

MATERIALS HANDLING, AUTOMATION, TRANSPORT/LOGISTICS

International Trade Fair for Materials Handling,
Automation Technology, Transport Systems and Logistics

6- 9 November 2018

Shanghai New International Expo Centre

After Show Report

www.cemat-asia.com



CeMAT
ASIA

23 - 26 October 2019

Shanghai New Int'l Expo Centre



Deutsche Messe



FIERA MILANO



China Federation of
Logistics & Purchasing



Chinese Mechanical
Engineering Society

CeMAT
ASIA



Nearly **70,000** sqm
show scale



100,616
professional visits



236 matchmaking
meetings



28 forums



630
exhibitors



150 buyer
delegations



CeMAT ASIA, the biggest annual meeting platform of the logistics industry in Asia-Pacific, closed its doors on 9th November 2018. During the four-day event **630** exhibitors showcased their innovations and products on an exhibition area of nearly **70,000** sqm. The trade show, which is focusing especially on smart logistics, attracted a total of **100,616** visitors to Shanghai.

CeMAT ASIA 2018 gathered many well-known international brands from various countries such as Germany, Italy, USA, Japan, Korea and more. Integrated logistics systems were a hot topic in 2018, represented by companies like DEMATIC, SSI SCHAEERER, TGW, Honeywell, Vanderlande, SFA, Fives, the Beijing Material Handling Research Institute, the Beijing Research Institution of Automation for Machinery Industry, Kunming Shipbuilding Equipment, VSTRONG, BlueSword, Zhongding and Anji Tech.

Since China's e-commerce sector is growing extremely fast, the Chinese e-commerce giant JD has joined CeMAT ASIA for the first time in 2018. Their logistics and innovation hub JDX showcased unmanned warehouse solutions on their booth. It was the first time that JDX demonstrated their unmanned technologies to the public. Mr. Huang Fengguan from JDX' unmanned warehouse robotics centre also delivered a keynote speech at the prestigious CeMAT ASIA Innovation Salon.

A special highlight this year was the premier launch of a "Blue Book", encompassing the Chinese logistics industry. The "2016-2017 China Logistics Warehousing Equipment Industry Development Report" was jointly published by CeMAT ASIA's partner association CMES and the Tongji University. Additionally, the China Industrial Truck Innovation Award (CITIA) honored the most innovative products during the exhibition. Furthermore, the top-class conference "CeMAT ASIA Innovation Salon" again gathered over 4,000 logistic experts to discuss hot topics such as pharmaceutical logistics, vehicle logistics, global market trends and intelligent supply chains.

During a festive ceremony, the CeMAT ASIA 20th anniversary in 2019 was kicked off as well as the collocation of the new exhibition for packaging, E-PACK TECH, was announced. At the launch event, the vice chairman of CeMAT ASIA's partner association CFLP (China Federation of Logistics & Purchasing) confirmed that the show's development is in line with the general direction of China's economic development and the logistics industry.

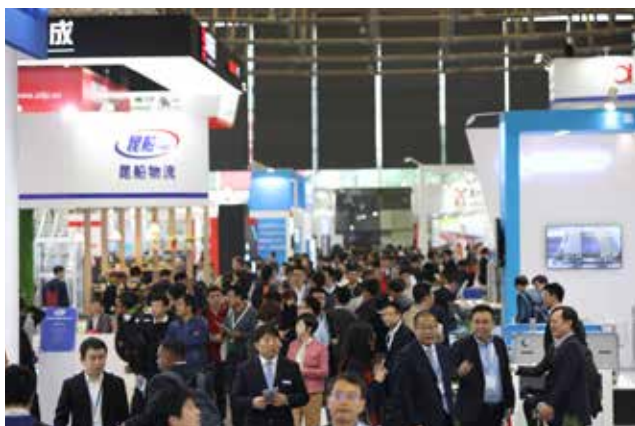


Smart Logistics – The guiding theme of CeMAT ASIA 2018

Industrial modernization has become a top priority of the entire manufacturing industry. The concepts of “Industry 4.0” and “Made in China 2025” are not only a long-term goal, but are already gradually being implemented in the logistics equipment industry. CeMAT ASIA 2018 continued to drive the development of this topic together with its partners and participants. New topics such as Cold Chain ASIA are added gradually to set additional impulses for technological exchange among industries.

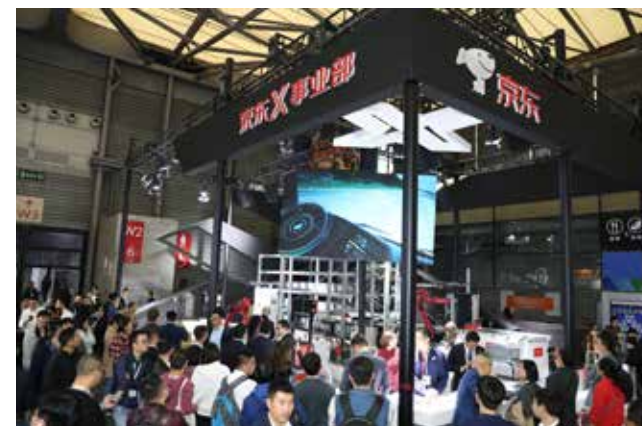
Focus technology – Integrated logistics systems

The exhibition halls for integrated logistics systems have always been the highlight of CeMAT ASIA. In 2018, the presence of leading brands again exceeded the previous year. Participants could see demonstrations from companies such as DEMATIC, SSI SCHAEFER, TGW, Honeywell, Vanderlande, SFA, Fives, the Beijing Material Handling Research Institute, the Beijing Research Institution of Automation for Machinery Industry, Kunming Shipbuilding Equipment, VSTRONG, BlueSword, Zhongding and Anji Tech.



