

Media Statement



17 October 2024

Adelaide secures MicroTas 2025 to Australia for the first time

Business Events Adelaide has confirmed that Adelaide has been chosen as the host city for the MicroTAS 2025 Conference, the first time that the MicroTAS series will be held in the Southern Hemisphere.

‘Miniaturised Systems for Chemistry and Life Sciences - Micro-Total Analysis Systems’ (MicroTAS) is an annual conference focussing on microfluidics, a multidisciplinary field involving chemistry, the life sciences and biology, impacting the environment, agriculture, energy, food and health. It draws a global audience of engineers and scientists from academic, government and corporate research backgrounds.

MicroTAS 2025 will be held at the Adelaide Convention Centre (ACC) between 2 and 6 November 2025 and is expected to attract 1,100 delegates, 950 of which will be international visitors.

The announcement was made on Wednesday (16 October) during the 2024 event, currently being held in Montreal, by the conference chairs, Professors Michael Breadmore, Rosanne Guijt and Craig Priest.

Commenting on the selection of Adelaide, Professor Breadmore said “One of the strengths of Adelaide is its commitment to sustainability, and the initiatives and investment that has been made in the City and the ACC. Combined with the perfect venue layout and location for our conference and the wonderful food and produce, we felt that Adelaide could truly deliver the Australian experience we wanted to offer to our delegates”.

Professor Guijt added “Another defining factor was the relationships and links with the indigenous communities of Adelaide, and the vision of the state to establish a First Nations ‘Voice to Parliament’. We want MicroTAS 2025 to respect and include all Australian cultures, including that of our first peoples, who are the world’s first scientists and engineers. Adelaide - and South Australia felt like the right place to be able to do that.”

Professor Priest said “The support we received from *Business Events Adelaide* was critical to our success and our choice to host the conference in Adelaide. We felt that *Business Events Adelaide* really understood our vision and shared our enthusiasm to deliver a unique and fulfilling MicroTAS conference. We had no fear, knowing that we would have ‘Team Adelaide’ beside us every step of the way”.

Business Events Adelaide Chief Executive Officer, Mr Damien Kitto, heralded the win as further evidence that Adelaide was seen as the go to destination for multidisciplinary business events. “MicroTAS 2025 continues the trend of business event organisers attracted by Adelaide’s world class expertise across a range of

complex and cutting-edge research fields,” said Mr Kitto. “Securing business events that match SA’s overall strategic vision as a smart, sustainable and inclusive State is important for our future prosperity. MicroTAS fits that vision perfectly, and we are delighted to welcome it to Adelaide”.

“We are also proud to be the first destination to attract MicroTAS not only to Australia but to the Southern Hemisphere, demonstrating our growing reputation as a global destination of choice,” he continued. “I’m sure delegates will enjoy a productive week in our beautiful city, and I hope some will take the opportunity to sample the delights of our nearby regions”.

Adelaide held off strong competition to secure this business event, which rotates between Asian, European and North American destinations. Tourism Australia’s Managing Director, Phillipa Harrison, welcomed *Business Events Adelaide*’s successful bid to host MicroTAS 2025, which is being supported via the national Business Events Bid Fund Program.

“Business events remain so incredibly important to Australia’s tourism sector, and we are so delighted to be supporting this latest event win for Adelaide through our Bid Fund program,” said Ms Harrison. “Since its inception Tourism Australia’s Business Events Bid Fund has been helping to build a strong pipeline of future international business events across the country.”

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About *Business Events Adelaide*

Business Events Adelaide is a 50-year-old independent, not for profit, member based organisation. Its purpose is to win business events for South Australia, a valued and proven economic driver in both the long and short term.

Beyond the high daily spend of delegates, business events provide an economic tail of multiplying benefits that often endure years into the future. Long-term benefits can be seen in research collaborations, business partnerships, company startups and even a contribution to population growth with the arrival of new professional and skilled workers.

Further information on *Business Events Adelaide* activities can be found at www.businesseventsadelaide.com.au