



Munich, 27. Februar 2020

## Press Release

### analytica 2020: Bioanalysis for personalized medicine

- **Globally unrivalled exhibition of bioanalysis and biotechnology**
- **Forum Biotech: Inspiration and practical tips for the biological lab**
- **Expanded Finance Days with focus day on personalized medicine**

The world's leading trade fair analytica provides more comprehensive information about the rapid progress in bioanalysis and biotechnology than any other event does. Know-how for the daily work in the biological lab is to be had in the Forum Biotech in Hall A3. This is also where the Finance Days with the focus day Personalized Medicine take place.

From high-throughput genotyping through revolutionary concepts for cancer diagnostics to characterization of biopharmaceuticals: Visitors to analytica 2020 can look forward to a wide variety of innovations for the biotech and healthcare sectors. "analytica drives progress in bioanalysis and biotechnology by offering the industry a presentation and information platform that is unique in the world," says Messe München's analytica Exhibition Director Susanne Grödl. The extensive supporting program at analytica moreover makes it easy for all participants to make new contacts and maintain existing ones.

#### analytica forums: More efficiency in the biological lab

In the Forum Biotech in Hall A3, there will be insider knowledge for the biological lab presented on the first two days of the fair: The exhibitor New England Biolabs presents a novel genotyping method that creates genetic fingerprints at high throughput – ideal for animal or plant breeding, biobanks, and pharmaceutical research. The Forum Biotech takes up the trend in the pharmaceutical industry towards biotechnologically produced drugs as well. Thus, Brookhaven Instruments will address characterization of monoclonal antibodies using dynamic light scattering (DLS). Agilent, in turn, is going to explain how liquid chromatography and mass spectrometry can be used to examine biopharmaceuticals.

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In addition to these and many other lectures in the Forum Biotech, the other analytica forums also provide inspiration for bio-analysts: In the Forum Digital Transformation in Hall B2, visitors will experience a live demonstration of digitalized biological sample preparation, and in the Forum Laboratory & Analysis in Hall B1, Postnova Analytics is going to present the still relatively new technique of field flow fractionation, which is suitable not only for nanoparticles and microplastics, but also for viruses and biomolecules.

### **Personalized medicine in focus**

Due to the great interest in health-related topics, analytica once more invites visitors to the Focus Day Personalized Medicine. It will take place in the context of the Finance Days on Friday, April 03, at the Forum Biotech. From 10:00 o'clock to 15:00 o'clock, experts from the biotech, pharmaceutical and diagnostics sectors will address the current status and future direction of individualized therapies. Keynote speaker Dr. Dr. Saskia Biskup will open the event with a talk on personalized medicine from various perspectives. She runs a human genetics specialist practice in Tübingen, is the managing director of the diagnostics company CeGaT, and also does research at the Hertie Institute for Clinical Brain Research in Tübingen.

Some individualized treatments are already in use, but most concepts are still in the development phase. At the analytica Conference from March 31 to April 02, renowned researchers from all over the world will discuss their latest insights on personalized medicine, diagnostics, and many other areas of modern analytics. The agenda includes sessions on immunoassays and biomarkers, molecular diagnostics of allergies and asthma, clinical mass spectrometry, and the promising technology of liquid biopsy, which detects cancer cells in blood.

### **Expanded Finance Days: Expert tips on financing**

Apart from research institutes, it is mainly start-ups that drive the biotech sector. "Their spirit of innovation is unbroken, but the search for capital remains a challenge," emphasizes analytica Exhibition Director Grödl. "We have expanded the analytica Finance Days to provide young companies with even more detailed information about financing models, and to get them into contact with investors." They will start on April 01 in the Forum Biotech with an opening keynote by Marc Filerman, CEO of the German Accelerators Life Science. On April 02, the event will continue with an impulse talk entitled "From Start-up to Global Player", as well as panels on financing trends, IPOs and more.



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In a word: As the world's leading trade fair, analytica covers all aspects of modern bioanalysis and biotechnology. Almost  $\frac{1}{3}$  of the exhibitors offer products and services in the field of biotechnology. Analytica currently features a total of 1265 registered exhibitors, thus already having set a new exhibitor record.

#### **About analytica**

analytica is the world's leading trade fair for the laboratory technology, analysis and biotechnology industries and their users in research and business. The trade fair will be complemented by the analytica conference, where the international scientific elite meet for discussion of current topics in chemistry, biochemistry and laboratory medicine. At the analytica 2018, there were 35,626 visitors and 1,163 exhibitors. Since 1968, analytica has been held biannually in Munich. The next event will be from March 31 to April 03, 2020.

[www.analytica.de](http://www.analytica.de)

#### **analytica worldwide**

Messe München is the world's leading trade fair organizer for laboratory technology, analysis and biotechnology: The analytica network comprises – in addition to the world's leading trade fair analytica – analytica China, analytica Anacon India with India Lab Expo, analytica Vietnam, and analytica Lab Africa.

#### **Messe München**

With more than 50 special trade fairs for capital goods, consumer goods and new technologies, Messe München is one of the world's leading trade fair organizers. In total, every year more than 50,000 exhibitors and some three million visitors take part in the more than 200 events on the exhibition grounds in Munich, at the ICM – International Congress Center Munich –, at the MOC Veranstaltungszentrum Munich, and abroad. Together with its subsidiaries, Messe München organizes trade fairs in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of affiliated companies in Europe, Asia, Africa and South America, as well as around 70 foreign representations for more than 100 countries, Messe München is globally present.