

REVIEW

HET INSTRUMENT 2010



Number of exhibitors: 468
Number of visitors: 17.015
Net exhibition area (sq.m): 15.185
Intention to visit 2012 edition: 81%
Highly educated visitors: 76%

REVIEW

HET Instrument is the technology tradeshow & conference organised by FHI, Federation of Technology Branches for the associations Industrial Electronics, Industrial Automation and Laboratory Technology.

This review contains a summary of the results of HET Instrument 2010, from September 28 through October 1, 2010 in Amsterdam RAI.

The tradeshow counted 468 exhibitors and 17.015 visitors. The visitors valued this year's edition with a report mark of 7.5 out of 10. About 19% of the frequent visitors of HET Instrument, evaluated this edition better than preceding ones. More than 87% of the frequent visitors of HET Instrument do have intention to visit HET Instrument in 2012. The technological content of the conference programme attracted more than 860 participants.

Exhibitors quotes:

"For our company participation is an added value in maintaining our customer relationship."

"Our participation led to many new contacts and a successful new product launch. It was a good meeting place for existing customers and to make new contacts."

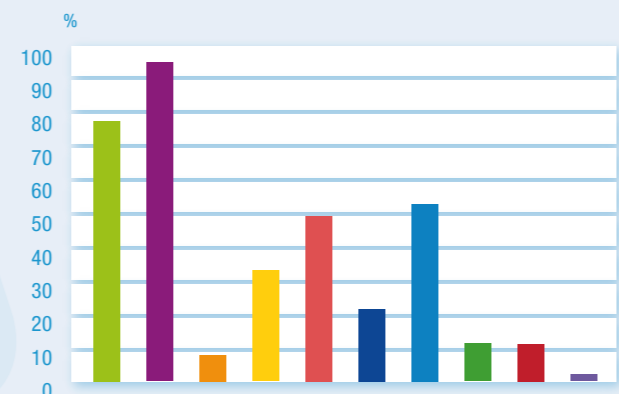
"Well-organized exhibition with much attention given to visitors to Amsterdam."



Exhibitors

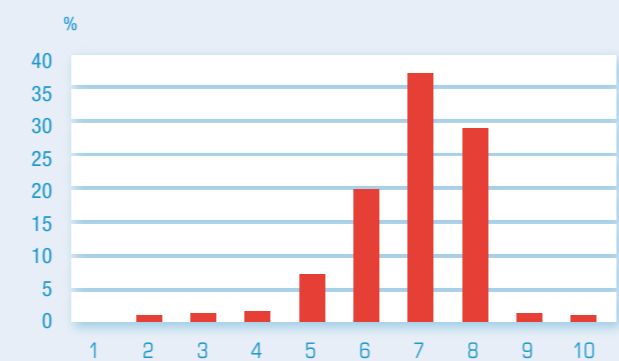
Score of appreciation of HET Instrument 2010

Exhibitor reasons for participation HET Instrument 2010



Maintain existing business contacts	76%
Establish new business contacts	94%
Direct sales	9%
Image/PR targets	42%
Introduction of new products/services	50%
Show technology trends	21%
Provide product information	46%
Be there because of competition	11%
Tradition	11%
Other reason	3%

Exhibitor score of appreciation of HET Instrument 2010

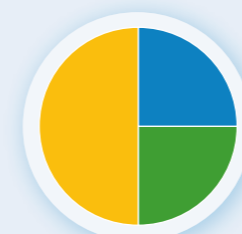


report mark out of 10

Visitors

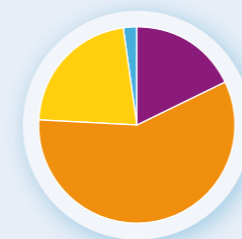
17.015 visitors

Sector in which the visitor is interested



Laboratory Technology	50%
Industrial Electronics	25%
Industrial Automation	25%

Visitors highest level of education



Academic	18%
Higher	58%
Middle	22%
Lower	0%
Other	2%

Visitor quotes:

"More interaction through cooperation between different exhibitors results in a more dynamic atmosphere."

"Just like every edition, the fair is a very good place to network and for network expansion."

"I have to say that the decoration was really clarifying. It made it very pleasant to stay longer on the floor and to get more information about the products."

