



# LabAsia 2017

Malaysia 6<sup>th</sup> International Scientific Instrument and Laboratory Equipment Exhibition and Conference

# ASEAN's Leading Lab Exhibition

**10 - 12 OCTOBER 2017**

Putra World Trade Centre (PWTC), Kuala Lumpur, MALAYSIA

Held in conjunction with  
25th World Forum on Advanced  
Materials (POLYCHAR 2017)



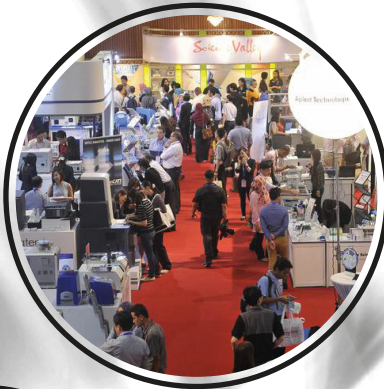
[www.lab-asia.com](http://www.lab-asia.com)





**Lab Asia is the ASEAN leading Scientific Instrument and Laboratory Equipment Exhibition and Conference.**

With more than 10 years track record, Lab Asia has become an essential platform for exhibitors to showcase the latest products and technologies to the buyers from laboratory and scientific industries. Lab Asia is now the bridge to Malaysia and Asia, and the rest of the world, opens up opportunities for market penetration and business expansion.



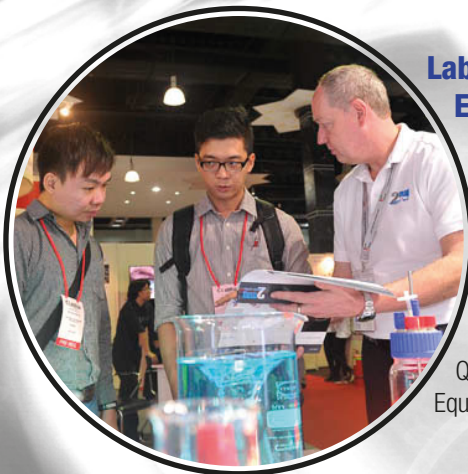
**Lab Asia has attracted more than 5,000 trade visitors from 36 countries in year 2015.**

With enhanced content for 2017, Lab Asia is expecting more than 6,000 trade visitors from around the world to source for new suppliers, gather market information, explore new technologies, networking and to procure products.



**Lab Asia has participation from 163 exhibitors from 16 countries in year 2015 and about USD 4,000,000 worth of potential sales generated.**

In year 2017, Lab Asia targets to attract 300 exhibitors from various countries to showcase the latest innovation, to launch new products and to expand brand exposure at this international stage.



**Lab Asia's exhibitors are mainly Manufacturers, Exporters, Sole Distributors, Agents, Suppliers for instruments and equipment of:**

- Analytical Systems • Agriculture And Food • Biotechnology And Life Science • Calibration Systems • Drug Discovery • Environmental Sciences Testing • Forensic And Security Testing • Laboratory Consumables • Laboratory Testing • Laboratory Data Systems And Documentation • Material Testing And Characterization • Nanotechnology Testing • Optical Imaging Systems And Microscopes • Petrochemical And Petroleum Testing • Pharmaceutical Testing • Quality Assurance And Quality Control • Research And Development • Scientific Equipment • Test & Measurement



**Lab Asia targets to bring trade visitors who are Scientists, Lab Managers, Lecturers, Research Officers, Quality Control / Assurance Managers, Analysts, Chemists, Biochemists, Microbiologists, Managing Directors, Procurement Managers, from:**

- Advanced Materials • Agriculture And Fisheries • Biotechnology And Life Science • Chemicals Processing • Education And Training • Electronics And Electrical Engineering • Environmental Sciences And Protection • Food And Beverage Processing • Materials Testing & Inspection • Oils And Fats And Oleochemicals • Pharmaceutical And Healthcare • Petroleum And Petrochemicals • Pollution Control • Research Laboratories • Rubber And Plastic Processing • Water And Waste Water Management • Universities And Government Agencies



