

# BalticBusiness Quarterly

SPRING 2022



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**ERGO** Luminor



SCHLESWIG- HOLSTEIN - PARTNER STATE 2022



**Elo Saari**

Representative of Messe  
Düsseldorf GmbH and Messe  
München GmbH in Estonia

## Epidemics and pandemics into the rules for participation

**In** addition to natural disasters, official bans, epidemics and pandemics are explicitly listed in the Conditions of Participation as compelling reasons for postponements, cancellations and impairments of the trade fair runtime for which the trade fair organizer is not responsible. These are risks that are known in particular at the present time and must be borne by both the trade fair organizer and the exhibitors.

- If there is a postponement before the originally scheduled start date, the participation agreement will be deemed to apply to the new trade fair date and the exhibitor's participation obligation remains in force, provided the new date does not deviate by more than 30 percent from the usual event cycle.
- In the event of cancellation, the participation fee shall be waived or refunded. In the sense of an appropriate distribution of risk, only a share of the costs incurred in the preparation of the event shall be paid.
- If, in the case of a hybrid trade fair, the purely virtual elements continue to take place, the flat-rate media fee and the participation fee for the purely digital elements will still apply.
- If the exhibitor takes the initiative to prematurely withdraw from a trade fair, there are almost always costs involved. The amount of the cancellation fee depends on the point in time at which the trade fair organizer receives the exhibitor's written notice of withdrawal from participation in the trade fair. The cancellation charges may be a fixed amount or calculated as a percentage of the standard participation fee.
- If you have any doubts about any of the clauses of the agreement, or if you want to clarify the total cost or have a question related to the participation in the trade fair of your choice, please contact us and we will help you!

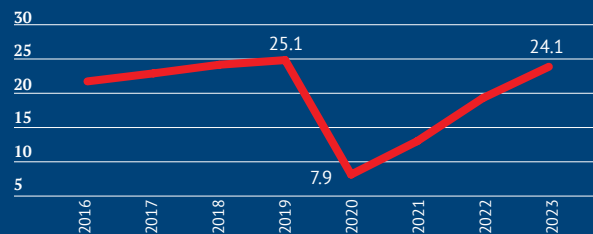
## Recovery of the international exhibition market

**T**he successful restart of fairs in the autumn 2021 and the progress made by national vaccination campaigns give hope for recovery of exhibition markets. Based on the Globex Report of AMR International, Messe München's market research department CS&I Market Intelligence has analysed how quickly the international exhibition markets can be expected to recover.

Due to the corona pandemic, sales worldwide in 2020 collapsed by 69% to EUR 7.9 billion. For 2021, the market was expected to recover 51% of its 2019 market size, with significant regional variations between markets. In Germany, for example, the market was forecast to decline further in 2021, but to increase again in 2022. In the medium term, the global market will recover by 2023 to almost the level of 2019 (96%).

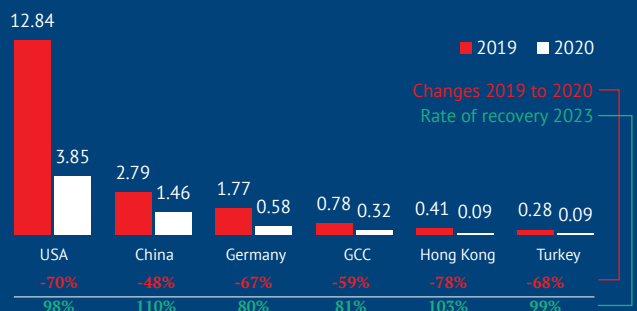
For Germany, AMR International expects a recovery by 2023 to only 80% of the 2019 level because Germany has a high proportion of international trade fairs. For China and India, however, recovery to over 110% and 93% of the respective pre-corona levels is already expected by 2023 due to the stronger focus on domestic markets as well as stable economic conditions. Overall, most countries can reckon with almost complete recovery in the two to three years after a restart.

