

Organised by:



Malaysian Institute of Chemistry

# LabAsia 2019

7<sup>th</sup> Edition of Malaysia International Scientific Instrument  
and Laboratory Equipment Exhibition and Conference

Putra World Trade Centre (PWTC) Kuala Lumpur, Malaysia

## POST SHOW REPORT



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



LabAsia Exhibitions



Asia Pacific Leading Lab Exhibitions



# NEW VENUE, MORE GROWTH, THE FUTURE IS BRIGHT FOR LABASIA!

LabAsia, the 7th Edition of Malaysia international scientific instrument and laboratory equipment exhibition and conference was held from 15-17 October 2019 at Putra World Trade Centre, Kuala Lumpur, with 431 exhibitors and 6,468 visitors participating in this edition.

Held in conjunction with the 7th ASIAN Conference on Coordination Chemistry (ACCC7) and 9th Biennial Regional Symposium on Total Laboratory Management (QSEL 2019) LabAsia continued its long-standing role in connecting scientific communities across ASEAN to the international stage, by bringing equipment manufacturers, industry users, and academia together in one venue.

LabAsia will make the move to Kuala Lumpur Convention Centre (KLCC) Malaysia for 2021 to allow us to grow and expand this flagship show to the next level.

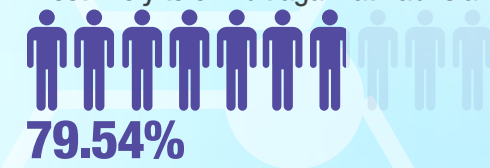
## LABASIA 2019 KAY FACTS AT A GLANCE



## EXHIBITOR SURVEY ANALYSIS

### Exhibitor's Satisfaction Rating:

Most likely to exhibit again at LabAsia 2021



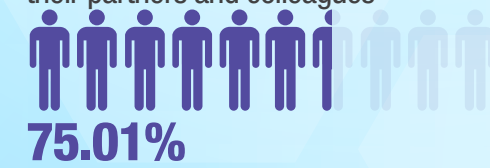
The exhibitors are pleased with the business opportunities gained during the show:



Satisfied with overall exhibiting experience



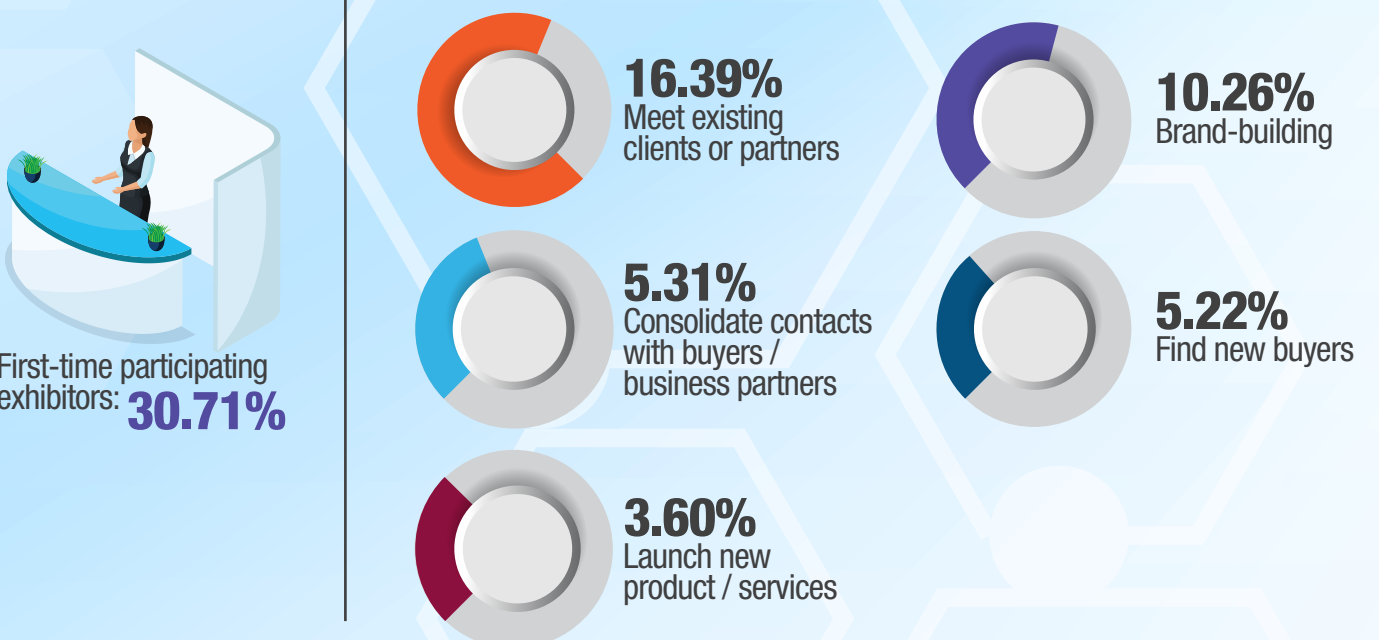
Most likely to recommend LabAsia to their partners and colleagues



