CeMAT ASIA 2019

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

23-26 October 2019
Shanghai New International Expo Centre

After Show Report

www.cemat-asia.com
Annual Leading Industrial Event of the Asian-Pacific region -- 2019 International Trade Fair for Materials Handling, Automation Technology, Transport Systems and Logistics (hereinafter, CeMAT ASIA), Cold Chain ASIA, Heavy Machinery ASIA (Shanghai), APEX Asia and E-pack Tech were successfully concluded at Shanghai New International Expo Center on October 26. Themed on "Smart Logistics," the events attracted more than 800 well-known enterprises both at home and abroad to present their innovative technological achievements of intelligent manufacturing in the exhibition venue with an area of 85,000m² and jointly built a large industrial platform across different sectors. The four-day exhibition attracted 142,975 trade visitors in total, increased by 42.1% compared to the last year, further demonstrating the exhibition's important role in intelligent manufacturing industry as a "wind vane".
The area of indoor and outdoor in this exhibition hit a new record, with an area of over 85,000m² increased by 15,000m² compared to the last year, and gathered more than 800 well-known enterprises in system integration, robot, AGV, forklift and other industries, including SCHAEFER, Swisslog, TGW, Honeywell, SFA, Fives, Beijing Materials Handling Research Institute (BMHRI), Beijing Research Institute of Automation for Machinery Industry (RIAMB), Yunnan KSSEC Intelligent Equipment Co., Ltd., VSTRONG, Blue Swords, Zhongding Integration, ANJI Intelligence, Wayz, HEJIN, China Automobile Group, HUAZHANG, JINFENG, Savoye, Intralox, ABB, FANUC, SIASUN, Geek+, Quicktron, MEGVII, HIKVISION, Cone Energy, IPLUSMOBOT, Seer Robotics, GZ Robotics, Lingong Intelligence, Comwin, Jingyuan, Huiju, I-cow, AGV Robot, Hangcha, BYD, Ningbo Ruyi, TVH, Cascade Corporation, KAUP EAST, Tanneng, Efok Robot and Santrroll.

KION Group presented its three major brands of Dematic, Linde and Baoli at the ever largest booth with an area nearly 3,000 m² to jointly shape the future of storage automation. 2019 marks the 200th anniversary of Dematic, which brought its six elite lineups, including new generation of optimized stacker, light picking system, automatic guide car, Etow ground chain conveying system, AutoStore and Dematic DIQ, highlighted its efficient, flexible, safe and reliable logistics system with its vivid and interesting product models. Linde set up application scenarios at the outside pavilion, covering cold chain, e-commerce delivery, paper industry, automobile, beverage, chemical industry, airport and AGV refitting industry. Cool E-Kart interactive zone attracted a large number of visitors for test driving. Baoli also brought its new 2.5t lithium battery forklift, battery forklift and 1.5T lithium battery pallet truck products.
Concurrent Activities and Forums

CeMAT ASIA 2019 concurrently held nearly 40 forums and activities, highly acclaimed by visitors again. The 2019 Intelligent Logistics Development Forum, organized by Chinese Mechanical Engineering Society, invited leading logistics specialists from China, Germany, USA, Japan and other countries. They had discussion and exchange on the theme of "accuracy, efficiency and intelligence", with the attendance of over 1,000 participants. The National Finals of 2019 Intelligent Manufacturing Competition was firstly held at CeMAT ASIA. More than 90 university teams-- these future "intelligent manufacturing force"-- gathered together to compete for their new intelligent manufacturing technology.

Highlights of the Innovation Salon

CeMAT ASIA Innovation Salon gained popularity again. The three-day salon discussed the frontier hot topics related to future global logistics, fresh logistics, smart supply chain, home logistics and auto parts. In addition, through guest interview, round-table discussion, real-time live broadcast, exchange and interaction, the event promoted in-depth exchanges in the industry and drove the intelligent development of the logistics industry.
Exhibitor analysis

- Exhibitor country distribution

  - Domestic 78.9%
  - Foreign 21.1%

  - Asia 16.7%
    (including Hong Kong, Macao and Taiwan)
  - China/Taiwan 45.0%
  - Japan 40.0%
  - Korea 10.0%
  - Singapore 5.0%
  - Europe 68.3%
    - Germany 53.7%
    - Italy 15.9%
    - Switzerland 9.8%
    - Sweden 6.1%
    - Netherlands 3.7%
    - Austria 2.4%
    - France 2.4%
  - North America 15.0%
    - USA 88.9%
    - Canada 11.1%

- On-site satisfaction distribution

  Over 86% of exhibitors express that they reached transactions or cooperation intention onsite.

