

# 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](http://www.cemat-asia.com)



Deutsche Messe



FIERA MILANO

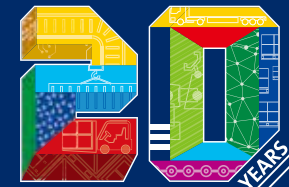


CFLP

China Federation of  
Logistics & Purchasing



Chinese Mechanical  
Engineering Society



CeMAT  
ASIA



Over **85,000** sqm  
Exhibition Area



**142,975**  
Trade Visitors



**242** Matchmaking  
Organized by the Organizers



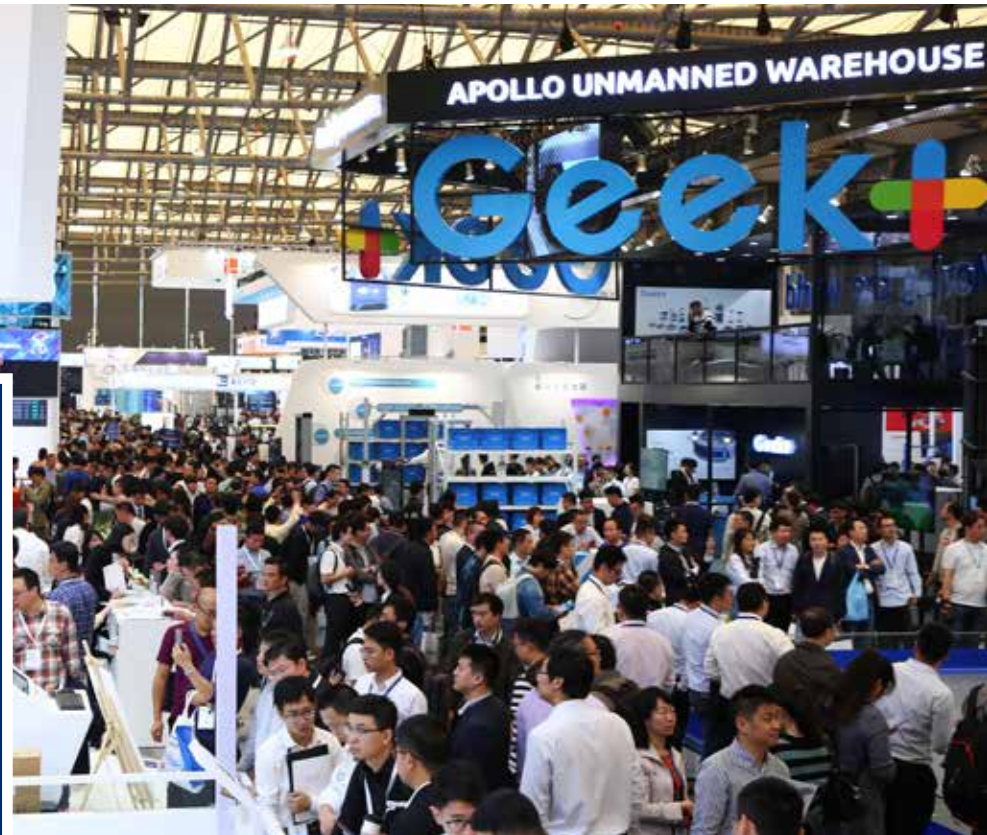
Nearly **40** Professional  
Forum and Activities



Over **800**  
exhibitors

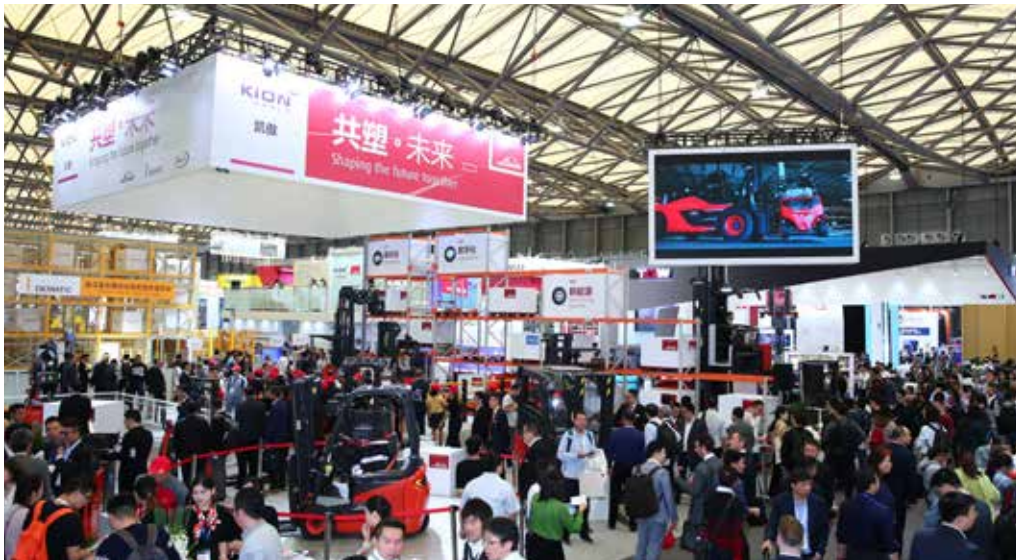
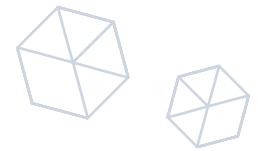