### Top 5 Exhibitor Profiles:



### Top 5 Reasons for Exhibiting:



First-time participating exhibitors: 30.71%





**90.48%** of this year's Exhibitors were considering to rebook again for LabAsia 2021.

LabAsia 2021 will be held from **19-21 October 2021** at **Kuala Lumpur Convention Centre (KLCC)**, Malaysia

The 2021 floorplan is open for booking now! Secure your preferred booth location soonest, please call **+603-9771 2688** or email to **info.labasia@informa.com**.

Visit our website at **www.lab-asia.com** or follow our Facebook page **LabAsia Exhibitions** for more show updates.

## Exhibitor Product & Technology Showcase

- Analytical Systems
- Agriculture & Food
- Biotechnology & Life Science
- Calibration Systems
- Chemical Process Technology, Chemical Handling, Transport & Storage
- Chemicals Reagent & Supplies
- Drug Discovery
- Environmental Sciences Testing
- Forensic & Security Testing
- Laboratory Consumables
- Laboratory Data Systems & Documentation
- Laboratory Instruments
- Laboratory Testing
- Material Testing & Characterization
- Nanotechnology Testing
- Occupational Health & Safety Equipment
- Optical Imaging Systems & Microscopes
- Petrochemical & Petroleum Testing
- Pharmaceutical Testing
- Quality Assurance & Quality Control
- Research & Development
- Scientific Equipment
- Test & Measurement



Shimadzu Malaysia Sdn Bhd is a scientific company that was established in 2005 and focused on analytical, scientific and medical instruments. We showcased high-end products including mass spectrometry, chromatography as well as other scientific products. LabAsia serves as the supreme platform to find good leads and a springboard to introduce our products to the market and simultaneously, to gather new and meet existing clients across Malaysia.



There are so many quality prospects found in LabAsia and I would like to give the organiser a thumbs up to the professionalism level shown throughout this exhibition.

**Ahmad Zarir**  
Sales Manager  
Shimadzu Malaysia Sdn Bhd

Thermo Fisher provides analytical solution for a wide range of products focusing on food safety, environmental, chemical analyst and most importantly in pharmaceutical sector. We have been a regular exhibitor for LabAsia and we hope to continue and maintain our presence here as a commitment to our customers and principals and also contributing to our brand awareness. LabAsia gathers a wide diversity of industry professionals under one roof, and we are able to meet new people to learn about our products and adopt to our technology.



**Dr Henry Tan**  
SEA Regional Channel Senior Manager Chromatography & Mass Spectrometry  
Thermo Fisher Scientific Malaysia Sdn Bhd

We offer products and solutions for laboratories, chemical analysis, life-science, healthcare and biomedical research, testing and applications.



LabAsia being the signature event in Southeast Asia for laboratory instruments and solutions is a great platform for Chempharm to exhibit not only the solutions we are supplying to the market but also to showcase our strengths in integrating laboratories to the regional customers in Malaysia, Singapore, Philippines, Thailand, Vietnam and Indonesia. I am positive there will be a lot of crowds streaming to the event especially with a lot of publicity making the rounds in the social media.