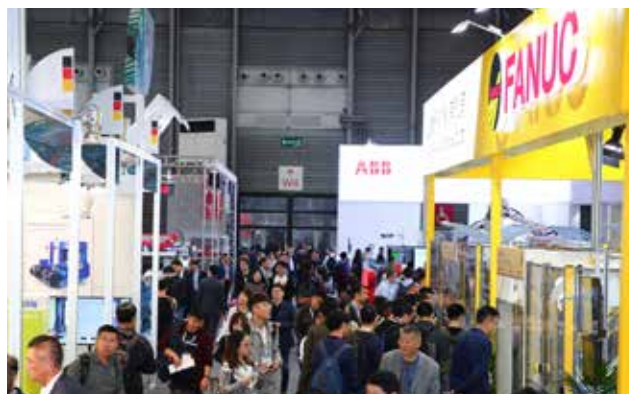
Hot topic – Robotics and AGVs

As a result of the trend of cross-industry cooperation, robotics manufacturers are becoming players of the logistics industry. Leading robotics manufacturers at CeMAT ASIA 2018 were for example ABB, FANUC and SIASUN. To increase their international reach, many emerging robotics providers participate at the show, such as Geek+, Quicktron, HIK, ZHUINENG Robotics and Ares Robotics. Well established AGV manufacturers, e.g. Comwin, JingYuan, SiWei, I-Cow, BoZhong and AGV Robot also demonstrated their innovations such as forklift truck AGVs.



Innovation and Intelligence – A driver of forklift truck development

As a fundamental part of the logistics industry and an essential part of CeMAT ASIA, forklift manufacturers were showcasing their products in hall W5. Among them were Hangzhou Forklift, BYD, Ruyi and TVH. With the return of the China Industrial Truck Innovation Award (CITIA), lightweight and intelligent forklift trucks had an additional platform to demonstrate their advantages.



E-commerce – A technological boom

In recent years, the fast development of the e-commerce industry has become one of the main drivers of innovation in the logistics equipment industry. As a result, various e-commerce companies joined CeMAT ASIA. China's e-commerce giant JD exhibited for the first time at CeMAT ASIA 2018 while companies like CAINIAO, Suning, Kaola and SF-Express organized visitor delegations to the show.

The CeMAT ASIA Innovation Salon

With the support of its strong industry partners, the high-calibre conference CeMAT ASIA Innovation Salon focused on trending topics such as “Industry 4.0” and “Made in China 2025”. The conference initiates dialogue and discussions between logistics industry experts and therefore continues to drive innovation. The presentations under the guiding theme “Smart Logistics” evolved around pharmaceutical logistics, automobile logistics, global market trends and intelligent supply chains. As a special event, the CeMAT ASIA Innovation Salon hosted the launch ceremony for a “Blue Book” for the entire logistics industry on the second day of the show. During the three-day conference over 4,000 visitors joined lively discussions and tried to get answers on how to transform the industry towards intelligent modernization.



AT ASIA Innovati

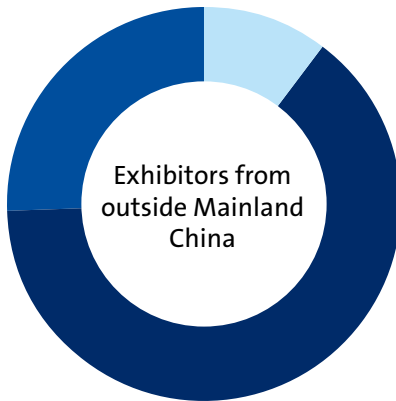


Exhibitor analysis

Exhibitor origin



Mainland China 79.1% Worldwide 20.9%



Asia 25.5% (Including China Hong Kong, Macau and Taiwan)
 Europe 64.2%
 North America 10.3%
 China Taiwan 37.0%
 Japan 37.0%
 Korea 7.4%
 Singapore 7.4%
 Hong Kong 3.7%
 India 3.7%
 Germany 51.5%
 Italy 14.7%
 Switzerland 5.9%
 Austria 5.9%
 Sweden 4.4%
 Netherlands 2.9%

 USA 90.9%

Exhibitor feedback

Over **84%** of exhibitors made successful sales and closed deals onsite.

Number of visitors at your stand

Very Satisfying	35%
Satisfying	58%
OK	6%
Other	1%

Number of in-depth discussions with trade visitors

Very Satisfying	33%
Satisfying	60%
OK	6%
Other	1%

Number of contacts with new potential customers

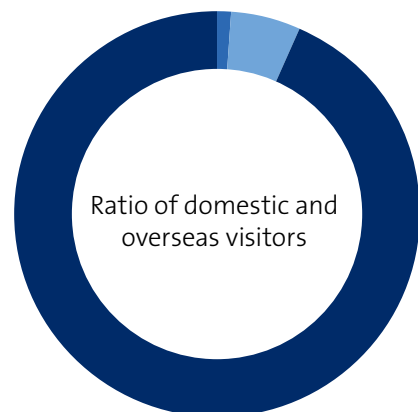
Very Satisfying	37%
Satisfying	52%
OK	8%
Other	3%