**210** Visiting Groups  
of Buyers



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 **85,000m<sup>2</sup>** 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”.





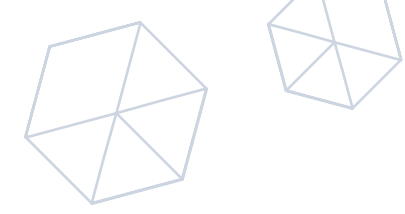
The area of indoor and outdoor in this exhibition hit a new record, with an area of over 85,000m<sup>2</sup> increased by 15,000m<sup>2</sup> compared to the last year, and gathered more than 800 well-known enterprises in system integration, robot, AGV, forklift and other industries, including SCHAEFER, 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, Tianneng, Efork Robot and Santroll.

KION Group presented its three major brands of Dematic, Linde and Baoli at the ever largest booth with an area nearly 3,000 m<sup>2</sup> 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.



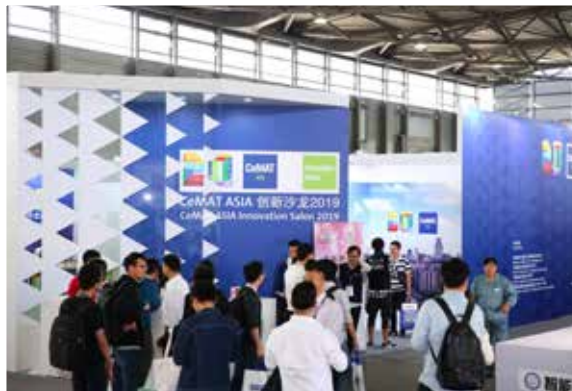


# Concurrent Activities and Forums Highlights of the Innovation Salon



## Concurrent Activities and Forums

CeMAT ASIA 2019 concurrently held nearly 40 forums and activities, highly acclaimed by visitors again. **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.