### Sales in the global exhibition market in EUR billions



### Selected exhibition markets

in EUR billions, growth and rate of recovery in percent



APRIL – JUNE 2022	TRADE FAIR	INDUSTRY	NEXT DATE 2023-2027
<b>APRIL 05 - 07</b> BERLIN	<b>FRUIT LOGISTICA</b> International Trade Fair for Fruit and Vegetable Marketing <a href="https://www.fruitlogistica.com">FRUITLOGISTICA.COM</a>	FOOD PROCESSING AND PACKAGING MACHINERY, TRANSPORT, LOGISTICS, CONVEYANCE AND STORAGE	February, 2023
<b>APRIL 08 - 11</b> MUNICH	<b>INHORGENTA MUNICH</b> Europe's Leading Trade Fair for Jewellery, Watches, Design, Gemstones and Technology <a href="https://www.inhorgenta.com">INHORGENTA.COM</a>	GIFTS, WATCHES, JEWELRY, CRAFTS, SPECIAL OCCASION PARTY ITEMS	February, 2023
<b>APRIL 26 - 28</b> BERLIN	<b>DMEA</b> Connecting Digital Health <a href="https://www.dmea.de">DMEA.DE</a>	MEDICAL ENGINEERING, HEALTH, PHARMACEUTICALS, CARE, IT, SOFTWARE	April, 2023
<b>APRIL 26 - 29</b> MUNICH	<b>LASER WORLD OF PHOTONICS</b> World's Leading Trade Fair for Components, Systems and Applications of Photonics <a href="https://www.world-of-photonics.com">WORLD-OF-PHOTONICS.COM</a>	TECHNICAL OPTICS, LASER TECHNOLOGY	June, 2023
<b>APRIL 27 - 28</b> BERLIN	<b>BUS2BUS</b> Trade Fair and Congress <a href="https://www.bus2bus.berlin">BUS2BUS.BERLIN</a>	TRANSPORT AND TRAFFIC	April, 2024
<b>APRIL 30 - MAY 04</b> HAMBURG	<b>INTERNORGA</b> Europ's Leading Trade Fair for the HoReCa Industry <a href="https://www.internorga.com">INTERNORGA.COM</a>	HOTEL AND CATERING, SHOP FITTINGS, BEVARAGE AND LUXURY FOODSTUFF	March, 2023
<b>MAY 06 - 08</b> DÜSSELDORF	<b>BEAUTY DÜSSELDORF</b> Leading International Trade Fair Cosmetics, Nail, Foot, Wellness, Spa <a href="https://www.beauty.de">BEAUTY.DE</a>	COSMETICS, PERSONAL HYGIENE, WELLNESS	March, 2023
<b>MAY 13 - 15</b> MUNICH	<b>OPTI</b> The International Trade Fair for Optics & Design <a href="https://www.opti.de">OPTI.DE</a>	OPHTHALMIC OPTICS	January, 2023 Stuttgart
<b>MAY 15 - 17</b> DÜSSELDORF	<b>PROWEIN</b> International Trade Fair for Wine and Spirits <a href="https://www.prowein.de">PROWEIN.DE</a>	BEVERAGE AND LUXURY FOODSTUFF	March, 2023
