

Microplates: A Strategic Worldwide Business Outlook

BENELUX FRANCE GERMANY ITALY JAPAN SCANDINAVIA SPAIN/PORTUGAL U.K. U.S.A.

CONTAINS APPROXIMATELY 300 PAGES AND 100 TABLES

RATIONALE

This comprehensive assessment of the U.S., Japanese and major European markets is designed to help current suppliers and potential market entrants identify and evaluate emerging opportunities in the microplate market during the next ten years, and assist executives in developing effective strategic responses. The study explores marketing and technological trends in nine geographic regions; estimates sales for major clinical applications and well shapes through 2015; profiles leading suppliers and recent market entrants; and identifies specific product and marketing opportunities emerging during the next decade.

STUDY CONTENT

GEOGRAPHIC COVERAGE

The study will present detailed analyses of the microplate markets in the following nine countries/geographic regions:

- | | | |
|-----------|---------------|------------------|
| • BENELUX | • ITALY | • SPAIN/PORTUGAL |
| • FRANCE | • JAPAN | • U.K. |
| • GERMANY | • SCANDINAVIA | • U.S.A. |

In addition, a worldwide market overview will be included. The analysis of each country will provide the following information:

BUSINESS ENVIRONMENT

A survey of the major technological, regulatory and economic, trends and their potential implications for the microplate market will be provided for each of the nine geographical regions.

MAJOR CLINICAL APPLICATIONS

The study will present a comprehensive analysis of major biotechnology and diagnostic applications, including:

- | | | | |
|---------------------------|-------------------------|----------------|------------------------|
| • Blood Banking | • Drug Discovery/Design | • Genomics | • Molecular Biology |
| • Cell Culture | • Hematology | • Microbiology | • Serology, and others |
| • Combinatorial Chemistry | • Immunology | | |

MARKET SEGMENTATION BY WELL SHAPE

The study will develop sales estimates for a variety of well shapes and sizes (96, 384, 864, 1,536, 3456 and others) by country.

THE 2008 MARKET SHARE ANALYSIS

The study will provide the 2008 sales and market share estimates for major suppliers by country.

MARKET NEEDS AND OPPORTUNITIES

The report will identify the major opportunities for microplate products and instruments emerging during 2008-2018.

COMPETITIVE ANALYSIS

Major suppliers of microplate products and recent market entrants will be analyzed in terms of their sales, market shares, product portfolios, marketing tactics, technological know-how, new products in R&D, collaborative arrangements and business strategies.

- | | | | |
|-----------------------------|------------------------|-------------------|----------------------|
| • Anthos Labtec Instruments | • Bio-Tek | • Nalge Nonc | • Trek Diagnostics |
| • Barloworld Scientific | • Corning LifeSciences | • PerkinElmer | • Zymark, and others |
| • Beckman Coulter | • Dynex Technologies | • Starstedt | |
| • Becton Dickinson/Falcon | • Greiner Bio-One | • Tecan | |
| • Bio-Rad | • Molecular Devices | • Thermo Electron | |

BUSINESS OPPORTUNITIES & STRATEGIC RECOMMENDATIONS

- | | |
|---|--|
| • Specific new product development opportunities. | • Potential market entry barriers and risks. |
| • Alternative market penetration strategies. | • Business planning issues and concerns. |

METHODOLOGY

□ INTERVIEWS

The report will be based on interviews with executives from leading companies and start-up firms developing microplate products, as well as experts from diagnostics industry associations in selected markets.

□ INDUSTRY SHOWS

The information gathered at the diagnostics industry shows, marketing conferences and scientific symposia will be analyzed and incorporated in the study.

□ VENTURE PLANNING GROUP'S DATABASE

VENTURE PLANNING GROUP's proprietary data files will be thoroughly reviewed to retrieve any pertinent information. These files have been developed during the firm's nearly 90 previous syndicated studies and numerous proprietary single-client assignments, and contain data on various markets, companies, technologies, products and executives worldwide.

□ SECONDARY INFORMATION SOURCES

In addition to primary information sources, a comprehensive worldwide survey of technical and business periodicals, patents, manufacturer product literature, trade association reports and government agency studies will be conducted.

COST AND DELIVERY

The cost of PDF editions of the report is as follows:

	<u>Before</u> <u>Feb. 20, 2009</u>	<u>After</u> <u>Feb. 20, 2009</u>
Complete 9-Country Study	\$17,500	\$21,000
Individual Country Analyses		
U.S.A.	\$ 4,600	\$ 5,400
Japan.	\$ 3,700	\$ 4,400
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Germany	2,600	2,200	3,400	3,400	2,800	4,300
Italy	2,600	2,200	3,400	3,400	2,800	4,300
Japan	3,700	3,100	4,800	4,400	3,700	5,700
Scandinavia	2,600	2,200	3,400	3,400	2,800	4,300
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