Future Global Logistics

Home Logistics

Smart Supply Chain

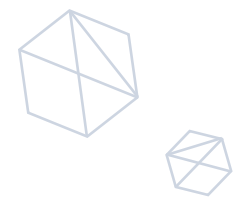
Auto Parts

Fresh Logistics

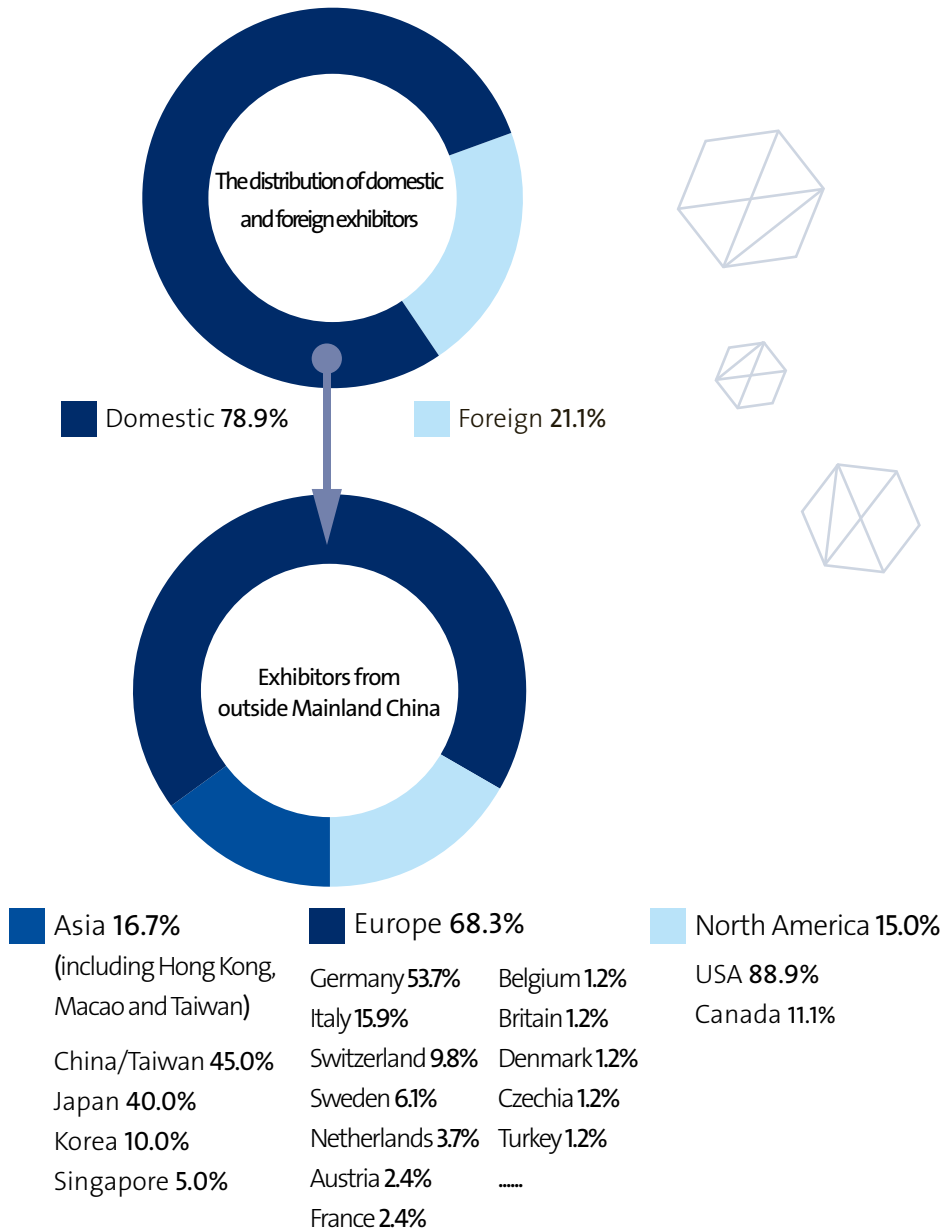
## Highlights of the Innovation Salon:

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.



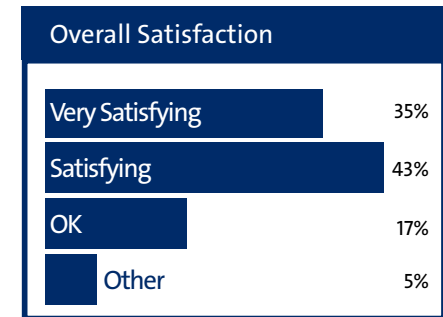
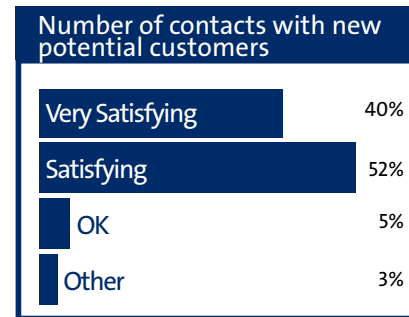
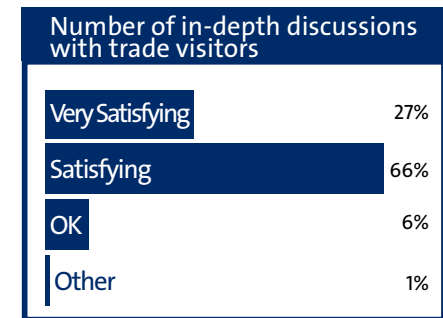


