

Analytica 2020 – Free Entry from the Computer

Messe München and LUMITOS stage the largest virtual event of the year for the lab industry.

BERLIN, GERMANY, October 14, 2020 /EINPresswire.com/ -- Analytica, the world's leading trade fair for laboratory technology, analysis and biotechnology, will take place completely virtually in 2020. Visitors and exhibitors from all over the world can expect an unprecedented trade fair experience that unfolds entirely new possibilities. In cooperation with [LUMITOS](#) AG, the leading provider of B2B science and industry portals and online marketing solutions in the lab sector, Messe München will be staging the [analytica virtual](#) this year. In the face of the COVID-19 pandemic, LUMITOS and Messe München will thus enable exhibitors and visitors to participate in one of the most important industry events of the year. The analytica virtual will be open for 24 hours a day from October 19 to 23, offering flexible access for visitors from all time zones.

From the comfort of their computers, visitors can look forward to 268 exhibitors from 24 countries attending – including, of course, the industry's market leaders. A tour of the 323 virtual booths is sure to deliver a comprehensive overview of the market. Via text, audio or video chat, trade fair visitors will be able to contact exhibitors live and get information on 731 products from all areas of lab technology, analysis and biotechnology, including 73 products that will be presented for the first time.

Free to get in touch with exhibitors and experts

What's new this year is that access to the virtual form of the world's leading trade fair for laboratory technology, analysis and biotechnology will be free of charge.

After registering, visitors will not only gain access to the virtual exhibition halls of the analytica virtual. At the click of the mouse, they can also take part in the renowned analytica conference. 119 scientific presentations will be accessible in the virtual space. In addition, the 200 lectures given by experts will convey in-depth knowledge and know-how, much of which regarding the new products and applications on virtual display. The exclusive "Digital Transformation" special show on laboratory automation will be a further highlight. All important events and much of the analytica virtual content will be repeated to enable visitors from all time zones to plan their day conveniently and flexibly.

"Digital trade fairs point to the future – a unique opportunity. Messe München and LUMITOS will

again facilitate the transfer of knowledge and expertise this year, something that is so important for the industry. We look forward to a sparkling exchange of ideas among experts at the largest virtual laboratory event of the year," says Stefan Knecht, CEO of LUMITOS AG.

Visitors can register for the analytica virtual free of charge. For further information see <https://www.analytica-virtual.com/en/>.

About LUMITOS®

LUMITOS provides guidance in the chemical, life science, lab equipment, pharma, analytics and food & beverage B2B markets to lead B2B companies and their staff to success. With its seven market-leading B2B portals www.chemie.de, www.chemeurope.com, www.quimica.es, www.bionity.com, www.analytica-world.com, www.q-more.com, www.yumda.de/www.yumda.com and their corresponding newsletters, LUMITOS ensures that five million users from all over the world stay up-to-date on the latest industry news and developments, giving them what they need to take the right professional decisions.

LUMITOS leads B2B companies to success with online marketing. Thanks to its market-leading online outlets, LUMITOS constantly accumulates facts and figures on what B2B users look for, what interests and what inspires them. It leverages these unique insights, its industry knowledge and its online marketing know-how to create a unique world of expertise.

Headed by the Managing Directors Stefan Knecht and Dr Michael Schreiber, LUMITOS's staff of 23 in Berlin and Nuremberg (Germany) is committed to bringing success to science and industry, from medium-sized businesses to global corporations.

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