  - Number of visitors at your stand
    - Very Satisfying 32%
    - Satisfying 62%
    - OK 5%
    - Other 1%

  - Number of in-depth discussions with trade visitors
    - Very Satisfying 27%
    - Satisfying 66%
    - OK 6%
    - Other 1%

  - Number of contacts with new potential customers
    - Very Satisfying 40%
    - Satisfying 52%
    - OK 5%
    - Other 3%

  - Overall Satisfaction
    - Very Satisfying 35%
    - Satisfying 43%
    - OK 17%
    - Other 5%
Visitor Analysis

Regional distribution of visitors

- Domestic and foreign visitors
  - Chinese Mainland visitors 93.3%
  - Hong Kong, Macao and Taiwan visitors 6.1%
  - Foreign visitors 0.6%

- Regional distribution of visitors from Chinese Mainland
  - East China 67.0%
  - South China 10.8%
  - North China 10.0%
  - Central China 5.8%

- Non-local visitors 68.6%

- Exhibition local visitors 31.4%

Distribution of foreign visitor regions

- European regions
  - Europe 21.5%
    - Russia 7.0%
    - Germany 2.5%
    - Italy 2.1%
    - Poland 1.2%
    - Turkey 1.2%

- African regions
  - Africa 1.75%
    - Egypt 0.6%
    - South Africa 0.5%
    - Nigeria 0.1%
    - Mauritius 0.1%

- American regions
  - South America 4.1%
    - Brazil 1.5%
    - Mexico 0.7%
    - Chile 0.6%
    - Argentina 0.4%
    - Columbia 0.4%
    - Ecuador 0.1%
    - Peru 0.1%

- Asian regions
  - Asia 56.6%
    - South Korea 15.1%
    - Japan 10.3%
    - Malaysia 5.2%
    - Thailand 4.9%
    - Indonesia 4.6%
    - India 3.7%
    - Singapore 3.5%
    - Vietnam 1.8%
    - Iran 1.6%
    - Pakistan 1.5%
    - Philippines 1.2%

- Other regions
  - Oceania 2.1%
    - Australia 1.7%
    - New Zealand 0.3%

- Domestic and foreign visitors
  - China Mainland Visitor Analysis
Visitor Analysis

- Food and beverage industry: 12.9%
- Automotive: 14.2%
- Tobacco: 2.7%
- Medicine: 3.3%
- Fashion: 1.8%
- Airport port: 2.6%
- Packaging/printing: 5.3%
- Electronic equipments: 9.9%
- Home appliances: 2.4%
- Petroleum/chemical: 2.5%
- Metallurgy: 1.4%
- Mechanical manufacturing: 31.3%
- Energy/electric power: 3.6%
- Aerospace industry: 1.7%
- Vessel: 1.2%
- National defense industry: 1.2%
- Shoes and clothing: 0.9%
- Chemicals for daily use: 1.2%
- E-Commerce: 7.2%
- Warehousing service: 26.7%
- Postal/express delivery: 4.9%
- Logistics real estate: 5.2%
- Freight forwarder: 3.9%
- Information, software and solutions: 7.2%
- Related services (banking, insurance, consultation): 1.6%
- Cold chain logistics: 4.6%
- Others: 9.3%
- Road transport: 0.5%
- Railway transport: 0.2%
- Airfreight: 0.2%
- Water transport: 0.1%
- Delivery: 0.8%

Fields meeting with keen interest of visitors

- Packing and order picking equipment: 32.0%
- Warehouse technology and shop equipment: 39.4%
- Mechanical handling equipment and accessories: 34.0%
- Transportation engineering: 8.9%
- Internal material system and software: 16.4%
- Materials handling technology, warehouse technology and logistics system: 36.4%
- Logistics services and outsourcing: 29.1%
- Loading technology: 19.6%
- Cold chain logistics: 11.2%

*The percentage is analyzed on the basis of the number of people who answered this question. Part of the visitors made multiple choices, and thus the total percentage exceeds 100%.
## Visitor Analysis

### Purpose of visit

<table>
<thead>
<tr>
<th>Purpose of visit</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase/place an order</td>
<td>22.8%</td>
</tr>
<tr>
<td>Understand market situation</td>
<td>62.0%</td>
</tr>
<tr>
<td>Visit suppliers and sellers</td>
<td>25.3%</td>
</tr>
<tr>
<td>Seek new products and innovative technologies</td>
<td>43.7%</td>
</tr>
<tr>
<td>Seek solutions</td>
<td>31.4%</td>
</tr>
<tr>
<td>Collect information for investment and purchase decision-making</td>
<td>13.8%</td>
</tr>
<tr>
<td>Expand business contact scope</td>
<td>15.3%</td>
</tr>
<tr>
<td>Develop customers</td>
<td>14.8%</td>
</tr>
<tr>
<td>Develop new suppliers</td>
<td>18.3%</td>
</tr>
<tr>
<td>Assess whether to attend the show</td>
<td>3.6%</td>
</tr>
<tr>
<td>Others</td>
<td>0.6%</td>
</tr>
</tbody>
</table>