## Exhibitor country distribution



## On-site satisfaction distribution

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

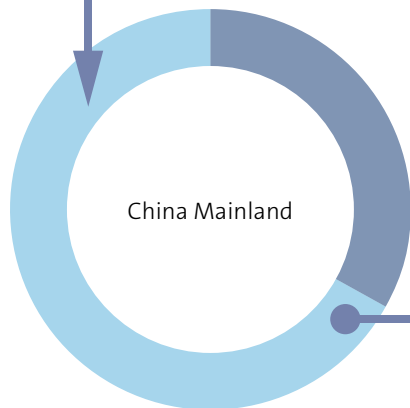


# Visitor Analysis

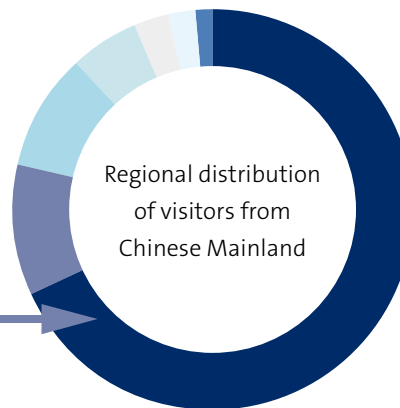
## Regional distribution of visitors



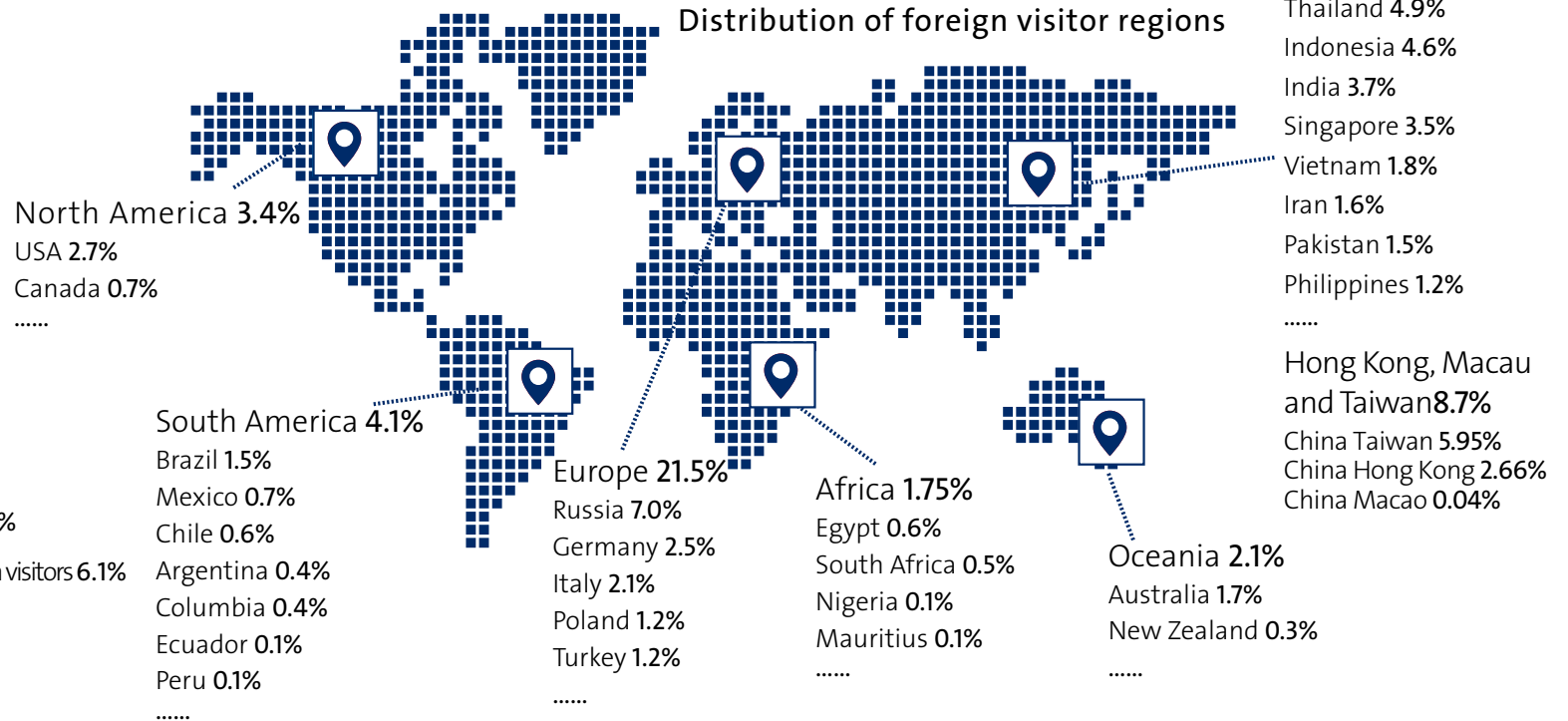
- Chinese Mainland visitors 93.3%
- Hong Kong, Macao and Taiwan visitors 6.1%
- Foreign visitors 0.6%



