**Thailand LAB INTERNATIONAL become the Hub of ASEAN Laboratory Technology!**

**Guarantee with 1,300 brands from 330 companies around the world showcases in 2017**

6 September 2017, Bangkok, Thailand

In this digital age, the Thai Government is trying to drive the industry under the Thailand 4.0” policy, which leads to important transformation for every industry. It promotes the use the modern innovation, smart idea, business connection for every business. Thailand LAB INTERNATIONAL realizes the importance of this Policy. In this light, exhibitions will highlight new technologies, innovations, new research, and knowledge for Laboratory Equipment and Technology, Life Sciences and Bio Investment, LAB safety and Chemical industry for Asian markets. The official opening of the event will feature honorable guests Dr.Suthiweth T.Saengchantara, Director, General Department of Science Service, Ministry of Science and Technology, Dr.Nares Damrongchai, Chief Executive Officer, Thailand Center of Excellence for Life Sciences (Public Organization), Mr.Chiruit Isarangkun Na Ayuthaya, President, Thailand Convention and Exhibition Bureau (TCEB), Mr.Udom Chanasit, President, Science and Technology Trade Association and Mr.Teerayuth Leelakajornkij, Director, Science & Technology Business Unit, VNU Exhibitions Asia Pacific Co., Ltd. at BITEC, Bangkok, Thailand.

Thailand LAB INTERNATIONAL 2017 expects to welcome 10,000 trade visitors and 4,000 delegates from 45 countries. More than 330 leading companies will showcase their products at the exhibition hall with 10,720 sq.m. of space. There will be around 500 international and local buyers who have already confirmed their participation. Moreover, the event convenes visitors and buyers from R&D, QC, purchasing and management in various industries. Due to the power of the potential investment, we expect more than 3,000 million baht worth of transactions during 3 days of the exhibition. The exhibition will be open from 10:00-17:00 on 6-8 September 2017 at EH101-102, BITEC, Bangkok, Thailand.

**Dr.Suthiweth T.Saengchantara, Director, General Department of Science Service, Ministry of Science and Technology** said that “Thailand has set out a policy to drive the country's economy with innovations through Research and Development. Industry 4.0 is one of our ambitious goal. The government has initiated many projects to support this policy such as Eastern Economic Corridor of Innovation (EECi), Food Innopolis, Innovation Coupon, the list of Thai Innovation and Invention, Talent Mobility Program and the 300% tax exemption on R&D spending. These projects aim to attract more investments on the R&D in the targeted sectors, called S-curve, which also include Biotechnology and Life Science sectors. As a result, state-of-the-art instruments in the laboratory will be needed to advance and shape Thailand into the new innovation driven economy.

Thailand LAB International 2017 strongly reflects Thailand's potential to be a leading country for the Analytical & Laboratory Equipment in the region. The event provides specialists and experts with the latest laboratory solutions. It also connects industries, governments and professionals with new business partnership opportunities within the region. The collaborations could be made possible through a wide range of activities such as Lab International Forum, Bio Business Partnering, Bio Pitch & Partner, International Conference & Symposia, etc. I believe that the event could provide a true platform for networking of the participants from more than 47 countries around the globe. This event really help promoting Science, Technology and Innovation in Asia region”

**Dr.Nares Damrongchai, Chief Executive Officer - Thailand Center of Excellence for Life Sciences (Public Organization)** said that “TCELS, as one of the co-organizers and show partners, has partnered with VNU Exhibitions Asia Pacific to drive biotechnology business in Thailand and Asia Pacific by initiating Life Sciences & Bio Investment Asia since 2014 to achieve Thailand a world class center for life sciences innovation and investment.

By co-located with Thailand LAB INTERNATIONAL, Life Sciences & Bio Investment Asia has improved significantly with the strong content and engagement from industry leaders. This year, TCELS highlights “Bio Pitch & Partner” to promote life sciences innovation with investment and provide opportunities for life sciences startups to meet investors; “Challenges in Natural Products; Drug Discovery and Opportunities for Open Innovation” to discuss important issues in drug discovery and create a platform for open innovation; “APEC Bio-Medical Technology Commercialization Training Center (TCTC) Regional Program on Negotiation” to build the capacity of technology managers; “Bio Business Partnering” and more.”

