

Visitors at CeMAT ASIA 2013, China's leading continental intralogistics event. PHOTO PROVIDED TO CHINA DAILY

## CeMAT ASIA 2014 opens

By ZHUAN TI

About 500 logistic-related companies will gather in the annual International Exhibition for Materials Handling Automation Technology Transport System and Logistics (CeMAT ASIA) to demonstrate the cutting-edge technologies and achievements in the logistics sector in Shanghai from Oct 27 to 30.

The 2014 annual fair will focus on sectors such as online businesses, tobacco logistics, manufacturing logistics, clothes logistics and bulk commodity logistics to cope with the changing situation in the automation sector and e-commerce sector.

The fair, with an exhibition area of 40,000 square meters in the Shanghai New International Expo Center, was organized by the China Federation of Logistics Purchasing, the Chinese Mechanical Engineering Society, the Deutsche Messe AG and the Hannover Milano Fairs Shanghai Ltd.

Opening under the slogan "Smart, Integrated and Efficient", the exhibition is expected to welcome visitors from eight main sectors, which are system integration and solution, conveying equipments, automated guided vehicles, forklifts and accessories, auto ID, hoisting equipments and parts, pallet and storage racks, auto-ID and machine vision and logistic machines.

Established in 2000, CeMAT ASIA has become a barometer in the logistics industry and has witnessed solid growth in the number of visitors from different industries. In 2013, the total number of professional visitors reached 77,076, an increase of 12.5 percent year-on-year.

### MAIN PARTICIPANTS

More equipment manufacturing giants will showcase their products in the 2014 CeMAT ASIA to capture emerging business opportunities.

Hannover said equipment manufacturing giants are keen on exploring logistic sectors amid the recession in equipments production sectors. In 2014 CeMAT ASIA, some companies will launch storage forklift and power-driven forklift products which are suitable for e-commerce operators.

In the W1 pavilion, visitors will see many global giants including Heli Forklift, Jungheinrich, Crown, BYD, Goodsense Forklift, Vita-wheel and Ningbo Ruyi.

In addition, the second-hand forklift businesses operator Xingwang will be presented in CeMAT ASIA to offer visitors more choices.

The W2 pavilion will see leading intelligence and automation focused businesses gathering for the four days' display. Daifuku, Swisslog, TGW, CSIC, the Beijing Materials Handling Research Institute, the Beijing Research Institute of Automation for Machinery Industry, NTI, Formosa, KENMEC and many other global leading integrated system development companies will show up in CeMAT ASIA to demonstrate their cutting-edge technologies and achievements. The new generation of shuttle vehicles to be used in logistic warehouses will

make their debut in CeMAT ASIA.

Organizers of CeMAT ASIA have allocated conveyors, AGV and robots to the W3 pavilion. The exhibition area of conveyors increases by 20 percent to reach more than 3,000 square meters from 2013.

The newly established robots area will welcome many developers including Siasun, Shanghai Triowin, HiMan Robot and Dalian Jialin.

### CEMAT ASIA'S INNOVATION SALON

First held in 2013, CeMAT ASIA's Innovation Salon attracted great attention from logistics-related business operators and received positive comments from participants. The salon has become a key information sharing and distributing platform in the logistics sector.

In 2014, the salon is expected to bring more up-to-date industry ideas and research results to inspire participants. According to organizers, six topics will be discussed during the four days' session, which are Global Logistic Markets, Food Supply Chain and Safety, "Backyard of E-commerce: Logistics and Supply Chain, Third Party Storage and Cross-border e-commerce, Retail: Online to Offline and Offline to Online and Future Development of Forklift Industry".

During the four days' discussion, organizers will invite insiders from leading e-commerce operators such as Amazon, Tmall, 360buy, Gome online, DHL and CNSS to tell the stories behind the companies.

Apart from this salon, organizers also arranged nearly 20 professional events including new product demonstrations, conferences and forums and organized group buyers to visit CeMAT ASIA. The professional visitors from automotive, food and beverage, medicine, tobacco and other sectors will visit the exhibition and negotiate trade opportunities.