Overall Satisfaction

Very Satisfying	35%
Satisfying	42%
OK	16%
Other	7%

Visitor analysis

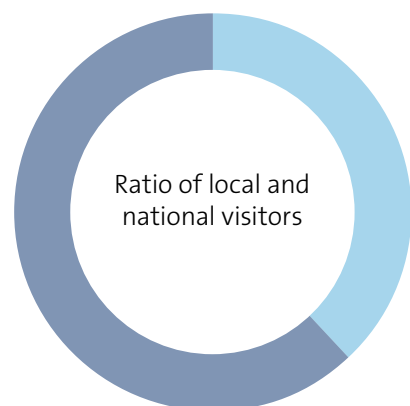
Visitor origin countries



Mainland China 93.6%

Abroad 5.5%

Hong Kong Macau and Taiwan 0.9%



Shanghai 36.0%

Other Mainland China Visitors 64.0%



East China 67.9%

North China 10.6%

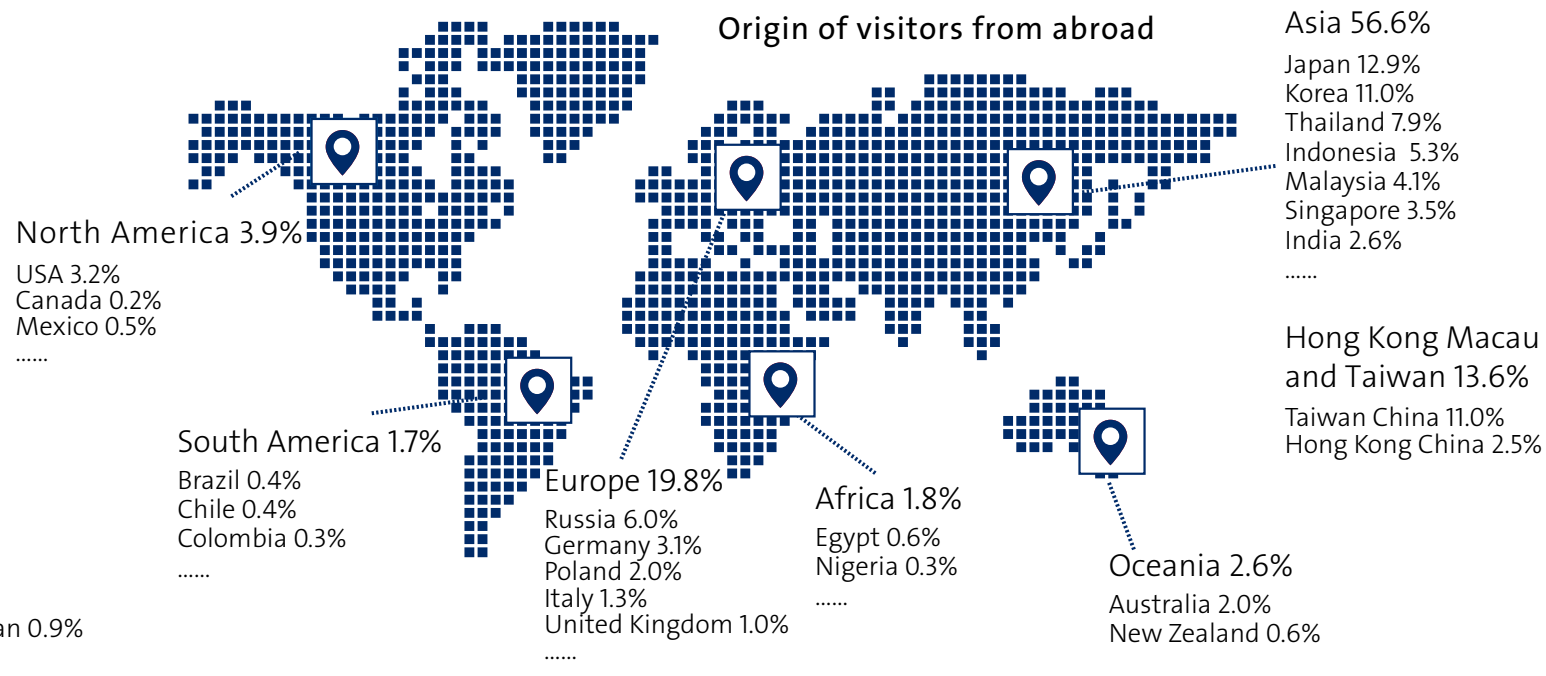
South China 9.7%

Central China 5.1%

Northeast China 3.4%

Southwest China 2.1%

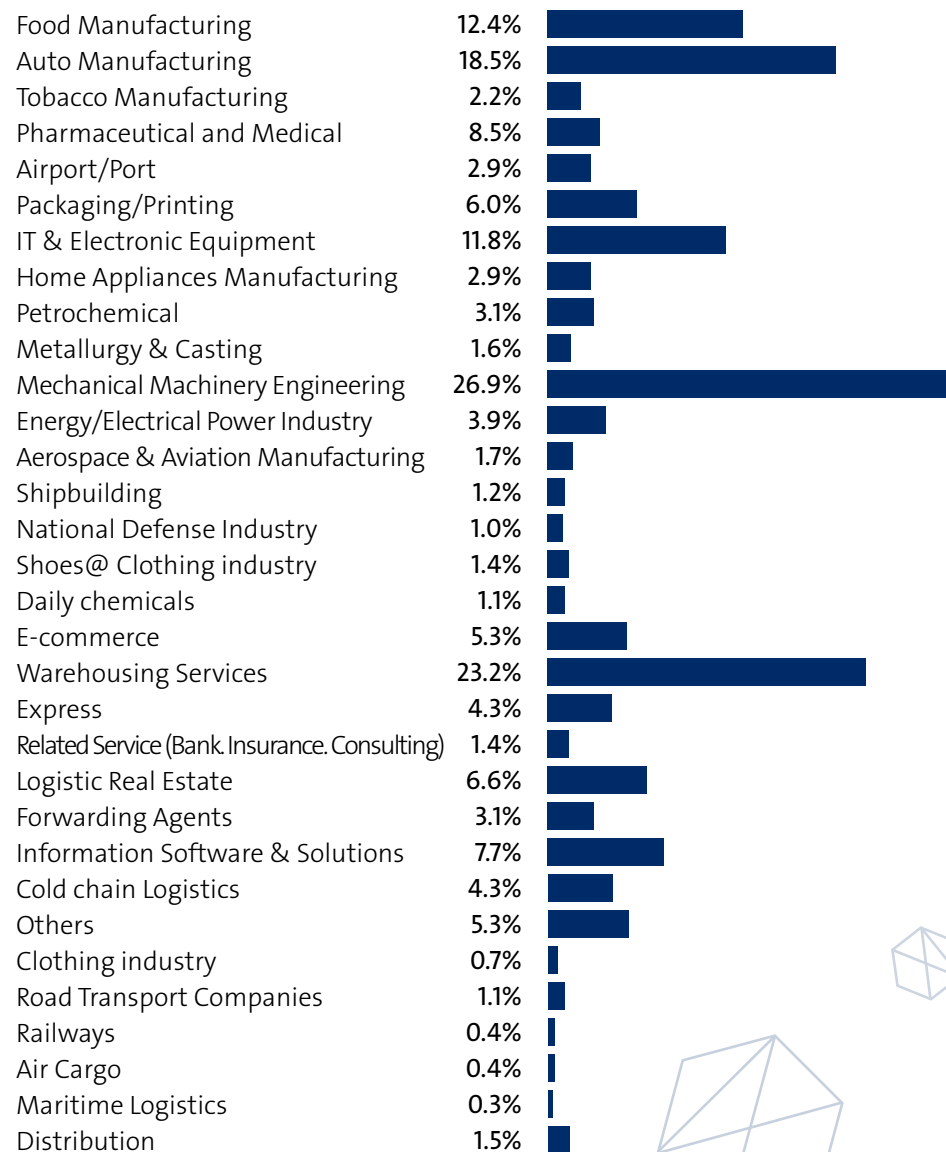
Northwest China 1.0%