**Mr.Chiruit Isarangkun Na Ayuthaya - President, Thailand Convention and Exhibition Bureau (Public Organization)** said that “TCEB is a governmental organization that was established with the mission to promote and develop the capabilities of the Thai MICE industry that government gives great importance as a key service industry for businesses that helps to drive Thai economy. TCEB therefore has the direct duty of developing every aspect of the MICE industry, from considering the needs of the market, the strengths and weaknesses, and to find ways to overcome those issues, as well as developing every area related to MICE, which is the appropriate role of the public sector. Our missions are promote and develop the potential of the meetings, incentives travel, conventions, and exhibitions (MICE) industry in Thailand as well as a task to enhance the market opportunities and international competitiveness of Thailand's MICE industry, we are pleased to support the organization of Thailand LAB INTERNATIONAL 2017 which will be a great value added economic platform filled with innovations, know-how, creativity, and technology advancements for industrial laboratories in response to the 'Thailand 4.0 policy' of the Royal Thai Government under the cluster of public health, health and medical technology. TCEB places high priority in supporting the international marketing with the aim to attract potential buyers and suppliers to participate in the exhibition which will then initiate trade activities augmenting Thailand's economic volume. It is foreseen that Thailand LAB INTERNATIONAL 2017 will attract more than 10,000 of international investors, leading entrepreneu**r**s, and participants with vibrant investment and business talks to enhance the strength of Thailand as the MICE regional hub that connects regional businesses to global success. On behalf of TCEB, I am confident that the exhibition will as the region flagship laboratory equipment and technology exhibition for Asia.”

**Mr.Udom Chanasit, President, Science and Technology Trade Association** said that “Thailand LAB INTERNATIONAL 2017 has successfully stimulated investment in laboratory equipment and technology to various segments both public and private sectors. The tradeshow has become the regional platform for industry leaders and experts to share and discuss the new laboratory technology. Number of participants is increasing with the growth of scientific and technology market year by year. Having established Thailand LAB INTERNATIONAL in the region has indicated the Thailand and the region as new business opportunity and knowledge in the field of industries, research and sciences etc. This trade show significantly functions as regional platform promoting new and latest laboratory equipment, technique, application and solutions for lab experts and business professionals from various sectors such as Food & Beverage, Energy & Environment, Chemical, Biotechnology, Medical& Pharmaceutical, Cosmetics, Agriculture & Aquaculture, University & Education, Defenses, etc. Many manufacturers have then selected the event to launch new products & services for Southeast Asia region.”

In agreement with the view of **Mr.Teerayuth Leelakajornkij, Head of Science and Technology competence center of VNU Exhibitions Asia Pacific Co., Ltd.**, said that “Thailand LAB INTERNATIONAL is one of the leading market place for scientific and laboratory equipment and technology in South East Asia, connecting more than 330 leading exhibitors, from 30 countries with researchers, laboratory experts, personnel and technicians, industry leaders, buyers from various fields providing new business opportunities and investment to Thailand and the region. Thailand is now promising with the investment of high technology of laboratory equipment and stronger position in the national capability towards Hub of ASEAN Laboratory.

The event has also provided technology platform for latest laboratory technique, application, trends and innovations with initiatives. Many exhibitors select the event to launch their new products for the South East Asia region. We have developed technology focused sessions in particular in LAB INTERNATIONAL Forum. Importantly, trade show as knowledge platform indicated trends and direction of the industries with Quality Conference & Symposia organized by leading conference partners and industry experts, more than 50 topics 200 sessions and 160 speakers will be discussed relating to the topics of Biotechnology, Biopharmaceutical, Veterinary Diagnostics, Toxicology, Medical Technology, Virology, Bio Safety, Lab Safety, Quality Control, Chemical Analysis, Laboratory Innovation, etc.

Significantly, Thailand LAB INTERNATIONAL having their strong exhibition in laboratory equipment and technology will enter into the new industry of biotechnology sector. Having partnered with Thailand Center of Excellence for Life Sciences (TCELS) , Thai Association for Biotechnology (Thai BIO), and Thai Society for Biotechnology (TSB), we would be co-developing of LIFE Sciences & BIO Investment Asia, focusing on bio-business and investment in Asia in particular to promote Thailand as the gateway of ASEAN’s Life Sciences and Asia’s Leading Destination of Biotechnology Investment. Besides, the event has embraced LAB Safety Asia as exhibition for laboratory safety and occupational health, LAB Chem Asia as exhibition for chemical for research and laboratory as co-located in 2017 edition.”

**Thailand LAB INTERNATIONAL 2017 will happen on 6-8 September 2017, at EH101-102, BITEC, Thailand.**

Media relation, please contact Saengtip Techapatiphandee | [saengtip.won@vnuexhibitionsap.com](mailto:saengtip.won@vnuexhibitionsap.com)