- Exhibition local visitors 31.4%
- Non-local visitors 68.6%

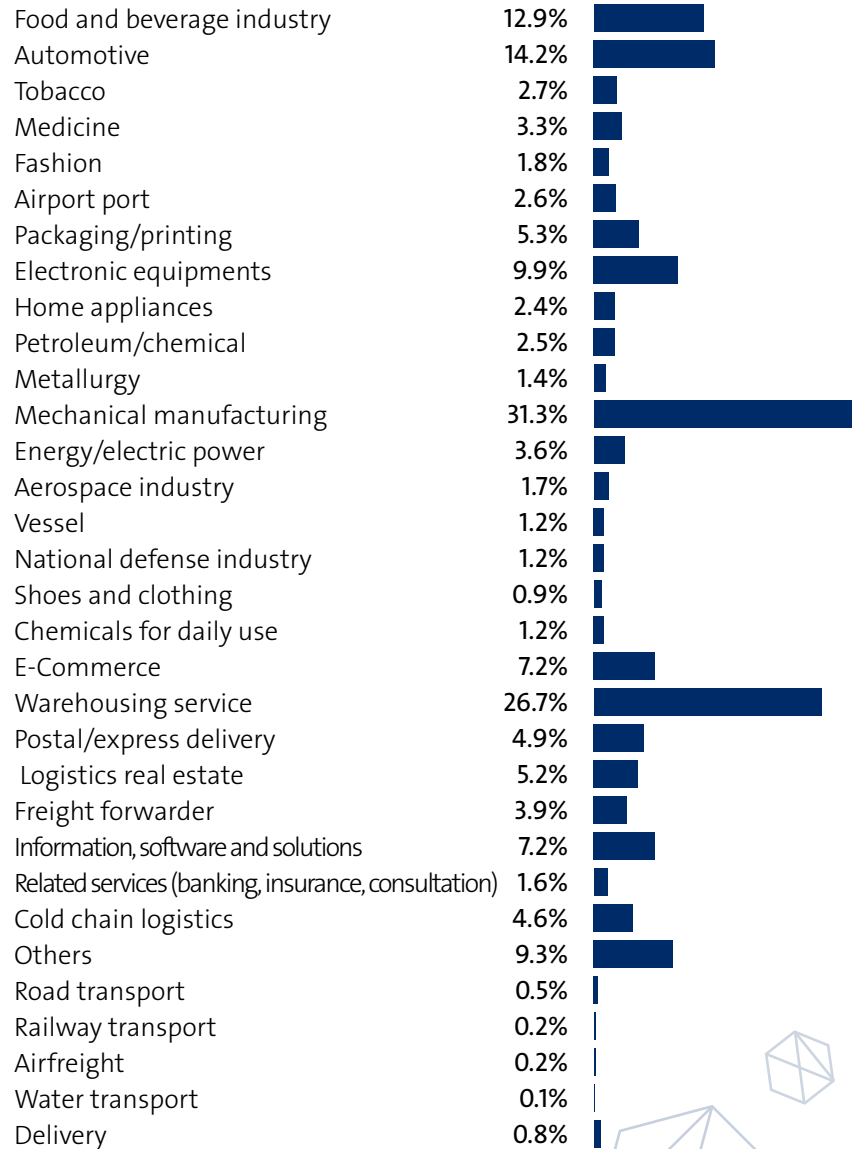


- East China 67.0%
- South China 10.8%
- North China 10.0%
- Central China 5.8%
- Northeast China 2.8%
- Southwest China 2.3%
- Northwest China 1.3%