<b>MAY 30 – JUNE 02</b> HANOVER	<b>HANNOVER MESSE</b> World's Leading Trade Fair for Industrial Technology <a href="https://www.hannovermesse.com">HANNOVERMESSE.COM</a>	DIGITAL FACTORY, INDUSTRIAL SUPPLY, INTEGRATED AUTOMATION, ENERGY, RESEARCH, TECHNOLOGY	April, 2023
<b>MAY 30 - JUNE 03</b> MUNICH	<b>IFAT</b> World's Leading Trade Fair for Water, Sewage, Waste and Raw Materials Management <a href="https://www.ifat.de">IFAT.DE</a>	ENVIRONMENT AND CLIMATE PROTECTION, CITY SANITATION, WATER TECHNOLOGY, WASTE DISPOSAL, PUBLIC SERVICES	May, 2024
<b>MAY 31 - JUNE 02</b> DÜSSELDORF	<b>EUROCIS</b> The Leading Trade Fair for Retail Technology <a href="https://www.eurocis.com">EUROCIS.COM</a>	IT, SOFTWARE, HOTEL AND CATERING, SHOP FITTINGS	March, 2023
<b>MAY 31 - JUNE 03</b> HAMBURG	<b>NORTEC</b> Manufacturing Trade Fair <a href="https://www.nortec-hamburg.de">NORTEC-HAMBURG.DE</a>	METALWORKING, SUBCONTRACTING, WELDING TECHNOLOGY,	January, 2024
<b>JUNE 20 - 24</b> DÜSSELDORF	<b>TUBE</b> International Tube and Pipe Trade Fair <a href="https://www.tube.de">TUBE.DE</a>	METALWORKING, WELDING TECHNOLOGY	May, 2024
<b>JUNE 20 - 24</b> DÜSSELDORF	<b>WIRE</b> International Wire and Cabel Trade Fair <a href="https://www.wire.de">WIRE.DE</a>	METALWORKING, WELDING TECHNOLOGY,	May, 2024
<b>JUNE 20 - 25</b> HANOVER	<b>INTERSCHUTZ</b> World's Leading Trade Fair for the Fire and Rescue Services, Civil Protection, Safety and Security <a href="https://www.interschutz.de">INTERSCHUTZ.DE</a>	SAFETY, DISASTER CONTROL	June, 2027
<b>JUNE 21 - 24</b> MUNICH	<b>ANALYTICA</b> World's Leading Trade Fair for Laboratory Technology, Analysis, Biotechnology and analytica Conference <a href="https://www.analytica.de">ANALYTICA.DE</a>	LABORATORY TECHNOLOGY, BIOTECH- NOLOGY	June, 2024
<b>JUNE 21 - 24</b> MUNICH	<b>AUTOMATICA</b> Leading Trade Fair for Smart Automation and Robotics <a href="https://www.automatica-munich.com">AUTOMATICA-MUNICH.COM</a>	AUTOMATICA, ANALYTICA	June, 2024
<b>JUNE 21 - 24</b> MUNICH	<b>CERAMITEC</b> Leading International Trade Fair for the Ceramics Industry <a href="https://www.ceramitec.com">CERAMITEC.COM</a>	CONSTRUCTION TECHNOLOGY, MATERIALS AND EQUIPMENT, INTERIOR FITTINGS	June, 2025