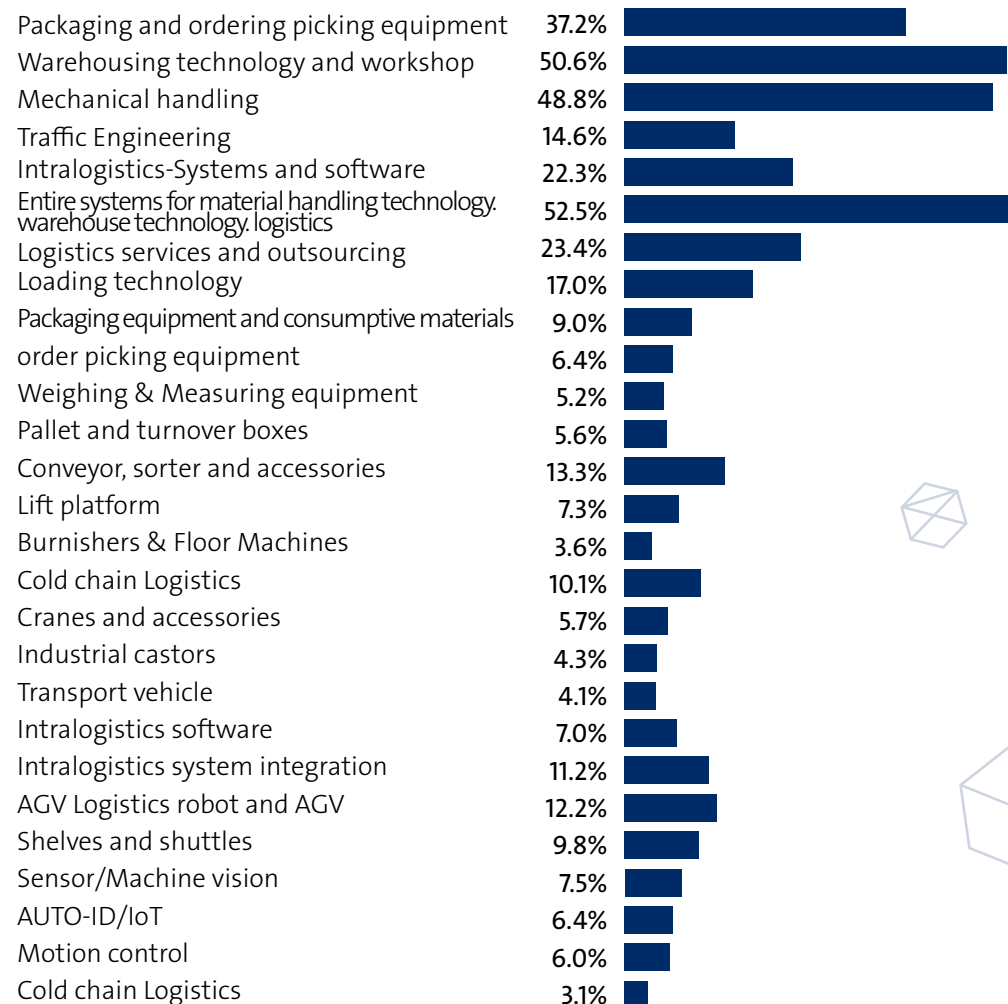
Visitor analysis



■ Visitor industries



■ Visitor interest



* The percentage is based on the number of visitors who answered this question.
The total percentage exceeds 100%, because multiple selections were possible.

Visitor analysis

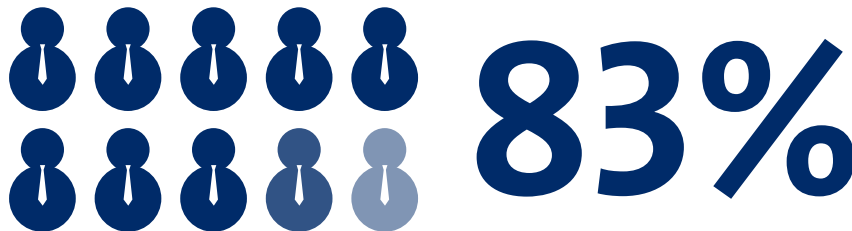
Job function



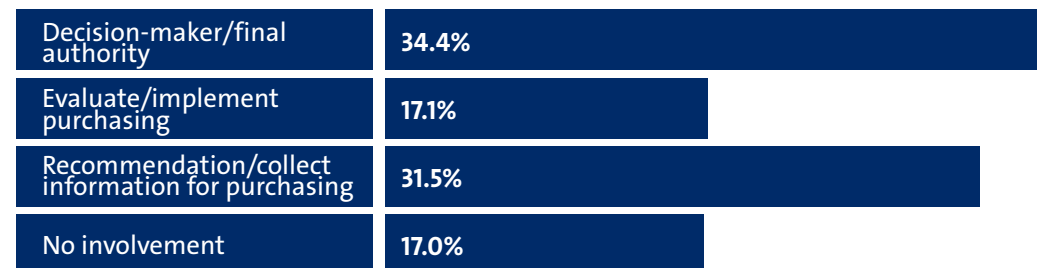
Visit purposes



Visitor influence



83% of visitors have direct or indirect influence on equipment purchasing.