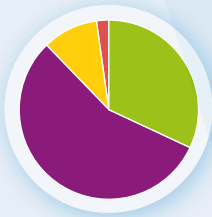


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Preview 2012

Visitors

Intention to visit HET Instrument 2012



Certainly	30%
Probably	51%
Probably not	6%
Certainly not	1%

Exhibitors

Intention to participate in HET Instrument 2012



Certainly	14%
Probably	48%
Maybe	30%
Probably not	7%
Certainly not	1%

Review published by

FHI, Federation of Technology Branches

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FHI FEDERATION OF
TECHNOLOGY BRANCHES

Exhibitors HET Instrument 2010

3•M Nederland • 999 Games • A. de Jong T.H. • A.D. Jansen Zwolle • a1-envirotech • AB SCIEX Netherlands
 • ABB • A-B-T • Achrom • Adamas Instrumenten B.V. • Adiform • Adixen • AE Sensors B.V. • AGCO •
 Agentschap NL • Agilent Technologies • Airtest Solutions • Altac • Amkor Zeeffruk • Analytical Solutions and
 Products B.V. • Anaspec Solutions • Ankersmid • Anton Paar • Applikon Analytical Analyzers • Applikon
 Analytical Laboratorium • Applikon Biotechnology • Aqua Explorer • AR Benelux B.V. • Array Publications •
 ARVANSYS bv • ATAS GL International B.V. • ATS Applied Tech Systems • Autoclave (Suurmond BV) • Automatie
 I PMA • Avans+ • Avantes • Azteco electronics b.v. • B.L.W. Visser B.V. • Badger Meter Europa GmbH •
 Bakker & Co. B.V. • Balluff • Baumer • BCON Instruments • Beckman Coulter • Becton Dickinson • Benelux
 Scientific • BEST Instruments • Betronic Solutions • Beun- De Ronde • Beun- De Ronde Life Science • Bientaft
 B.V. • Bimos - Velto B.V. • Binder GmbH • Biohit Oyj • BIOKÉ • Bionics Instrument Europe B.V. • Bio-Rad
 Laboratories • Biosolve B.V. • BioTRADING Benelux B.V. • bizzApps • BMF Systemparts • Boom B.V. • BREVO
 • Bronkhorst High-Tech • Bronkhorst Nederland B.V. • Bronson Incubator Services • Brooks Instrument
 Bruker • BÜCHI Labortechnik • Buveco Gasdetection • BW Technologies by Honeywell • BWT BV • C.N. Rood
 B.V. • C.W.-Technics • C2W • CALIPER LifeSciences • Caplix • Caritech B.V. • Carya Automatisering • CaTeC
 B.V. • CBN Labsuppliers • CCM Centre for Concepts in Mechatronics B.V. • Charles River • Chess Tech •
 Chroma ATE Europe • Clean Air • CMI • Cobar Europe B.V. • Code-P West B.V. • Coöperatie Devlab • Corning
 Life Sciences • Crowcon Detection Instruments • Cryo Solutions B.V. • Cryo Store B.V. • D&D Mechatronics •
 D.A.R.E.II International • Da Vinci Europe Laboratory Solutions B.V. • Daqpoint Benelux • De Melker Sanitair •
 Dekimo / Layers • Delan B.V. • DELO Industrial Adhesives • DeMaCo Holland • Den Hartog Scientific • DENIOS
 BV • Dewetron Benelux • Dijkstra-Vereenigde • Dionex Benelux BV • DistriLab • DLC - Data Logging &
 Calibrations • Doedjns Instrumentation • Dometic Benelux B.V. • Dosco Sales & Engineering b.v. • Dovianus
 • Dräger Safety • Dresser Valves Europe • Dupa Veiligheidstechniek • Duranmatic • E.C.N. • Ecosafe SA •
 EDAX • Egemim Automation • EKOM-AIR GmbH • El-Contronic • Electro Rent Europe • Electromach • Elincom
 electronics • elQuip • Elscolab Nederland B.V. • EM TEST • eMbed Engineering • Emerson Process
 Management • Endress+Hauser • Envico Environment-Control • ENVICONTROL - ENVITEC • Eppendorf •
 Erlab DFS SAS • e-totaal (uitgeverij NHU) • Eurocircuits • Eurofyisca • Eurotherm • Farnell • FEI Europe B.V.
 • Fermentas GmbH • Feteris Components BV • FHL, federatie van technologiebranches • Flexim Instruments
 Benelux BV • Flir Systems • Flokal B.V. • Flowserve • Formit B.V. • FORMULATRIX • FOSS • G.R. Instruments
 • Gardner Denver • GC biotech • GE Healthcare Europe • GE Sensing & Inspection Technologies • Getinge b.v.
 • Gilon International B.V. • Global Electronics • GMC-Instruments • GME Engineering & Projects • Grace