# Shaping the laboratory of the future together

Photo: Messe München.



*From 21-24 June 2022, the international laboratory sector will once again meet in person at analytica, its biggest industry platform, in Munich.*

**The** world's leading trade fair for laboratory technology, analysis and biotechnology will focus in particular on the ongoing digitalization of laboratories. After analytica 2020 took place successfully as a virtual event, analytica 2022 will once again fill five halls at the Munich trade fair site. Analytica is the most important sector meeting, covering all aspects of laboratories in research and industry and it does so more comprehensively and in a more in-depth manner than any other trade fair.

## A place to meet

Already at the beginning of the year, all national and international market leaders from the sector have confirmed that they would be taking part. They include

Thermo Fisher Scientific, Beckman Coulter, Mettler Toledo, WALDNER Laboreinrichtungen, eppendorf, Olympus Deutschland, Shimadzu Deutschland, LAUDA DR. R. WOBSE and many more. Besides the world market leaders, the leading companies from the Baltic states, such as Biosan, EKSPLA and Solis BioDyne, will also be there. The trade fair has recorded particularly high growth in the number of exhibitors active in COVID analysis and research, as well as in the number of young biotechnology and life sciences companies.

## Baltic companies

Biosan is a manufacturer and develops modern, exciting personal products for sample preparation in the field of genomics, proteomics and cellomics. The company

focuses on sample preparation to minimize the number of errors during procedures. The product range of Biosan includes instruments for mixing samples, centrifugation, thermostating, cell cultivation, boxes for working with DNA, biosafety equipment and analysers for the amplification of DNA samples, thermostating, spectrophotometry and fluorometry. EKSPLA's lasers are used in industrial machine tools for high-precision processes, such as engraving, cutting and marking, and for micromachining various materials. Chemists, physicists, biochemists and biologists use laser pulses to study the rapid processes that occur at the atomic and molecular level. Solis BioDyne develops and produces life science reagents, having become one of the leading

reagent manufacturers in Europe today. DNA polymerases, PCR master mixes, qPCR mixes and other reagents are used by a quickly growing number of customers across the globe.

### Innovative solutions

The foundations of biotechnology are not just the basis for modern synthetic biology today, but also for the food industry, agriculture (green biotechnology), as well as for biobased materials, pharmaceutical research, and personalized and regenerative medicine. Tissue engineering and 3D bioprinting open up undreamt-of potentials for tissue and organ research. After lab-on-a-chip, organ-on-a-chip has also now become a reality. Functional organ structures allow novel in-vivo therapies. Microfluidics render the functionality of physiologically active cells on a chip possible. Bone marrow chips, bone chips and gut chips have long been discussed. Innovative automation and software solutions, specific programs and the latest computer tools, such as highly sensitive 3D computer graphics, are the focus here. After all, computer models and computer simulations make a significant contribution to development success in the "in silico" laboratory. Next-generation sequencing methods are in great demand, particularly in synthetic biology, drug research and point-of-care diagnostics. Besides conventional sequencing methods, new ultra-high throughput sequencing and direct sequencing methods will be introduced at analytica in Munich. Having emerged from life sciences and informatics, bioinformatics has been a discipline in its own right

for quite some time. Bioinformatics methods make a significant contribution to successes in modern life sciences. New models and features, such as those needed in current research, will be presented in a structured context at analytica.

### Transfer of knowledge

The renowned analytica conference has brought research and industry together for many years. For three days, international scientists and specialists will give informative talks looking at current research findings, innovative methods, their techniques and areas of use. Various forums as part of the supporting program will look at day-to-day work in laboratories: experts will present solutions for digitalization in laboratories, innovative products in the areas of life sciences, biotechnology and diagnostics and best practice tips for making laboratory processes more efficient.



The Finance Day will offer information about financing for start-ups as well as small and medium-sized companies. For the first time ever, analytica 2022 will take place at the same time as automatica, the leading trade fair for intelligent automation and robotics, and ceramitec, the international meeting place for the ceramics industry. As a result, the exhibitors will benefit from synergy effects. For example, the ceramics industry requires analytica devices to research new materials, while intelligent solutions from the field of automation are needed for ongoing digitalization in laboratories. All exhibitor and visitor tickets for analytica allow entry to the other two trade fairs taking place at the same time.

## Analytica 2022

**World's Leading Trade Fair for Laboratory Technology, Analysis, Biotechnology and analytica Conference**

**PARTICIPANTS:** 35,626

**Exhibition space:** 55,200 m<sup>2</sup>

**EXHIBITORS:** 1,164

(from 47 countries)

**NON-GERMAN EXHIBITORS:** 50.4%

**INTERVAL:** every two years

### EXHIBITION SECTORS

- Analysis
- Quality control
- Lab equipment
- Biotechnology

### EXHIBITORS FROM BALTIC STATES

- Biosan SIA » B1.110
- EKSPLA UAB » A2.121
- Solis BioDyne OÜ » A3.506B

### PRICES AND TICKET TYPES

- Day ticket » 50 EUR
- Two-day ticket » 80 EUR
- Four-day ticket » 105 EUR

Tickets are available online. analytica ticket includes free participation in the 3-day analytica conference and in analytica's supporting program (special shows, forums, focus days), free analytica visitor guide and free download of the analytica app.

### HYGIENE AND SAFETY CONCEPT

Currently, the VCR regulation applies for exhibitors and 2G plus regulation for visitors.



**analytica**

June 21-24, 2022  
Messe München  
[analytica.de/en/](https://analytica.de/en/)