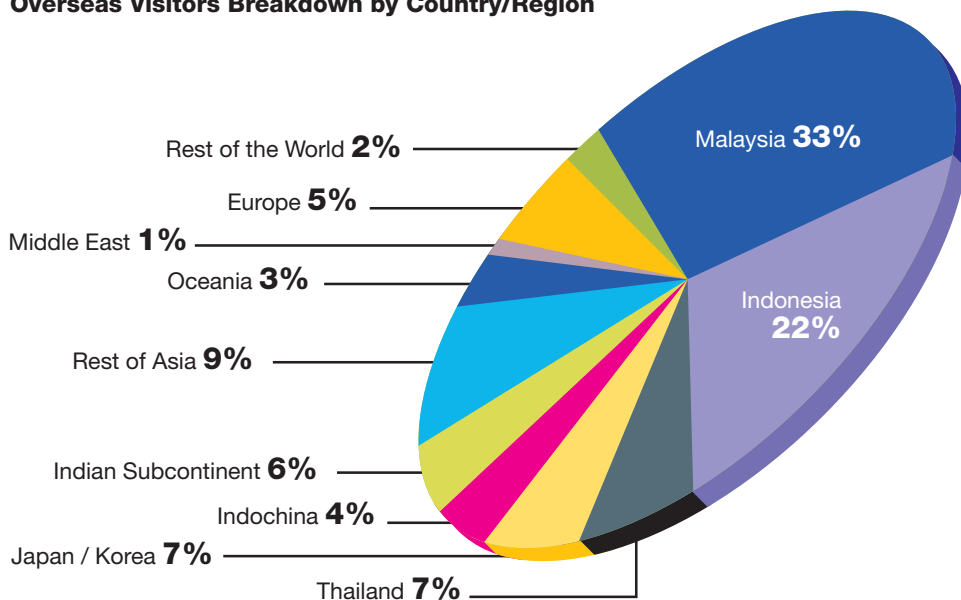
- **622** exhibiting companies from 43 countries
- **6,852** quality trade visitors from 57 countries
- **7 group pavilions** from Baden-Württemberg, China, France, Germany, Singapore, Spain and United Kingdom

## Be among the leaders who made CIA2007 their choice event!



## Meet key buyers and partners in the region!

### Overseas Visitors Breakdown by Country/Region



## Visitors by Job Function

- Corporate Management **18.20%**
- Procurement **6.44%**
- Research & Development **7.44%**
- Engineering Management **13.31%**
- Process Engineering **2.93%**
- Instrumentation **4.10%**
- Quality Control / Assurance **4.67%**
- Systems Control **1.20%**
- Plant / Production / Operations Management **1.78%**
- Project Management **2.63%**
- Technical Management **1.87%**
- Laboratory Personnel / Chemist **4.41%**
- Environmental Engineering **0.57%**
- Health & Plant Safety **0.45%**
- Academic / Training / Publishing / Government **1.63%**
- Consultancy **1.44%**
- Sales & Marketing **21.38%**
- Others **5.55%**

## Visitors by Companies Main Activity

- Biotechnology / Life Sciences **8.92%**
- Chemical Manufacturing **7.66%**
- Distributor / Manufacturer's Representative **12.84%**
- Electrical / Electronics Manufacturing **8.98%**
- Engineering & Contracting **12.14%**
- Environmental Management **2.23%**
- Food & Beverage Processing **1.94%**
- Machinery & Precision Equipment Manufacturing **2.20%**
- Oil & Gas Refining / Production **3.66%**
- Petrochemical Processing **1.61%**
- Pharmaceutical Manufacturing **2.86%**
- Pulp & Paper Production **0.47%**
- Research & Development **2.55%**
- Rubber & Plastic Products Manufacturing **1.24%**
- Steel Mills / Mining **0.35%**
- Trade Association / Government Agency / Academia / NGO **8.49%**
- Utilities (Electrical / Gas / Pipelines) **0.93%**
- Waste Management **3.87%**
- Consultancy **0.99%**
- Laboratory Services **1.24%**
- Others **14.71%**



**ControlsAsia2009**  
The 16th International Plant & Process Engineering and Technology Exhibition and Conference



**InstrumentAsia2009**  
The 14th International Instrumentation, Control, Measurement & Testing Exhibition and Conference

Held alongside AnaLabAsia2009, ControlsAsia2009 and InstrumentAsia2009 will address the concerns in process technology where in Asia, is driven by key activities in the energy, downstream (petroleum) and chemical sectors. The three events form CIA2009 – the chosen platform for Process Technology, Instrumentation & Analysis.

