



# Post Show Report 2023

 /analyticalatinamerica

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## A memorable edition!



The 17th edition of Analitica Latin America exceeded expectations over three days. With more than **300 exhibiting brands**, the event reached a new visitation record:

**9.708**  
visitors

This number represents an **increase of 77%**, compared to the previous edition.

A qualified attendance that is maintained and renewed.



**THE PRESENCE OF VISITORS COVERED ALL 27 BRAZILIAN STATES**, with a highlight on the Southeast region, which accounted for **91.23%** of the total national **visitors**.

Regarding the total visitation, **3.25%** were **international** visitors.

## EVENT SECTORS

AUTOMATION

BIOTECHNOLOGY

TECHNOLOGY

EDUCATION INSTITUTION

CHEMICAL SUPPLIES AND REAGENT

LABORATORY MATERIALS

MICROBIOLOGY-CULTURE MEDIA

LABORATORY FURNITURE

NANOTECHNOLOGY

SERVICES

LABORATORY EQUIPMENT

WATER AND EFFLUENT TREATMENT

# Event information



**+300**  
exhibiting brands



**18.000 sqm**  
business area



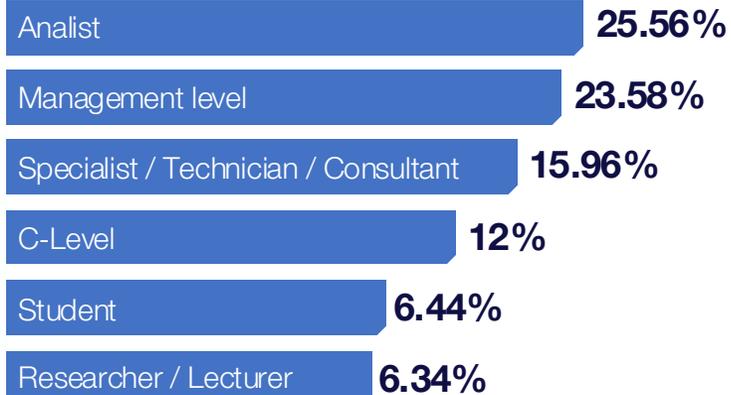
**Space 33%**  
bigger than the previous edition



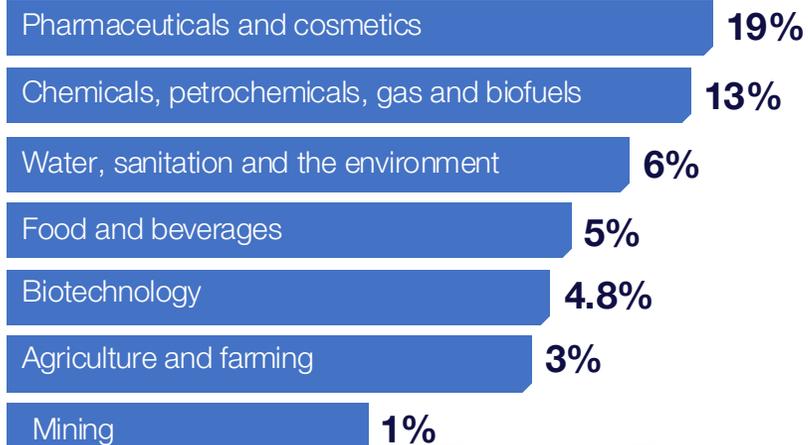
**78%**  
of exhibitors are satisfied



## VISITOR PROFILE



## MAIN SEGMENTS



## Instagram

Followers on 01/04/23: **2.414**  
Followers on 30/09/23: **4.100**  
**69.84% growth** in the period analyzed  
Profile views: **12,519**  
Total reach: **486,753**  
Total impressions: **964.728**  
Publications in the period: **118**

## Facebook

Page likes on 30/09/23: **1,412**  
Page reach: **210,749**  
Total impressions: **282,884**  
Engagement: **5,690**  
Publications in the period: **120**

## LinkedIn

Followers on 30/09/23: **3,045**  
New followers in the period: **638**  
**Growth of 26.5%** in the period analyzed  
Reach: **7,967**  
Impressions: **25,473**  
Publications in the period: **116**

# Content journey

## MEDIA COVERAGE IN THE PRESS

Radio CBN, Labnetwork, NFeiras, Jornal Primeira Página, Revista Analytica e outros.