**Mok Hueh Min**  
Group Chief Executive Officer  
Chempharm Sdn Bhd

**Yeo Seok Hoon**  
Group Chief Marketing Officer  
Chempharm Sdn Bhd

# VISITOR SURVEY ANALYSIS

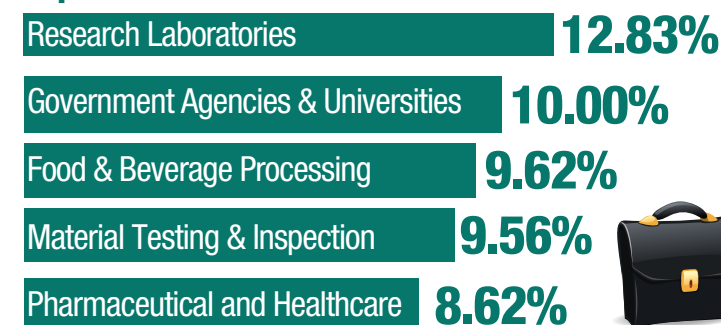


First-time participating visitors:  
**68.22%**

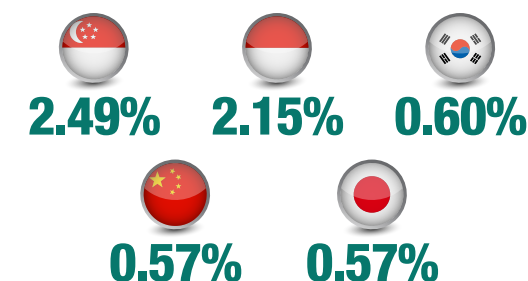


Purchasing Authority  
**52%**

## Top 5 Visitor's Job Function:



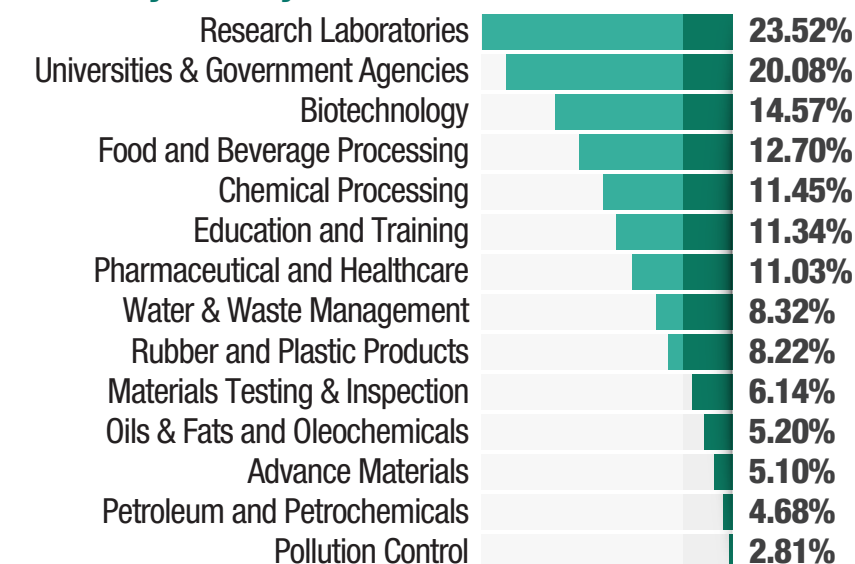
## Top 5 Countries of International Visitors:



## Visitor by country & region breakdown



## Visitor by Industry Classification



## Visitor's Objective of Visit

Source new products / technologies / services  
**38.30%**

Gather industry updates and collect market information  
**37.30%**

To look for new / existing suppliers  
**37%**

To recommend purchase of products & services  
**33.30%**

## Visitor's Satisfaction Rating:



**91.58%**  
Satisfied with overall visiting experience



**93.01%**  
Most likely to visit again to LabAsia 2021



**93.56%**  
Most likely to recommend LabAsia to their colleagues and friends





## OFFICIAL OPENING CEREMONY

The auspicious opening ceremony of LabAsia was held on the first day - 15th October 2019 in Dewan Tun Hussien Onn at PWTC and featured special guest of honour YBhg. Dr. Mohd Nor Azman bin Hassan, the Deputy Secretary General of Ministry of Energy, Science, Technology, Environment & Climate Change (MESTECC).

Also in attendance and involved in the ceremony were Professor ChM Dr Yang Farina Abdul Aziz & Professor ChM Dr Teh Geok Bee, Co-Chairmen of ACCC7, Professor Dr Masahiro Yamashita, Executive Secretary of the Asian Conference on Coordination Chemistry, ACCC, Datuk ChM Dr. Soon Ting Kueh, the President of Institut Kimia Malaysia (IKM), Mr. M Gandhi, who is the Group Managing Director (ASEAN Business) & senior vice president of Informa Markets Asia and Mr. CP Saw, Director of Lab Portfolio (ASEAN), Informa Markets Asia.