* The percentage is based on the number of visitors who answered this question.
The total percentage exceeds 100%, because multiple selections were possible.

Visitor testimonials

Mr. Xia, Customer Service and Logistics Manager at Johnson & Johnson China

The show organizer Hannover Milano Fairs Shanghai again delivered a high-quality logistics trade show this year. The show represented the overall development direction of the logistics industry and showcased high-end and comprehensive product lines like integrated systems, conveying equipment, AGVs, forklift trucks and components, lifting equipment and accessories, pallets and racks, auto-id and machine vision and logistics robots to the visitors. Currently industry upgrading is the focus of the Chinese manufacturing industry. "Industry 4.0" and "Made in China 2025" are not only long-term goals, they are already being implemented in the logistics industry. Unmanned warehouses, unmanned delivery and logistics robots are becoming the core value of intelligent factories in the future. These technologies will support digitization, networking, automation and intelligence of future industry upgrades. We gained new perspectives on intelligent logistics through our visit and we are looking forward to visiting the show again.



Mr. Zhang Manager Product Department at Denso China

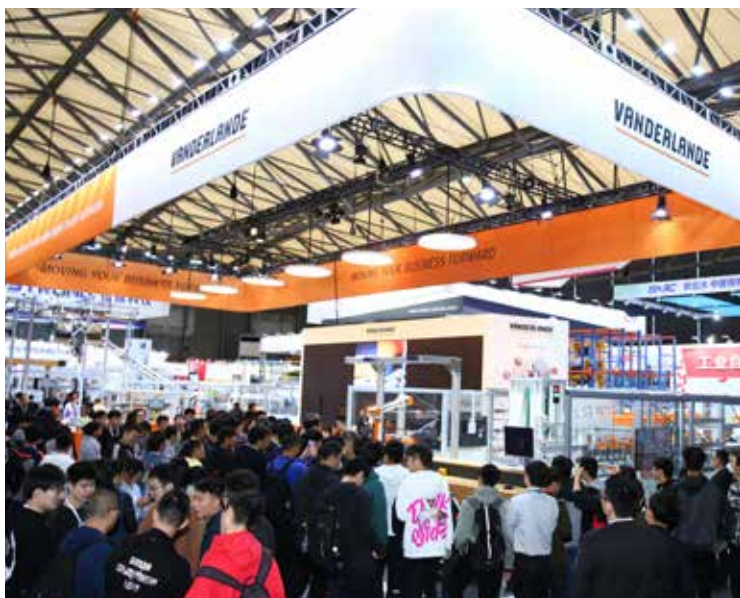
It was the second time we visited CeMAT ASIA. The show had great improvement in terms of exhibitor numbers, visitor numbers, new technologies and new products. It is indeed the most influential logistics technologies and equipments trade fair in Asia. This year we visited the show as a delegation. The organizer provided thoughtful services to us, we obtained useful information and found business opportunities. Our visit also helped us with identifying our future development direction. We look forward to seeing an even better show and trading platform in the future.



Exhibitor testimonials

**Dr. Jens Hardenacke,
Managing Director at DEMATIC China**

Through the influence of CeMAT ASIA, we not only maintained close relationships with existing customers but also found numeric potential customers. We will continuously use CeMAT ASIA as a platform to launch our new products, concepts and solutions. Our participation for next CeMAT ASIA is confirmed, we wish CeMAT ASIA all the best.



**Ms. Li Li, Senior Director of Commercial Dept.
at JDX Business Unit / General Manager of JD
Shentuo Robotics Co., Ltd.**

2018 is the starting point of JDX in terms of business development. We chose CeMAT ASIA as the platform for our sales launch. Through this influential platform we can increase our standing in the market and also obtained useful information about other players and the trends in the logistics industry.

**Mr. Xu Dongliang,
President of Vanderlande China**

CeMAT ASIA is a great platform and communication opportunity for us. End users and suppliers can efficiently exchange information through this platform. We see a lot of new trends, products and technologies every year. For instance in previous years sorting equipment was a hot topic, last year AGVs caught our eyes and this year hanging pouch sorting systems became the new trend.

Buyer delegations (extract)

Johnson & Johnson

Watsons

Luxottica Commercial Service (Dongguan) Co., Ltd.

Shanghai Oriental CJ

Volkswagen

Deli Group

Jiangsu International Freight Forwarder Association

Shanghai Yunda Forwarding Service Co., Ltd.

ZC Rubber Group

Shanghai Anji Logistics

Shanghai Hai Ding Information Engineering Co., Ltd.

Nio Automotive

Tesa Adhesive Tape Shanghai Ltd.

Shanghai Hui Zhong Automotive

CommScope Communication Tech China Ltd.

Yiqi (Dalian) Commercial Vehicle

Jiangsu Zhongtian Huayu Intelligent Technology Co., Ltd.

AMORE Pacific Group

Denso China Ltd.

Suzhou Kangcheng Warehousing Co., Ltd.

Shanghai Tianrui Logistics Consultancy Co., Ltd.

Huawei

Panasonic

BorgWarner Automobile Components Jiangsu Ltd.

Heilan Group

DHL

Yan Feng Adient Seat and Mechanism

Zhongdu-Glovis Logistics Co.,Ltd.