## CIA2009 International Conference

In conjunction with CIA2009, there will be a comprehensive Controls & Instrumentation conference for the chemical and petrochemical industries, which includes multiple tracks that cover key topic areas in plant processes. This is a regional event that should not be missed!



## SEAL OF APPROVAL FROM EXHIBITORS

"CIA is an excellent platform in pulling together instrumentation providers and industrial users to share and exchange latest technology and knowledge. With our participation in successive years, it not only generates potential leads, but also broadens our gateway to the Asian market. This event is a remarkable venue where we have the opportunity to meet and network with our global business partners and enrich our scientific know-how. To CIA, we give our two thumbs up!"

**Janet Ng, Marketing,  
Lee Hung Scientific Pte Ltd**



"CIA is an important show for us to present our products to customers. This is the sixth time we are exhibiting at CIA since the Singapore office was set up in 1996. We have also increased our presence from a 12sqm booth to a 36sqm booth."

**Marcus von Kloeden, Managing Director  
Metrohm Singapore Pte Ltd**



## ACCOLADES FROM VISITORS

"This is my first visit to the exhibition. I came with the intention to gather contacts and network for business purposes and I was able to achieve my goal. I find that the instrument exhibiting companies at the exhibition are good and this show is the best in Asia. I will come back again."

**Minora Nagahama,  
Research and Development Section  
Sasakura Engineering Co. Ltd, Japan**

"I am glad to have been invited to attend CIA2007. The website provided me with very good information prior to my visit. CIA2007 is very well-organised and informative. I will definitely get more of my colleagues to visit in 2009."

**Imran Hijazi  
PT Pupuk Kaltim, Indonesia**



"I am here to source for specific products such as, analysis instruments but I ended up finding alternatives. I would say that there is a strong representation from Singapore and Malaysia on semi-conductor. On the mechanical side, it is from Germany and on the electrical side, it is from France. The solar cells (at Enviro Asia) by Germans were very impressive. I have also collected a lot of information on lab equipments. This information will become very useful for building up my own lab in future."

**Mr. Muhammad Subhi Bin Adnan,  
Engineering Consultant  
MRRD (Mechatronics & Robotics,  
Research & Development)  
Consultant Sdn. Bhd., Malaysia**

"I first came to know of CIA through word-of-mouth and have since been a seasoned visitor of this show. CIA got me coming back because it showcases the latest equipment and technologies of Asia which I find more advanced than in the Philippines. I have collected some information on the equipments and will be deciding on a purchase after some research when I get back."

**Benny Thian, Proprietor  
Naint Asia Pacific Inc,  
Philippines**

## Delivering Value for Your Investment

A comprehensive visitor promotion campaign is in place to ensure that exhibitors are able to reach their target audience through maximum exposure.

### International & Quality Target Audience

Extensively-researched and meticulously-consolidated databases to ensure high quality prospective buyers.

### Comprehensive Advertising Campaign

Maximum coverage in the major trade publications, regional newspapers and newsletters through editorial features,

show previews and reviews, product highlights and advertisements.

### Regional Media Coverage

With our well-established press contacts, press events will be held in the major cities of Asia before and after the show for the fullest impact.

### Targeted Direct Mailing

At least two waves of direct mailings to a carefully-selected list of quality prospective buyers.

### Regular eNews

The eNews will keep the visitors well-informed of the latest event updates and

exhibitors' product highlights before the start of the show.

### Well-Organised Overseas Promotional Trips

Promotional trips to the relevant and major corporations and trade organisations in the region to reinforce promotional efforts and to extend personal invitations.

### Special VIP Hospitality Programmes

Customised programmes for your nominated VIP buyers to ensure a fruitful experience.

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