## EVENT HIGHLIGHTS

- Official Opening Ceremony
- 25th World Forum on Advanced Materials
- Technical Seminars & Workshops
- One2One Business Meetings
- Lab Asia Career Matching
- University & Educational Tour

## 2015 KEY FACTS

- **163** exhibitors from **16** countries
- **USD 4,000,000** potential sales generated
- More than **5,700** visitors
- Visit from **36** countries

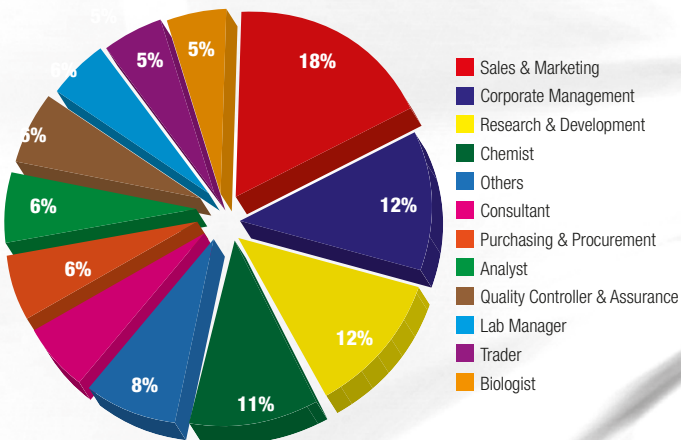
## PARTICIPATION BENEFITS

Enjoy additional benefits provided by the Organiser that help to enhance your corporate's image and to maximize your visibility.

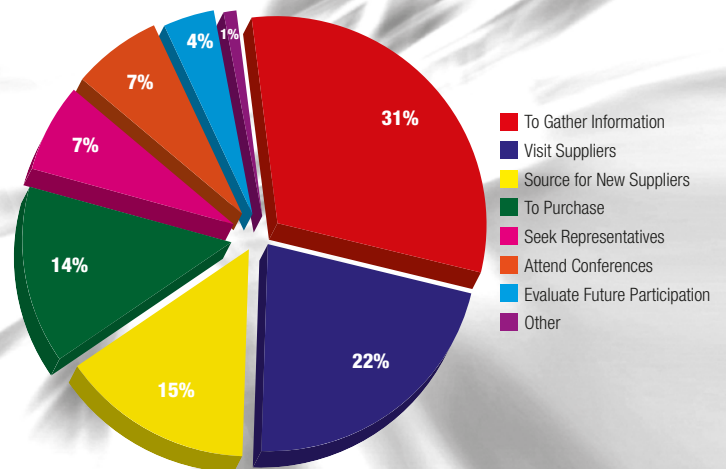
- Advertising and Sponsorship Opportunities
- Lab Asia 2017 Show Preview Product Highlights
- Lab Asia Scientific Roadshow
- Seminar and Workshop Sessions

## LAB ASIA 2015 VISITOR STATS

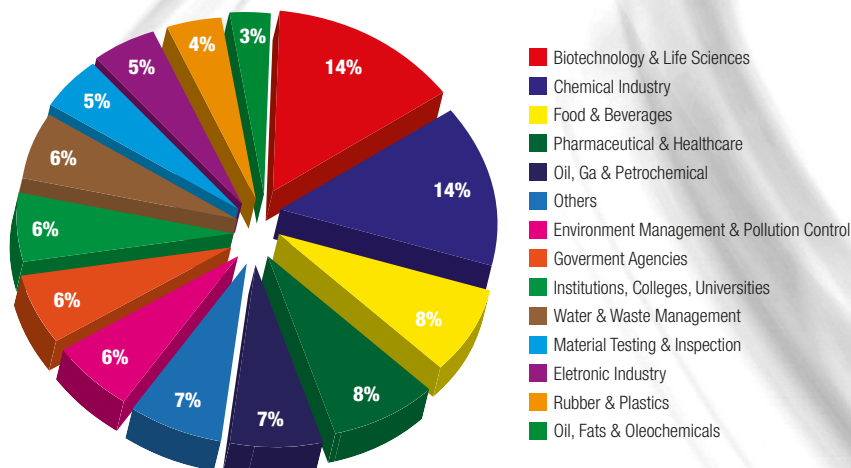
### Job Functions Of Visitors



### Purpose Of Visiting



### Business Nature Of Trade Visitors



We managed to get in touch with local distributors and established business relation in Malaysia, Indonesia and Singapore. It is important for us to be here and to make contact with the local, as we hope to penetrate this market.