Toyota

Honeywell

Yihai Kerry Group

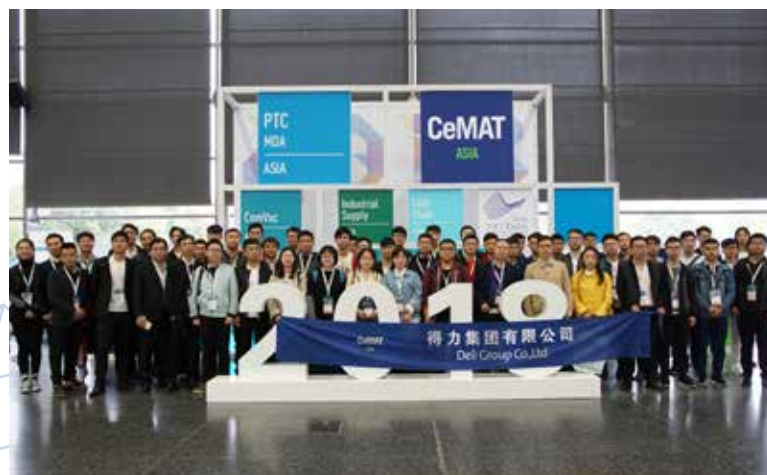
ACC Technologies Holding Inc.

HIK Vision Digital Technology

Liang Pin Pu Zi

Jointown Pharmaceutical

Zhongda Electronic (Jiangsu) Co., Ltd.



150

buyer delegations

Matchmaking participants

ARTI-AVTO

ST KONTINENT, LLC

Nanjing RuiChang Logistics Co., Ltd.

Priority Integrated Solutions

PT. CEPAT KAYA JAYA INDONESIA

Camso Loadstar

PT.dwi multi Mandiri

Zhejiang AiYingShi Logistics Co., Ltd.

Plansee Shanghai High Performance Materials Co, Ltd.

Shanghai Power Tech Machinery Co., Ltd.

Shanghai E-Bus New Energy Tech Co., Ltd.

Tianjin Packway Packaging Equipment Co., Ltd.

Shanghai Pangdai Import and Export Co., Ltd.

Huawei Technology Co., Ltd.

cainiao.com

Shanghai Shipbuilding Factory

China ChangAn Automobile Group

Shanghai Adoodoo Co., Ltd.

Shanghai Deppon Logistics Co., Ltd.

Nantong Hengkang CNC Machinery Co., Ltd.

C & U Group Co., Ltd.

Beijing Hang Zhi Cheng Electronic Machinery Co., Ltd.

SGS Tech Service Co., Ltd. Shanghai Branch

Fang Fang Trading Co., Ltd.

CSG Smart Science Co., Ltd.

Shanghai La Chapelle Fashion Co., Ltd.

I.TCHINA

IKEA

Hua Cheng BMW Automobile Co., Ltd.

Yantai Jingwei Electronics Co., Ltd.

E-Shang Red Wood Group

Shanghai Siemens K Switch Co., Ltd.

CISDI Engineering Co., Ltd.

Taixi Plastic Shanghai Co., Ltd.

Shanghai DongDa Electromechanical Co., Ltd.

Shanghai YueTai Electronic Co., Ltd.

Zhejiang Gu Meilin Home Co., Ltd.

Hangzhou Excellent Fashion Co., Ltd.

Shanghai COLIPU Office Supply Co., Ltd.

New ZhongLian Group

Shanghai YIBO Shipping Co., Ltd.

VanHang Supply Chain Management Shanghai Ltd.

Hangzhou Best Express Tech Co., Ltd.

Shanghai Volkswagen Automobile Co., Ltd.

Shanghai Seves Glass Co., Ltd.

Best Express Tech China Ltd.

ZC Rubber Group Co., Ltd.

Maxbo Industrial Tech Shanghai Ltd.

Merck Pharmaceutical Jiangsu Co., Ltd.

Sony China Co., Ltd.

Sony Logistics

Jiangsu Jienengjin Power Cell Co., Ltd.

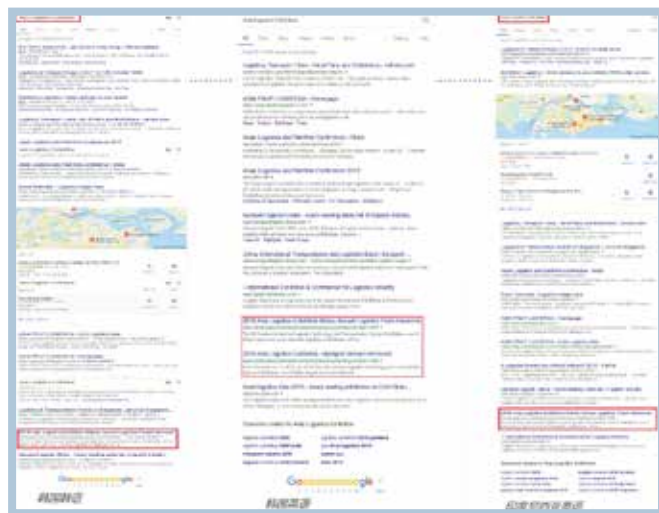
Jiaxing ChuangXiao Warehousing Equipment Co., Ltd.

Martin Sprocket & Gear Shanghai Co., Ltd.

