**Thailand LAB INTERNATIONAL & Bio Asia Pacific are proud to present a webinar series on the topic**

**“How to Adapt your Business during the COVID-19 Crisis for Laboratory Industry”**

Bangkok, Thailand – April 12, 2021 – VNU Asia Pacific, the organizer of Thailand LAB INTERNATIONAL, is ready to kick off the roadmap for 2021 show promotion and confirm the organization of Thailand LAB INTERNATIONAL, Southeast Asia’s leading exhibition and conference on Analytical Laboratory Technologies, Life Sciences, and Biotechnology Innovations (the 11th edition). The trade show will take place during September 1–3, 2021 at BITEC, Bangkok together with Bio Asia Pacific, the new leading conference and exhibition platform for Biotechnology, Life Sciences and Smart Health in Asia Pacific. VNU Asia Pacific, together with Science and Technology Trade Association (STTA), Thailand Center of Excellence for Life Sciences (TCELS) and more related partners from both government and private sectors, are collaborating to develop the trade show to serve the laboratory industry for the Southeast-Asia region.

**Turn Crisis into Opportunity for Success**

Even during the challenges generated by the COVID-19 pandemic last year, Thailand LAB INTERNATIONAL still continued with the impressive success we expected. 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. Following its success last year, ‘Bio Square’ will once again appear as the show’s highlight, with a further developed format to increase interest. In 2021, the show will focus more on the international attendee and also target local people who are interested in attending our show in-person or via virtual / online platforms, whether the travel restrictions remain or not, meeting the organizer’s mission to create an interaction platform for trading, knowledge sharing, research and increased business opportunities for the industry.

“From last year, 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,” stated Mr. Anucha Parnpichate, Project Manager of Thailand LAB INTERNATIONAL. “However, we are also monitoring the COVID-19 pandemic situation and have prepared a response plan and are prepared for every situation that may arise in the future. Our goal is to try to stimulate the market, increase the opportunities for business match-making and maintain the investment stages for the laboratory market. In 2021, the show will present more on the new technology, innovation, MedTech, Bio Tech, Med Tech and Digital Health. Thailand LAB INTERNATIONAL & Bio Asia Pacific will open for registration from 1 May 2021 onwards.”

**Insight market information on the webinar series**

Due to the COVID-19 outbreak, the common routines of people around the globe have been impacted, as well as global economic stability. The virus continues to evolve and disrupt. The best solution to the pandemic is to understand the cause of the disease, the spread of infection and how it can be prevented, as well as keep up to date with the progress of the COVID-19 vaccine rollout in your country. This upcoming September, the organizer proudly presents the laboratory webinar series which also covers topics such as as surgical mask testing or controversial areas like cannabis in lab testing and more.

The first webinar will start on May 20, 2021 and is on the topic “Surgical Mask Testing” by Assoc. Prof. Dr. Panich Intra, Rajamangala University of Technology Lanna, Thailand. The content will be divided into three parts including Quality of Face Mask: Testing, Regulation and Standard, Insight Interview with our keynote speaker for the journey of the mask testing institute, and end with a LAB Visit at the Research Unit of Electrostatic Applications in Energy and Environment. The webinar will be conducted in Thai only. If you are interested in attending, please register at <https://forms.gle/YRxRQXmoWYYgggun7>

**Save the date: Thailand LAB INTERNATIONAL & Bio Asia Pacific showcases during September 1–3, 2021 at BITEC, Bangkok.**

For more information, please visit [www.thailandlab.com](http://www.thailandlab.com) and / or [www.bioasiapacific.com](http://www.bioasiapacific.com) Tel. +662 1116611 Ext. 240-243 / Email: [thailandlab@vnuasiapacific.com](mailto:thailandlab@vnuasiapacific.com) or you can follow our social media via our Facebook page, Twitter, LinkedIn and Line Official.

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**About VNU Asia Pacific**

VNU Asia Pacific is part of VNU Group, a globally operating exhibition company with offices in Utrecht, Shanghai, Bangkok and consolidates the international exhibition business of Royal Dutch Jaarbeurs. In Southeast Asia, Jaarbeurs formed a Joint Venture with TCC Group, a leading corporate conglomerate in the fast-growing region. From its business hub located in Bangkok, VNU Asia Pacific covers all key exhibition markets in South East Asia. VNU Asia Pacific has a constantly expanding portfolio with currently 19 trade shows and event formats both online and face-to-face platforms including brands from the AgriTech, Animal Husbandry, Animal Companion, Food, Life Sciences, Biotechnology, 5G and IoT and Disaster Resilience industries. For more information, visit [www.vnuasiapacific.com](http://www.vnuasiapacific.com)