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### Job functions of visitors

<table>
<thead>
<tr>
<th>Job function</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate management</td>
<td>22.4%</td>
</tr>
<tr>
<td>R&amp;D/Design</td>
<td>22.6%</td>
</tr>
<tr>
<td>Production/manufacturing/quality management</td>
<td>10.2%</td>
</tr>
<tr>
<td>Procurement</td>
<td>11.2%</td>
</tr>
<tr>
<td>Finance/Financial management</td>
<td>1.9%</td>
</tr>
<tr>
<td>Information technology</td>
<td>2.8%</td>
</tr>
<tr>
<td>Human resources/Administration</td>
<td>1.4%</td>
</tr>
<tr>
<td>Sales/channel distribution</td>
<td>13.6%</td>
</tr>
<tr>
<td>Market/Consultancy/Public relations</td>
<td>4.0%</td>
</tr>
<tr>
<td>Logistics: Material management/Warehousing transportation</td>
<td>10.1%</td>
</tr>
<tr>
<td>Repair and maintenance</td>
<td>1.5%</td>
</tr>
<tr>
<td>Others</td>
<td>1.9%</td>
</tr>
</tbody>
</table>

### Right to make purchase decisions

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

*The percentage is analyzed on the basis of the number of people who answered this question. Part of the visitors made multiple choices, and thus the total percentage exceeds 100%.*
Exhibitor Representatives

Global Senior Vice President and Managing Director of Dematic China
Dr. Jens Hardenacke

As an old friend of “CeMAT ASIA”, Dematic pays close attention to each session. This year, Dematic, working with Linde and Baoli also under KION Group, occupies the largest stand at this show. At the exhibition, Dematic has a chance to know many high-quality clients through this platform and know client’s demands and suggestions for the first time, which is conducive for us to deepening localization services and technical innovation. We benefit a lot from the show. Best wishes for the next CeMAT ASIA!

Managing Director of SSI SCHÄFER China
Kaan Guclu

This year’s CeMAT meets our expectation in terms of scale and effect. We are very satisfied. This show not only provides a world-leading logistics technology platform to Chinese users, but also bridges communication in the industry. Wish the CeMAT a greater success!

General Manager of ANJI Technology Co., Ltd.
Jin Bin

This year is our second time to attend the CeMAT. ANJI Intelligence takes this opportunity to exchange with onsite visitors and other exhibitors and continuously explore the technological innovation of intelligent storage, intelligent distribution and intelligent brain so as to create a profitable and promising future for customers. We hope, through our own efforts and achievements, we could drive other enterprises in the industry to improve existing industry standards and strive for the sound industrial development.
Voice from Participants

H&M
Miss Zhang

Wonderful programs offered at the fair have brought us unusual cutting-edge information, which perfectly interpreted the slogan — Technology drives the future! CeMAT ASIA brings technical innovations and breakthroughs to us and enables our services to better adapt to fast social development. We have harvested a lot at this year’s fair. Thank you very much!

Shanghai M&G Stationery Inc.
Mr. Zhang

We have accompanied the CeMAT ASIA for three years and witnessed its growth into the most professional industry salon with the highest market value and the strongest concentration of elites. Let’s meet at the CeMAT ASIA 2020!

Hangzhou Lianhua Huashang Group Co., Ltd.
Mr. Bao

CeMAT ASIA provides the manufacturers and clients a platform for communication and cooperation through the exhibition. Through this platform, we can intuitively know the industry’s advanced technology and equipment. This year, we see more advanced technology and equipment and more perfect technology application scenarios of existing partners again. Combined with the actual application scenarios on-site, we can know some puzzles in the process of industry development and technology application, bringing technological innovations and breakthroughs to the company. I wish the CeMAT ASIA every success!

China Pharmaceutical Group Shanghai Medical Instrument Co., Ltd.
Mr. Teng

We would like to thank CeMAT ASIA for giving us more opportunities to contact more industrial suppliers so that we could further reach long-term cooperation agreements and boost corporate development. We benefit a lot from this exhibition! We look forward to the next exhibition!