Media return of  
**US\$ 78.740,20**

**81**  
inserts



# Experiences

9° CONGRESSO  
analitica

ENQA

Encontro Nacional de Química Analítica  
Brazilian Meeting on Analytical Chemistry

2  
days



+10 hours  
of content



135  
participants



15  
industries



11  
areas



13  
Job titles



# Experiences



## 25 finalist scientific papers in the areas:

- Analytical Instrumentation
- Optical methods of analysis
- Other Topics in Analytical Chemistry
- Environmental Chemistry
- Chemometrics
- Electrochemistry and Electroanalytics
- Mass Spectrometry



**3**  
winners



**Aline Pereira de Oliveira** won first place in the *Other Topics in Analytical Chemistry* category and deserves every recognition. "Competition between Selenium and Mercury in Edible Mushrooms: A Mycoremediation Strategy".



**Raul de Macedo Queixada** came second in the *Optical Methods of Analysis* category and deserves to be recognized. "Use of Surface Plasmon Resonance (SPR) to Measure the Level of Cardiac Troponin in Blood".



**Davi Marques de Farias** won third place in the *Electrochemistry and Electroanalytics* category and deserves to be acknowledged. "An Affordable Levofloxacin Electrochemical Device Combining a 3D Printing Pen and Surface Treatment".

Master Sponsor:



Silver Sponsor:



# Experiences

## MOBILE SCHOOLS

Nanotechnology and Industry 4.0



One of the novelties presented at the fair this year was the unpredicted partnership with Senai.

With this initiative, visitors and exhibitors were able to see how these traveling classrooms operate and explore the equipment to which the students have access.



**+700**

visitors

**3**  
days



# Special programs



## MATCH MAKING PROGRAM

67 companies invited, of which were:

20 sellers

47 buyers

2h

hours of business

US\$2,88 million  
in business generated



HOSPITALITYCLASS

Located in the middle of the pavilion at a strategic point in the event, **Hospitality Class**, an **exclusive relationship program** between brands, suppliers and the analytical chemical industry, welcoming more than **400 visitors over the three days of the event.**

# Partners



# Highlighted exhibitors

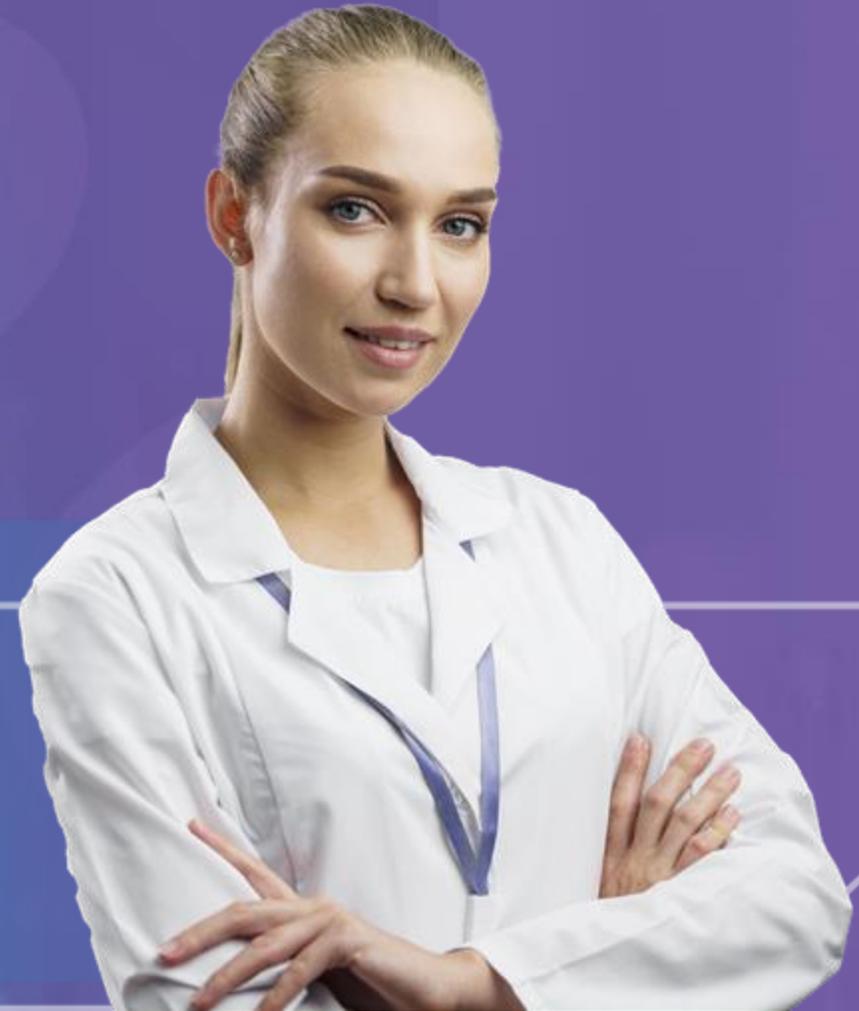


**FOSS**



**analitica**

**PoliControl**  
Instrumentos Analíticos



See you in  
**2025**

From September 23rd to 25th

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