### IMPROVING SERVICES

CeMAT ASIA has long committed to improve service quality and keeps on exploring new marketing channels.

Organizers of CeMAT ASIA launched "Buyer Plans" in early 2014 to ensure buyers better match sellers. They have visited many leading companies including Alibaba and CP Lotus Corporation to better understand what services are required by participants and improve exhibition quality.

"CeMAT ASIA is not only a four-day exhibition, but also a long-term platform serving exhibitors and buyers," said James Fu, general manager of Hannover Milano Fairs China.

New media channels including WeChat, Weibo, and mobile apps were launched to enhance the impact of the fair.

Visitors are welcome to login to the WeChat platform to browse exhibitors' information and make registration. A WeChat registration desk is provided at the exhibition venue. Visitors can print their badge from the machine and then enter the venue directly. The registration procedure is greatly simplified, and exhibition services are significantly improved.



## CeMAT ASIA showcases the latest in logistics

By Wolfgang Pech

China's materials handling and logistics market continues to boom, with annual growth of 15 percent and a market value of 97 billion euros (\$129.3 billion) projected by 2015. This business environment offers export-focused manufacturers and service providers from all over the world fantastic new business opportunities in China.

CeMAT ASIA is China's leading continental intralogistics event and the place where buyers and users from all over Asia discover first-hand the latest products and applications from leading international manufacturers and service providers. CeMAT ASIA presents the complete range of materials handling and logistics products and services, everything from loading technology, mechanical handling, and warehousing systems to intralogistics software, packaging and order picking, and traffic engineering.

CeMAT ASIA also features a comprehensive support program. For example, the innovation-centered CeMAT ASIA Salon is a venue where exhibitors, visitors, trade associations and media can meet and exchange ideas, and the "Automated Guided Vehicles Pavilion" showcases driverless transport systems. Furthermore, conference sessions cover such diverse topics as automotive parts sourcing, lean logistics, supply chain management, third party logistics (3PL), e-commerce and warehousing technology.

Plus, CeMAT ASIA runs concurrently with PTC ASIA and ComVac ASIA, which together provide a great opportunity to test new products and services in motion, drive and automation as well as compressed air and vacuum technology.

CeMAT ASIA 2013 attracted 77,076 visitors from 80 countries and regions - an increase of 12.5 percent compared to 2012. And more than 80 percent of these visitors are decision-makers. There is simply no better event in Asia for doing business in this sector.



Wolfgang Pech  
Senior Vice President  
Deutsche Messe AG

## CeMAT ASIA an overwhelming success

By Sascha Schmel

Materials handling and intralogistics are the keys for success in every step of the supply chain, from raw materials right on up to the finished products in customer's hands.

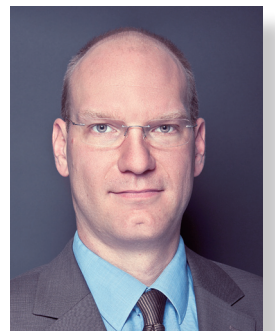
Today's production processes as well as good distribution and forwarding would be unthinkable without modern lifting and transportation equipment, conveyors, warehouse installations and all the latest innovative instruments for optimizing the flow of goods and information such as automatization and data management.

The huge turnout by Chinese visitors and German exhibitors at the annual CeMAT ASIA since 2000 is testimony to this event's great drawing power.

The keen interest shown in materials handling and intralogistics solutions by the entire Chinese industry has made the show an overwhelming success. As CeMAT ASIA opens its gates for the fifteenth time, that success story is sure to continue.

CeMAT ASIA puts the spotlight on organizing, implementing and optimizing in house materials handling and intralogistics flows in turn. For all key industries such as production or distribution of goods, innovative intralogistics technologies have become essential with regards to reliability and availability. The aim is to have the right product at the right place at the right time.

On behalf of Germany's manufacturers of materials handling equipment and intralogistics, I very much look forward to seeing you at the Shanghai New International Expo Centre in October 2014!



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