236 matchmaking meetings



Promotion channels



Google
411,852 impressions | 12,372 clicks



Portal website
4,500,000 impressions | 4,297 clicks



Baidu
556,206 impressions | 12,482 clicks



PC端

EDM

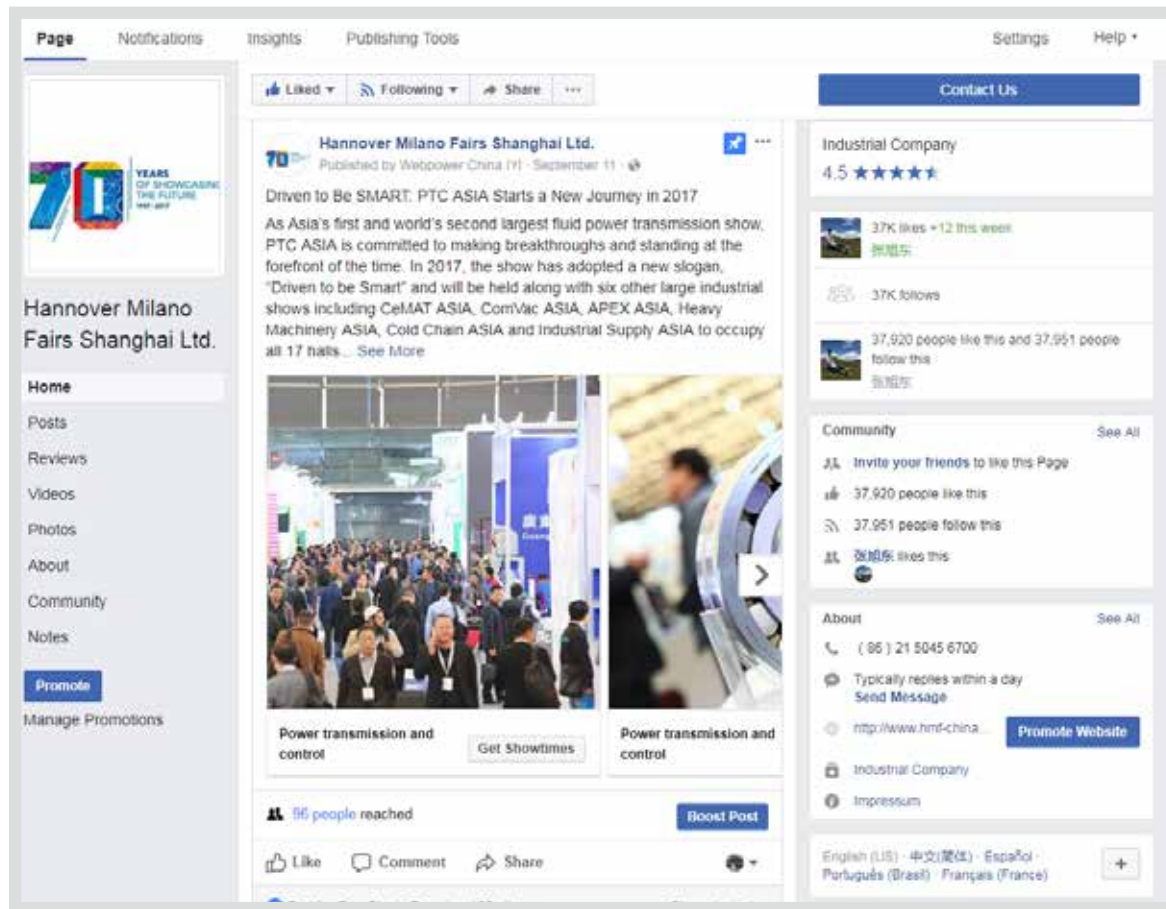


Toutiao
4,513,636 impressions | 26,631 clicks

Light box advertising at Subway and railway stations

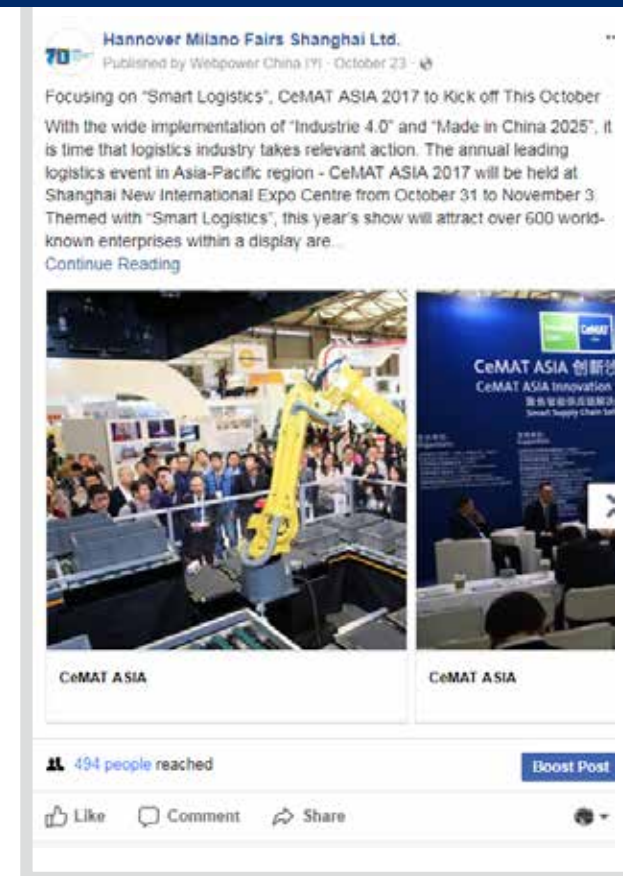


New promotion media - Facebook



>>> Account

Hannover Milano Fairs Shanghai Ltd.



- While **197,449** visitors liked our Facebook profile, we now have **228,860** fans.
- We recorded **429,573** users who clicked on our advertisement link and cumulatively displayed the ad **1,123,512** times.

New promotion channel - Twitter



- Starting from scratch, CeMAT ASIA still attracted quite a number of Twitter followers interested in innovative intralogistics solutions and the future of supply chain management.
- **303** articles published on Twitter were viewed and read **904,388** times.
- Unique interactions with our followers amounted to **29,253**, while **24,727** persons pre-registered via Twitter and the videos published via this channel were viewed **4,062** times.