**A. Selcuk Kocum, Metallurgical Engineer of Tetra Isi Sistemleri Sanayi Tic. Ltd. Sti, Turkey**

We started our subsidiary in Malaysia this year, joining Lab Asia for us is very important to let everyone knows that we are here in Malaysia. We chose to expand into Malaysia because Malaysia is one of the dynamic markets in the South East Asian region. So far, our experience in Lab Asia 2015 has been very good and we encountered many business prospects. For sure, we will join the next edition of Lab Asia in 2017.

**Laurent Ducros, General Manager from Anton Paar Malaysia Sdn Bhd, Malaysia**

## WHAT OUR EXHIBITORS SAY

Lab Asia 2015 is very good. We have received some offers to become our distributor and we will have to follow up on the offers later for the final decision. We have also met with a high profile visitor and I think that it is very useful for us. I think that Lab Asia provides a good platform for business prospects.

**S. J. Lee, Assistant Manager, Sales Department from CPT Inc., Korea**

The market in South East Asia is expanding, and the research & studies are stable. There are many factories and business centers here therefore I think it is a good market. During Lab Asia 2015, we have encountered interesting business prospects; we met with potential customers from Malaysia and other countries as well such as from Vietnam and Singapore.

**Tammy Komatsu, Director Overseas Business Relations from Scinics Corporation, Japan**

We are here to survey and learn about the market here in Malaysia while also promoting JASIS, which is a similar exhibition, which is held in Japan. We feel that we have achieved what we came for and we are grateful for that. In my opinion, organizing Lab Asia together with the 4FAPS is a very good move and will definitely contribute to the development of the scientific industry in Malaysia.

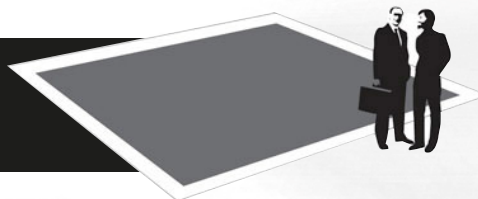
**Katsuhiko Shimodaira, Chairman International Committee, Japanese Scientific Instrument Association (JSIA), Japan**

Lab Asia is a good exhibition. We are here to find dealers and we have managed to found them. I think we will also join the next edition of Lab Asia, maybe together with our dealer.

**Dr. Abbas Shahmoradi, Nanotech Specialist from Ara Research, Iran**

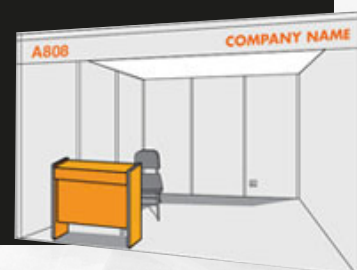
## PARTICIPATION DETAILS

Space Only @ USD405 per sqm (min. 18 sqm)



Shell Scheme @ USD468 per sqm (min. 9 sqm)

- Constructed rear and dividing wall partition of 2.44m ht in white laminated finish.
- Constructed overhead fascia panels complete with company name and stand number.
- Stand interior carpeting.
- 1 x information counter.
- 2 x folding chairs.
- 2 x fluorescent tube (40W).
- 1 x waste paper basket
- 1 x power point (13Amp)



The price quoted is subject to an additional Goods and Services Tax (GST) at the prevailing rate of 6%

For Participation:

- **Mr Gary Chai, Project Manager | Email: gary@ecmi.com.my**
- **Ms Idayu Zakaria, Assistant Project Manager | Email: idayu@ecmi.com.my**

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