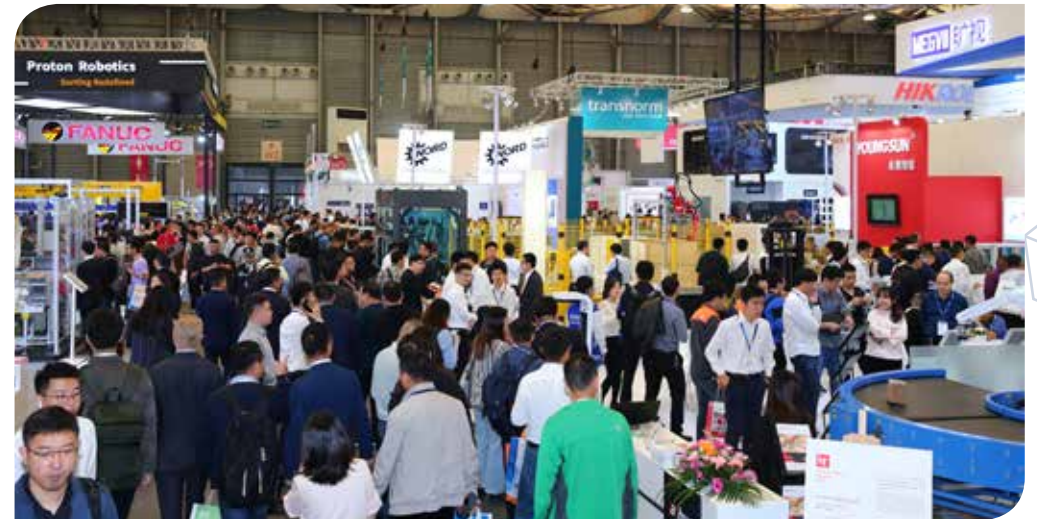
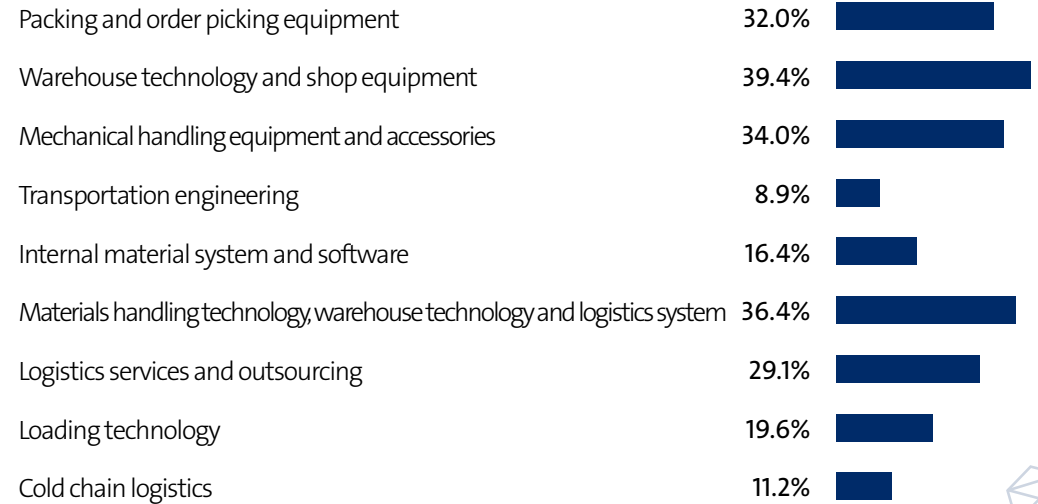


- Asia 56.6%
- South Korea 15.1%
- Japan 10.3%
- Malaysia 5.2%
- Thailand 4.9%
- Indonesia 4.6%
- India 3.7%
- Singapore 3.5%
- Vietnam 1.8%
- Iran 1.6%
- Pakistan 1.5%
- Philippines 1.2%
- .....
- Hong Kong, Macao and Taiwan 8.7%
- China Taiwan 5.95%
- China Hong Kong 2.66%
- China Macao 0.04%

## Visitor Analysis



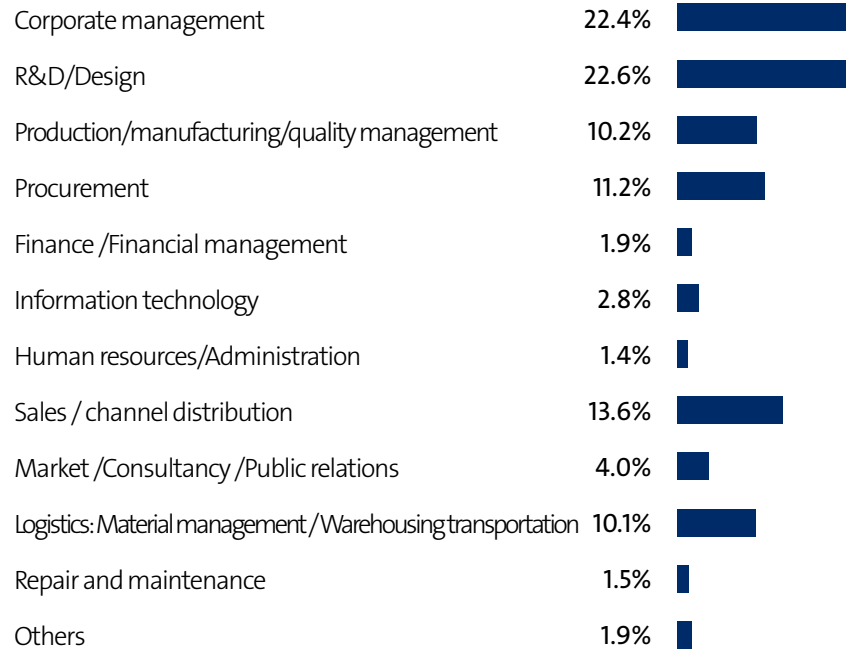
## Fields meeting with keen interest of visitors