Cargill China Grain & Oilseeds
Mr. Sun

CeMAT ASIA is a logistics equipment exhibition with considerable scale and influence in Asia. This year marks 20th anniversary of CeMAT ASIA. At an unprecedented scale, this CeMAT ASIA features ten thematic pavilions, covering the most cutting-edge equipment in the logistics market and a variety of optional logistics solutions for customers. The whole exhibition runs through the concept of economy, high efficiency and low cost, enabling us to experience the power of science and technology, the new mode of systematic logistics management, and the mechanical equipment close to the actual logistics operation. The exhibition will lead the healthy, stable and efficient development of domestic logistics. We look forward to meeting at the next exhibition!
Visiting Groups of Buyers (Part List)

Hangzhou Zhiweiguan Food Co., Ltd.
Liwayway (China) Co., Ltd.
Shanghai Rinnai Co., Ltd.
Yanfeng Plastic Omnium (Shanghai) Automotive Exteriors Co., Ltd.
Shanghai TTX Information Technology Co., Ltd.
SAIC General Motors Corporation Limited
FAW (Dalian) Trade & Logistics Co., Ltd.
DHL
Nike Sports (China) Co., Ltd.
Shanghai Dongfang Xijie Business Co., Ltd.
Yanfeng Automotive Interior System Co., Ltd.
China Pharmaceutical Group Shanghai Medical Instrument Co., Ltd.
Deli Group Co., Ltd.
HLA
Luolai Lifestyle Technology Co., Ltd.
STO Express Co., Ltd.
Tesa Tape (Shanghai) Co., Ltd.
HYUNDAI GLOVIS (Chongqing) Logistics Co., Ltd.
Wuhan Dong Hon Logistics Co., Ltd.
OOCL Logistics
Shanghai Lantu Information Technology Co., Ltd. (Tuhu.cn)
ZC Rubber Group Co., Ltd.
Panasonic (China) Co., Ltd.
Yanfeng Adient Mechanical Components Co., Ltd.
Proya Cosmetics Co., Ltd. Huzhou Branch
Hangzhou Lianhua Huashang Group Co., Ltd.
Chongqing Construction YAMAHA Motorcycle Co., Ltd.
Ningbo Geely Luoyou Engine Parts Co., Ltd.
Shanghai Shuiyan Clothing Co., Ltd.
Bosch Global Logistics Services
CommScope Communication Technology (China) Co., Ltd.
China Yangzi Group Chuzhou Yangzi Air Conditioner Co., Ltd.
Suzhou Kangcheng Warehouse Co., Ltd.
Watson China
Lear Automotive System (Changshu) Co., Ltd.
Shanghai Huizhong Automotive Manufacturing Co., Ltd.
H&M
Jointown Pharmaceutical Group Logistics Co., Ltd.
AMORE Pacific Trading Co., Ltd
COFCO Packaging Investment Co., Ltd.
DB Schenker (China) Co., Ltd.
Shanghai Yunda Shipping Co., Ltd.
Beijing Ameco Co., Ltd.
Shanghai Siemens Switchgear Co., Ltd.
Olympus Trading (Shanghai) Co., Ltd.
Huawei Machinery Co., Ltd.
ELAND Group
FAW Logistics (Qingdao) Co., Ltd.
BMW Brilliance Automotive Ltd.
Shanghai M&G Stationery Inc.
Shanghai ECMOHO Biological Technology Co., Ltd.
Shanghai SAIC Volkswagen Automotive Powertrain Co., Ltd.
Epson
Tianjin FAW Toyota Motor Co. Ltd.
Starting from scratch, CeMAT ASIA newly increases three overseas buyer group lines this year

- Line 1 - System integration achieves excellent logistics
- Line 2 - AGV-driven smart logistics
- Line 3 - The world of material handling, the materials handling worldwide

Nearly 60 countries and nearly 300 buyers participated
Business Matching Services