■ Media cooperations & websites

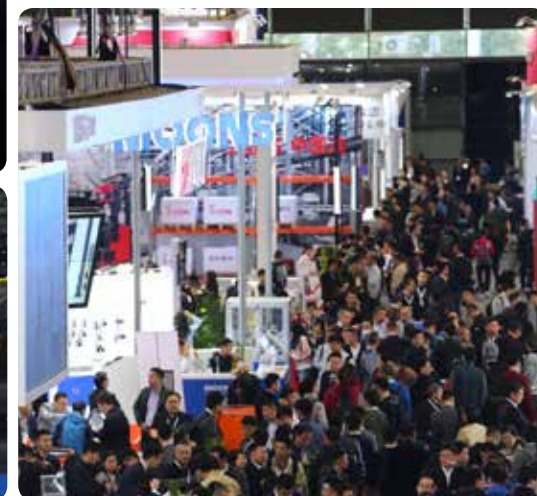
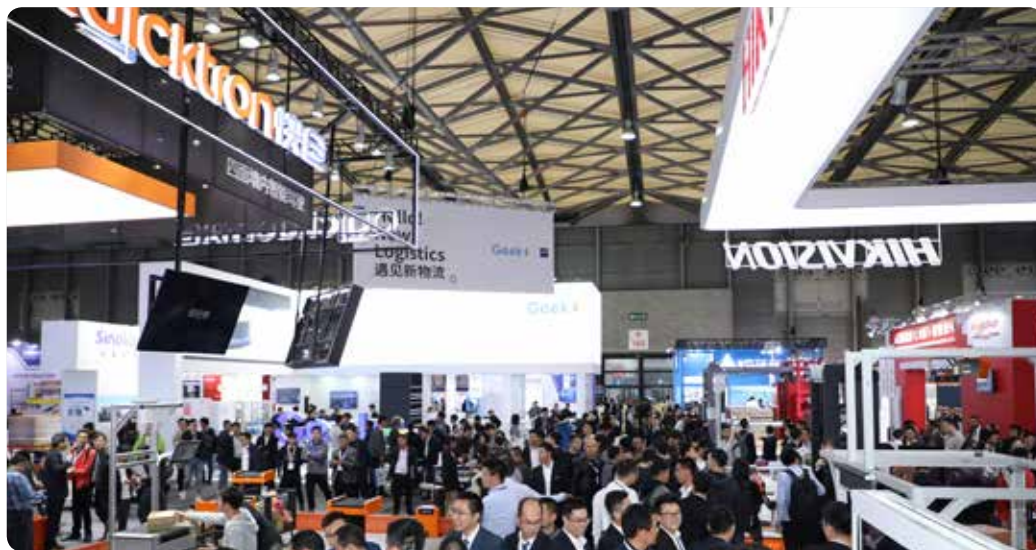


■ Supporting media



* The logos are displayed in random order without any prioritization.

Impressions of CeMAT ASIA 2018



STAND PRE-BOOKING

CeMAT ASIA 2019

Oct. 23-26, 2019



Company: _____

Contact: _____ Title: _____

Tel: _____ Fax: _____

MP: _____ Email: _____

Products: _____

Planned exhibition for CeMAT ASIA 2019: _____ qm

Planned exhibition for LET Guangzhou 2019: _____ qm

Hannover Milano Fairs Shanghai Ltd.
Rm. 301 B&Q Pudong Office Tower 393 Yinxiao Rd.
Pudong Shanghai 201204, P.R. China
Contact: Mr. Ken Zhu / Benson Chen / Wilson Wang /
Ms. Jelly Wang / Yuki Yu
Tel. +86-21 5045 6700*236/283/313/331
Email: cemat-asia@hmf-china.com
Fax +86-21 5045 9355 / 6886 2355 Website: www.cemat-asia.com

Deutsche Messe AG
Messegelände, 30521 Hannover, Germany
Contact: Mr. Carsten Fricke
Tel.: +49-511-89 32113
Email: carsten.fricke@messe.de
Fax: +49-511-89 39681
Website: www.messe.de



Please note that this document serves as a pre-booking of space for CeMAT ASIA 2019.
It doesn't serve as a legally binding document. Official APPLICATION FORM will be ready in due time and will be sent to you shortly.



Deutsche Messe



Hannover Milano Fairs Shanghai Ltd.*
Rm. 301, B&Q Pudong Office Tower,
393 Yinxiao Rd., Pudong
Shanghai 201204, P.R. China

Project Team

Mr. Ken Zhu / Benson Chen / Wilson Wang
Ms. Jelly Wang / Yuki Yu
Tel. +021-5045 6700 -236/283/313/331
Fax. +021-5045 9355/6886 2355
cemat-asia@hmf-china.com
www.cemat-asia.com

* On behalf of Hannover Milano Fairs Shanghai

Deutsche Messe AG*
Messegelaende
30521 Hannover
Germany

Project Team

Mr. Carsten Fricke
Ms. Kim Touray
Tel. +49 511 89-32113/31118
Fax +49 511 89-39681
carsten.fricke@messe.de
kim.touray@messe.de

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Supporters

Shanghai Municipal People's Government
Ministry of Science and Technology of PRC
Ministry of Railways of PRC
The State Bureau of Supplies Reserve
PLA General Logistics Department
Industrial Truck Institution of China Construction
Machinery Association (CITA)
China Packaging Federation
China National Food Industry Association
China Railway Materials Circulation Association
China Communications and Transportation Association
China Materials Storage and Transportation Association (CMSTA)

Construction Industry Association of China
Shanghai Logistics Association
Shanghai Waigaoqiao (Group) Co., Ltd.
China National Water Resources & Electric Power
Materials & Equipment Association
Materials Handling and Logistics Technology Association within
the VDMA (German Engineering Federation)
Material Handling Industry of America
Asian-Pacific Logistics Federation (APLF)
European Federation of Materials Handling (FEM)
United States of America-China Chamber of Commerce