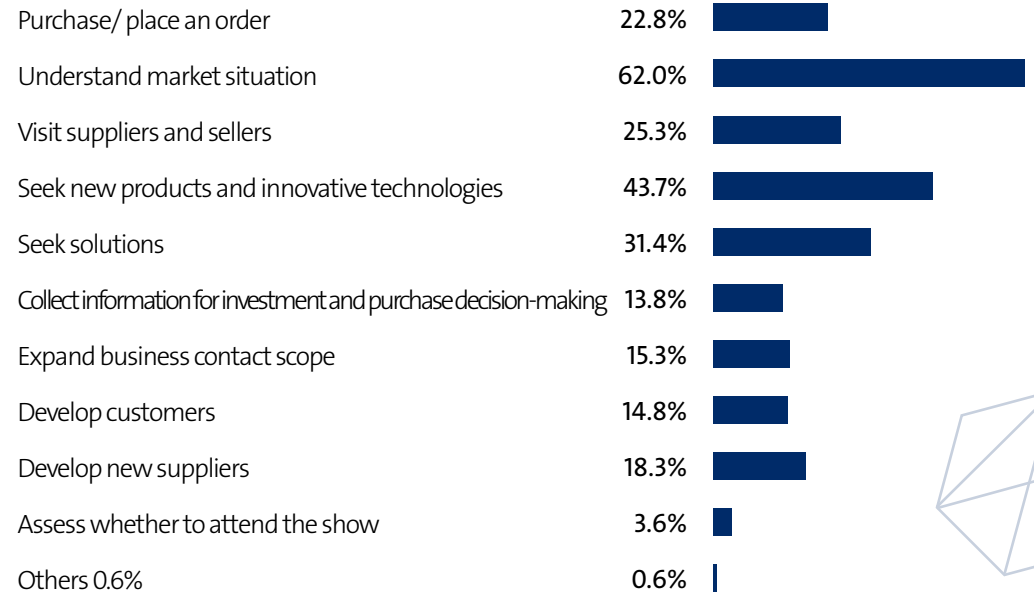
\*The percentage is analyzed on the basis of the number of people who answered this question. Part of the visitors made multiple choices, and thus the total percentage exceeds 100%.