Shandong Xinluwei Heavy Industry Co., Ltd
Shanghai Snow Automation Co., Ltd
Family Liu’s Trading Company
Phoenix Electrical (China) Co., Ltd.
China Eastern Airline Food Investment Co., Ltd.
Jointown Pharmaceutical Group Logistics Co., Ltd.
COFCO Packaging Investment Co., Ltd.
Shanghai Huzhou Electromechanical Complete Set Co, Ltd
Haiming Trading Co., Ltd.
Anhui Tiyiyou Forklift Co., Ltd.
Phoenix (China) Investment Co., Ltd.
Shanghai Yuetai Electronics Ltd.
CIMC Logistics (Suzhou) Co., Ltd.
Hangzhou Ruiguan Technology Co., Ltd
Shaoxing Junan Electromechanical Equipment Co., Ltd
Caterpillar Logistics Service Co., Ltd.
BEST Logistics Technology (China) Co., Ltd.
Shanghai Longkui Industrial Technology Co., Ltd
Xiuhua Trading Company
Shanghai Aiyingshi Business Service Co., Ltd
Shenzhen Taihua Intelligent Technology Co., Ltd
Shanghai Longde automation equipment Co., Ltd
Lanzhou Linde Construction Machinery Co., Ltd
Shanghai Yujia Construction Machinery Technology Co., Ltd
Hangzhou Zhongli mechanical equipment Co., Ltd
CR Chemical Materials Technology Holdings Co., Ltd.
ZC Rubber Group Co., Ltd.
JD X Business Department
Shenyang Rongda Warehousing Equipment Manufacturing Co., Ltd
Shanghai Shanglan Irradiation Technology Development Co., Ltd
Shanghai Hongan Zhanzheng Logistics System Technology Co., Ltd
Shanxi Jinzhong Hengrui Hydraulic Co., Ltd
Hangzhou zhuoqiang Logistics Co., Ltd
Changzhou Jinqili
Shanghai BYD Co., Ltd.
Yantai Shengdi Auto Parts Manufacturing Co., Ltd
Beijing Sairui Technology Co., Ltd
Jiangsu Gaoko Logistics Technology Co., Ltd.
Kerry Logistics Network Limited Shanghai Branch
HYUNDAI GLOVIS (Chongqing) Logistics Co., Ltd.
Guangzhou FOLANGSI CO., LTD.
Shanghai Jizhi Automation Co., Ltd
Shandong Jiufeng Mechanical Equipment Co., Ltd
Suzhou Jinfeng Logistics Equipment Co., Ltd
Yulang Automation Technology (Shanghai) Co., Ltd.
Beijing Yanwen Logistics Co., Ltd
Shanghai Fawang Supply Chain Management Co., Ltd
Weibo (Shanghai) New Energy Technology Co., Ltd
Xtep (China) Co., Ltd.
ASE (Kunshan) Limited Company
Beijing Sairui Technology Co., Ltd
Shenzhen Danmuer Fashion Co., Ltd
Taiyuan Langzhi Logistics Automation Co., Ltd
Zhejiang E-P Equipment Co., Ltd.
Zhejiang FengYuan Pump Industry Co., Ltd.
...
Promotion Channels

- **Google**: 411,852 impressions | 12,372 clicks
- **Toutiao.com**: 4,513,636 impressions | 26,631 clicks
- **Baidu**: 556,206 impressions | 12,48 clicks
- **E-mail marketing**
- **Portal websites**: 4,500,000 impressions | 4,297 clicks
- **Light box advertising at subway and highway stations**
Each week, the organizer releases industrial news and latest exhibitor information via WeChat. Online warming-up activities like the lucky draw by inviting friends, recommendation to your friends and application of specially invited buyers are held at the early stage of the fair, which are quite popular among the fans.

WeChat has become the main channel for fair promotion and industrial information release. The organizers send exhibition related information and guides through the official WeChat public account to promote the exhibition. WeChat has become a significant platform offering access to fair dynamic for the majority of audience and exhibitors. The audience can also pre-register through the official WeChat public account and sign up for related activities at the exhibition site. For instance: forum activity registration and group visit.

• During the exhibition period from October 23 to 26, **OVER 1000** messages are sent via WeChat Public Account

WeChat fans have been on the increase with each passing year.
• 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 media promotion -- Twitter

- 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.
New media promotion -- Linkedin

- From scratch, the event has attracted quite a number of fans interested in the logistics industry to join.
- Totally, send 37 papers and with the exposure of 10,280 hits.
Sponsors & media partners

Sponsors 2019

Media cooperations & websites

Supporting media

* The logos are displayed in random order without any prioritization.
The Booth Application Form of 2020

CeMAT ASIA 2020
Nov. 3-6, 2020

<table>
<thead>
<tr>
<th>Company:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact:</td>
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<td>Tel:</td>
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<td>Email:</td>
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<td>Fax:</td>
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<td>Email:</td>
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</tbody>
</table>

Products:

Planned exhibition for CeMAT ASIA 2020: ________________qm
Planned exhibition for LET Guangzhou 2020: ________________qm

Please note that this document serves as a pre-booking of space for CeMAT ASIA 2020. 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.
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Supporters

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Ministry of Railways of PRC  
The State Bureau of Supplies Reserve  
PLA General Logistics Department  
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