"LabAsia serve as the region's trade platform for industry players to showcase their latest technology under one roof. The biannual exhibition is renowned by the laboratory industries as the progressive platform for international manufacturers, suppliers, dealers and representative in Malaysia to launch their new products and services to local and regional buyers, gaining new contacts and attaining new businesses,"

**YBhg. Dr. Mohd Nor Azman bin Hassan**

*Deputy Secretary General Ministry of Energy, Science, Technology, Environment & Climate Change (MESTECC).*



## 7TH ASIAN CONFERENCE ON COORDINATION CHEMISTRY (ACCC7)

Held in conjunction with LabAsia 2019, the 7th Asian Conference on Coordination Chemistry (ACCC7) was successfully concluded by Institut Kimia Malaysia (IKM) from 15 – 18 October 2019, at Putra World Trade Centre, Kuala Lumpur, Malaysia.

ACCC7 gathered 531 inorganic and coordination chemists all over the world to present their most recent research findings and to exchange ideas on the most frontier research topics in inorganic and coordination chemistry. The conference also serves to showcase the fast development of coordination chemistry in the Asia-Pacific region.

## 9TH BIENNIAL REGIONAL SYMPOSIUM ON TOTAL LABORATORY MANAGEMENT (QSEL)

QSEL2019 featured topics related to the latest developments in laboratory quality management, laboratory safety, laboratory environmental management, and laboratory informatics and technology. More than 160 delegates from research institutes, public utilities, government research centres, food manufacturers, and advanced materials attended the 2-day symposium.



## TECHNICAL SEMINARS

The comprehensive three-day seminar programme once again showcased a wide range of unique and interesting topics by industry experts who were from Austria, Canada, France, Germany, Hong Kong Region, Italy, Japan, Singapore, Thailand, United States of America and the United Kingdom, gave insights on topics related to the latest laboratory technology and testing procedures.

Seminar Key figures: **3** days | **34** speakers | **629** delegates



## ONE2ONE BUSINESS MATCHING PROGRAMME

After more than several editions of running LabAsia, we know better than anyone else what criteria help companies come together for mutually beneficial opportunities. Using this knowledge, we've created a unique business matching that has opened up a world of possibilities for all of our exhibitors and visitors. 16 international participants were successfully matched with over 40 exhibitors via this One2One Business Matching Programme and achieved fruitful meetings.



FOR MAKING  
**LabAsia 2019**  
A GREAT SUCCESS

After an incredibly successful run in 2019, LabAsia has plenty of reasons to pull out all the stops in our debut at KLCC next year. The organising team would like to say a very big thank you to all exhibitors and visitors that have participated in this year exhibition. Be sure to save the date for next year's LabAsia, which will be held from 19-21 October 2021. We look forward to welcoming all of you to a bigger and better exhibition at KLCC - see you there!





# LabAsia 2021

8<sup>th</sup> Edition of Malaysia International Scientific Instrument  
and Laboratory Equipment Exhibition and Conference

**ASEAN's Leading Lab Exhibition**

## 19-21 OCTOBER 2021

Kuala Lumpur Convention Centre (KLCC), Malaysia

For exhibiting and visiting, please contact:  
**United Business Media (M) Sdn Bhd**  
Suite 5-01, Level 5, Sunway VISIO Tower, Lingkaran SV,  
Sunway Velocity, 55100 Kuala Lumpur, Malaysia  
T: +60 3 9771 2688 | F: +60 3 9771 2799

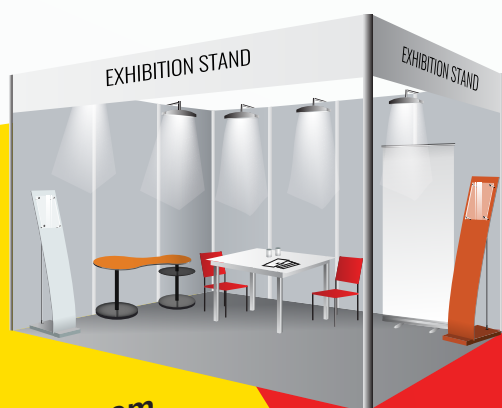
**Ms. Idayu Zakaria**

✉ Idayu.Zakaria@informa.com

**Ms. Joanne Tham**

✉ Joanne.Tham@informa.com

# SECURE YOUR SPACE NOW



**NEW VENUE**

Organised by



Malaysian Institute of Chemistry