

CASE STUDY MICROTAS 2025 CONFERENCE

THE MICROTAS 2025 CONFERENCE MARKED ADELAIDE DELIVERING THE FIRST-EVER SOUTHERN HEMISPHERE HOSTING OF THE CONFERENCE.

OVERVIEW OF THE EVENT

Miniaturised Systems for Chemistry and Life Sciences – Micro-Total Analysis Systems (MicroTAS) is the world's leading annual conference dedicated to microfluidics, a multidisciplinary field spanning chemistry, biology and the life sciences. The conference rotates between Asia, Europe and North and South America, drawing a global audience from academia, government and corporate research backgrounds.

MicroTAS 2025, the 29th conference in the series, was held at the Adelaide Convention Centre from 2–6 November 2025, marking the first time the conference had been hosted in the Southern Hemisphere. The event attracted more than 1,000 delegates and 60 exhibitors.

BUSINESS EVENTS ADELAIDE'S ROLE IN BRINGING THE EVENT TO LIFE

CONFERENCE CHAIR PROFESSOR CRAIG PRIEST CREDITED BUSINESS EVENTS ADELAIDE'S SUPPORT AS CRITICAL TO THE CITY'S SELECTION, NOTING THAT THE TEAM UNDERSTOOD THE CONFERENCE'S VISION AND SHARED ITS ENTHUSIASM TO DELIVER A UNIQUE EVENT, WITH TEAM ADELAIDE COLLABORATING WITH THE ORGANISERS AT EVERY STEP.

Adelaide's path to securing MicroTAS 2025 began years earlier, with the city having previously bid to host the 2024 conference – a bid that was cancelled due to COVID-19 postponements. When the opportunity to bid for 2025 arose, *Business Events Adelaide* re-engaged with the organisers, building on the relationship established through that earlier process and hosting a site visit in March 2023. The win was officially announced during the MicroTAS 2024 conference in Montreal.

Adelaide's bid was supported through Tourism Australia's national Business Events Bid Fund Program and Bid Funding from the South Australian Government, reflecting the strategic value placed on attracting major international scientific events to the state.

WHY ADELAIDE WAS CHOSEN

Adelaide's selection was shaped by both the city's strengths as a destination and its strategic alignment with the conference's scientific focus. Conference Chair Professor Michael Breadmore pointed to Adelaide's commitment to sustainability, the investment made in the city and the Adelaide Convention Centre, the venue's layout, and the quality of local food and produce as key factors in delivering the Australian experience the organisers wanted for delegates. Adelaide's relationship with its First Nations communities was also a defining factor in the decision.



TEAM ADELAIDE SUPPORT

Adelaide Convention Centre was the primary venue for the business event, while the Rose Garden at the Adelaide Botanic Gardens provided a distinctly South Australian setting for the welcome reception.

The Team Adelaide network included Adelaide Exhibition Hire, which managed the exhibition infrastructure, and Kanga Bus, which provided delegate transport throughout the event. Adelaide Sightseeing Tours and Charters, together with the Adelaide Economic Development Agency, supported touring opportunities to local vineyards, Cleland Wildlife Park, and Southern Cultural Immersion.

Delegate accommodation included The Playford Hotel Adelaide, InterContinental Adelaide, Sofitel Adelaide, Oaks Adelaide Horizons Suites, Oaks Adelaide Embassy Suites, Stamford Plaza Adelaide, EOS by SkyCity, Hotel Grand Chancellor and Holiday Inn Express Adelaide.

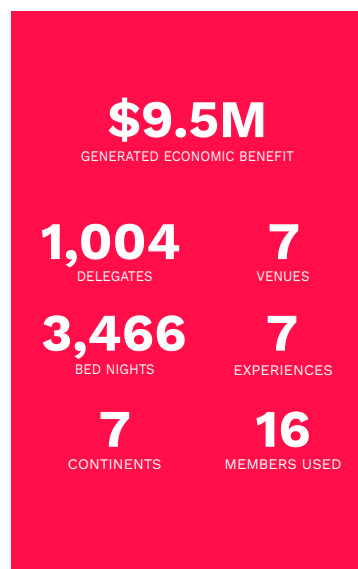
OUTCOME OF THE PROGRAM

MicroTAS 2025 delivered a high-calibre scientific program across four days, featuring plenary presentations from leading international researchers, three poster sessions, and an exhibition of 60 exhibitors, with five already committed to the 2026 conference.

As the first MicroTAS conference held in the Southern Hemisphere – a goal the organisers had pursued for over 15 years – the event saw strong representation from the Australian research community. First Nations culture was embedded throughout the conference, from a Welcome to Country delivered by Uncle Moogy Major Sumner, through to a partnership with Ochre Dawn, the official conference artwork created by Kurna, Narungga and Ngarrindjeri artist Lawson “Wukawe” Dodd, and a tour at Southern Cultural Immersion.

IMPACT ON ADELAIDE

The conference continued a trend of organisers attracted by Adelaide’s world-class expertise across complex and cutting-edge research fields, with its scientific focus aligning closely with the city’s strengths. Adelaide BioMed City, including the Molecular Imaging and Therapy Research Unit (MITRU) at SAHMRI and the Australian Bragg Centre’s Proton Therapy Unit, positioned the city as a genuine hub for the field rather than simply a host venue, creating the opportunity for ongoing connections between the international microfluidics community and South Australia’s own research institutions.



PROGRAM HIGHLIGHTS

- Sustainability woven into the program: Reflecting Chemical and Biological Microsystems Society’s (CBMS) organisational commitment to environmentally responsible science, the program featured a dedicated Hot Topic Session on Sustainability, Environment and Resources, alongside the Society’s practice of conducting technical reviews virtually since 2020 to reduce travel-related emissions.
- First Nations artwork: The official conference artwork, Symphony of Scientific Exchange, was created by Kurna, Narungga and Ngarrindjeri artist Lawson “Wukawe” Dodd. It was the event organisers’ stated vision for MicroTAS 2025 to honour and include Australia’s First Peoples.
- Supporting the Next Generation of Researchers: CBMS awarded 50 student and young researcher travel stipends, helping early-career delegates from around the world attend and present at the conference.

“ADELAIDE IS TRULY A GEM - NO WONDER IT IS RATED A TOP CITY TO LIVE IN THE WORLD. EVERYTHING IS SO ACCESSIBLE - THE CONVENTION CENTRE, HOTELS, A VIBRANT CITY LIFE ARE ALL WITHIN WALKING DISTANCE. IT IS EASY TO SEE WHY BUSINESSES ARE ATTRACTED TO THIS GROWING BIOMED CITY.”

SARA STEARNS MCGHEE, EXECUTIVE DIRECTOR

