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ASIA EDITION

Thailand lab international & Bio Asia pacific 2020 celebrate hybrid event

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Thailand LAB Marks Ten Years of Quality Laboratory Exhibition in Asia



Thailand LAB INTERNATIONAL, Southeast Asia's leading exhibition and conference on Analytical Laboratory Technologies, Life Sciences, and Biotechnology Innovations, hosted a successful event that organized on October 28-30, 2020. VNU Asia Pacific, together with Science and Technology Trade Association (STTA) and Thailand Center of Excellence for Life Sciences (TCELS), collaborated to celebrate the 10th Anniversary of Thailand LAB INTERNATIONAL through its soft launch of Bio Asia Pacific 2020, integrating them as a platform of laboratory and life sciences.

The shows were organized in a hybrid format. In addition to the physical exhibitions and conferences, we provided guests with livestreaming and broadcasting options to boost accessibility to content. Additionally, a mobile Event app and online business matching platform was set up for users to have information readily available and to help facilitate meetings more effectively. The main theme of this year's conferences mainly centered on COVID-19 Management and Pandemic Resilience.

Thailand LAB INTERNATIONAL, along with Bio Asia Pacific 2020, concluded with 109 exhibiting companies and 8,067 trade visitors. 65% of total trade visitors were physical visitors while 35% were virtual. We had 47 physical conferences and 47 purely virtual conferences, plus 38 hybrid conferences (physical with live streamed content at YouTube LIVE). We had 328 successful virtual meetings over the course of three days.

The main attraction of the exhibition hall, called "Bio Square," featured the grandiose Opening Ceremony of the shows, including networking functions, start-up pitching, panel discussions, and thoughtful leadership. Several sessions allowed international speakers and virtual participants to connect via Zoom while being shown throughout Bio Square's big display screens, also garnering the attention of trade visitors.

"Thailand LAB is like the convergence of many important components for the eco-system in terms of Life Science, diagnostic, and other industrial businesses in Thailand. Bio-Active joins Thailand LAB every year and history has already proved that this is a very important trade fair and conference for the market which is why we will keep continue to exhibit here." Stated Suwan Pongsunk, Managing Director of Bio-Active Co., Ltd.

“Gibthai has exhibited at Thailand LAB for almost 10 years. Since its first year, the exhibition continues to grow. This is a very challenging year with the pandemic and protests as some businesses have had to close, but the one thing that never stops is technology, especially medical technology. So if you are interested in Laboratory technology, please come to the show and you will not be disappointed.” added Nonthasak Prayoonthien, Executive Director of Gibthai Co.,Ltd.

“BEC THAI has joined Thailand LAB since its first year and also congratulates Thailand LAB on its 10th Anniversary. We’re looking forward to the 11th year with Thailand LAB INTERNATIONAL. The evolution of the exhibition has been phenomenal. To see it grow to where it is today is amazing. Thailand LAB is a great place to meet anybody in the industry from a CEO and Officer to the end-users. I hope to see everyone come back after COVID-19 and enjoy the great show here!” added Kwanchanit Tantivejkul, Ph.D., International Business Manager, Becthai Bangkok Equipment & Chemical Co.,Ltd.

“The COVID-19 outbreak spread since the end of last year has affected businesses around the world, including the exhibition industry because of travel restrictions. On the bright side, it has paved the way for us to learn and find multiple ways to connect by using the technology and Internet of Things. We have learned to adjust ourselves to the “New Normal” that we are in by promoting the usage of virtual exhibition platforms, online business matching systems, instant video calls, live streaming, and live broadcasting to respond to the changing needs of our customers. We have decided to focus more on local participants this year, and it was still a success because even though the number was relatively lower, the exhibitors were very satisfied with the quality of trade visitors. This year, we attracted 37 Universities, 56 Hospitals, and 39 Key Buyers with a good purchasing power including: Government Pharmaceutical Organization (GPO), The Royal Police Cadet Academy, Chulabhorn Research Institute, National Primate Research Center of Thailand, Chulalongkorn University, Department of Microbiology, Faculty of Science, Mahidol University, Bumrungrad International Hospital, Laboratory for pharmacogenetics, Rama Thibodi Hospital, N Health Pathology, Bangchak Corporation Public Company Limited, BDMS, Bangkok Dusit Medical Services, CP All PCL, PTT Global Chemicals PLC., Thai Union Group PCL., TPI Polene PCL., and more.” Stated Mr. Anucha Parnpichate, Project Manager of Thailand LAB INTERNATIONAL says

In 2021, the exhibition will continue in a hybrid format, following the “new normal” that has resulted from COVID-19. Thailand LAB INTERNATIONAL will return and expand to a larger area, featuring over 200 exhibitors. Bio Asia Pacific will be fully launched in September 2021 along with Thailand LAB INTERNATIONAL 2021.