 Davison Discovery Sciences • Gram Nederland • Greiner Bio-One B.V. • Grow Technology • HACH LANGE •
 Hahnemühle FineArt GmbH • Halin Industrial Solutions • Hamamatsu Photonics Deutschland • HAMILTON Life
 Science Robotics • Hanna Instruments • HART Communication • HARTECH meet- & testapparatuur • Hatech
 Gasdetectietechniek BV • HELIMA BENELUX BVBA • Hielkema Testequipment • HIMMA Benelux B.V. • HITMA
 Instrumentatie B.V. • HITMA Process B.V. • Hóbré Instruments B.V. • Honeywell • Honeywell Analytics •
 Honeywell Process Solutions • Hositrad Holland B.V. • HPR Techniek • HVL • I.B. Kracht b.v. • iDQuest • iKS
 International • Imbema Controls • Inacom Instruments • INCAA Computers • Industryplanner • Infors Benelux
 BV • Ingenieurbüro CAT M. Zipperer GmbH • Ingenieurbüro Gommer B.V. • Innosieve Diagnostics BV • Innov-X
 Systems • Instron • Interflow • Interline Systems • International Labmate • Interscience • Intertec
 Instrumentation B.V. • Invensys Systems • Inventech Benelux BV • IPPN Measurements & Controls • IR
 Technology • Isogen Life Science B.V. • Isotron Systems BV • J.H. Ritmeester B.V. • j.j. bos b.v. Nanotechnologie
 • j.j. bos b.v. Testtechnologie • Jasco Benelux • JEOL (Europe) B.V. • JSB Joint Analytical Systems Benelux •
 JULABO Labortechnik GmbH • Jumo Meet- en Regeltechniek BV • Kalibra Cofely • KERO Quality B.V. •
 Keyence • Klay Instruments • Klinipath • KNF-Verder B.V. • Kobold Instrumentatie B.V. • Köttermann B.V.
 • Kreglinger Europe nv • KROHNE Nederland B.V. • Kryoz Technologies • L.E.D. Techno • LA Biosystems • Lab
 Services BV • LabBio Technology B.V. • LabMakelaar Benelux BV • Labolutions • Laborama • Laboratorium
 Magazine • Labstox (B.V. Centraal Magazijn voor Laboratorium Benodigheden) • LabWare Limited • Lamers
 High Tech Systems • Landustrie Sneek BV • LECO • Leica Microsystems • LEMO Connectors Benelux •
 Liebherr • Lighthouse Benelux B.V. • Linde Gas Cryoservices • LPS • LSE Monitors • LumaSense Technologies
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 2010 Conference • Miele Professional • Millipore B.V. • Minerva Meettechniek B.V. • Minigrip Nederland B.V.
 • Mitutoyo Nederland B.V. • MLS • Mmax www.Laboratoriumstoele.nl • Molecular Devices • Multi Instruments
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 Leybold Vacuum Nederland B.V. • Olympus Nederland B.V. • Oostenrijkse handelsdelegatie • optek-Danulat
 b.v. • Optimus • OPTYL BVBA • Ostendum • Pall Genesystems SA • Panasonic Electric Works Sales Western
 Europe B.V. • Parker Hannifin B.V. • PCME • Pedak meettechniek • Penko Engineering • Pepperl + Fuchs B.V.
 • PerkinElmer Nederland • Perten Instruments Benelux • Pfeiffer Vacuum • Phenom-World • Phoenix Contact
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 • Promega Benelux • Q.P.I. Group B.V. • Qiagen Benelux B.V. • Quad Industries • Quality2Process B.V.
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 Electronics • Tradinco Instruments • Transposafe • Trescal BV • TTMS • TÜV Rheinland Nederland • Tyco
 Valves & Controls • VACOTEC • Vaisala Oyj • Van den Brink Instrumenten B.V. • Van Mierlo Ingenieurbureau
 • Vanas Engineering • Vastgoed Fundament Fonds • VAT Vakuumentille AG • VDW CoolSystems • Veen
 Magazines • Verispect • VEZOR Media • Vibra balansen • Vierpool • Von Rohr ARCA b.v. • Vonk B.V. • V-PS
 • VSL • VWR International • Waters Chromatography • Watson-Marlow B.V. • WEETECH BV • Weidmüller
 Benelux • Westburg B.V. • Westfalen Gassen Nederland B.V. • Wika Benelux • Wilten Instrumenten •
 Wonderware Benelux • Würth Elektronik • XTAC Analytical B.V. • Yokogawa Europe • Zeiss Carl B.V. •
 Zematra • Zeton B.V. • Zinsser Analytic GmbH • Zirbus Technology • Zwick