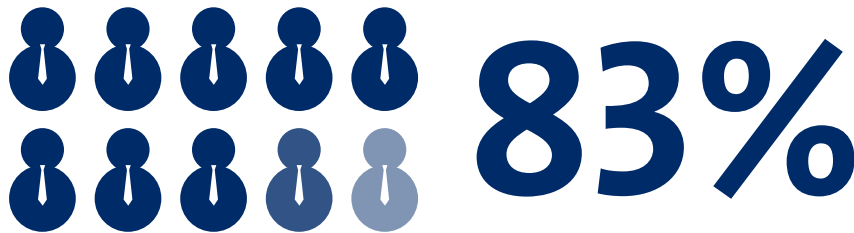
## Job functions of visitors



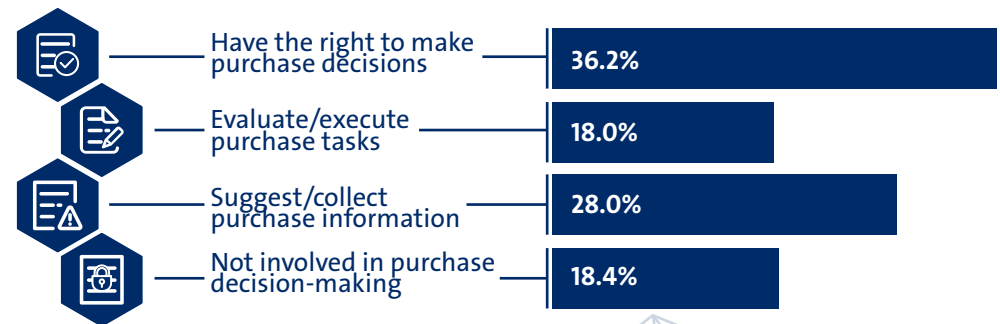
## Purpose of visit



## 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!



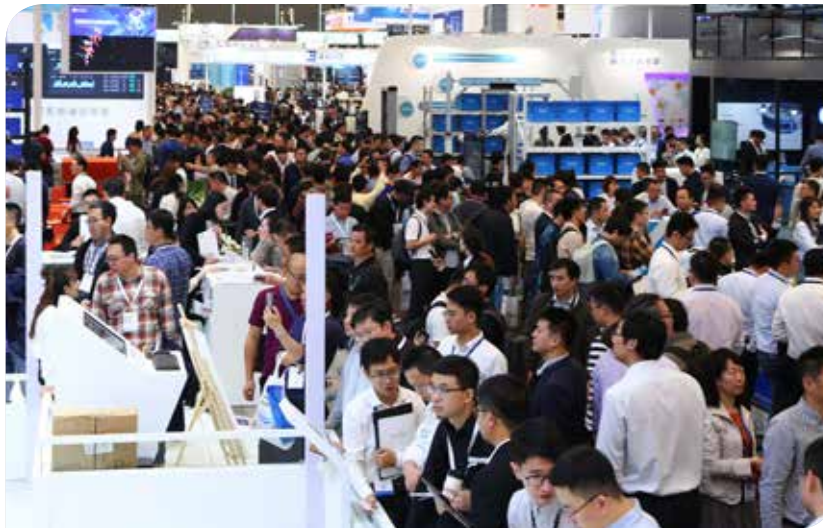
### Managing Director of SSI SCHÄFER China Kaan Guclu

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

## ■ Visitor Representative

### 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!

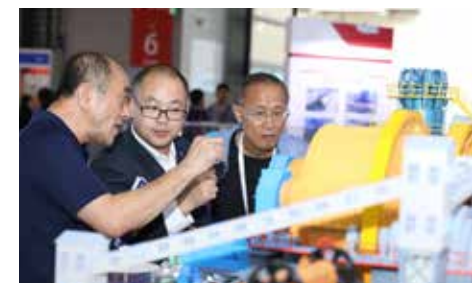


### Shanghai M&G Stationery Inc. Mr. Zhang

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!

### 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!



### 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!



### 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.



**210** Buyer delegations



Starting from scratch, CeMAT ASIA newly increases **three** overseas buyer group lines this year

- Line1 - System integration achieves excellent logistics
- Line 2 - AGVdriven smart logistics
- Line3 - The world of material handling, the materials handling worldwide

Nearly **60** countries and nearly **300** buyers participated





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 Tiyyou 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 Zhansheng 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.  
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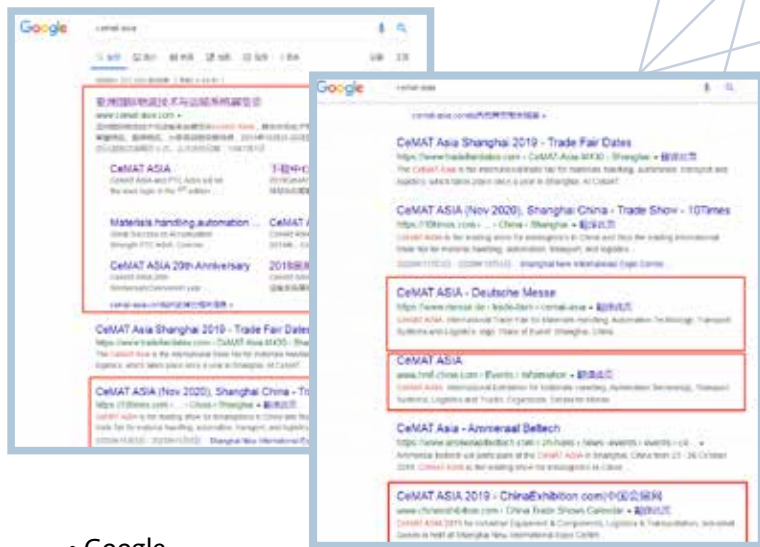


**242** Matchmaking meetings





# Promotion Channels



• Google  
**411,852** impressions | **12,372** clicks



• Baidu  
**556,206** impressions | **12,48** clicks



• E-mail marketing



• Portal websites  
**4,500,000** impressions | **4,297** clicks

• Toutiao.com  
**4,513,636** impressions | **26,631** clicks

• Light box advertising at subway and highway stations



# New media promotion -- WeChat

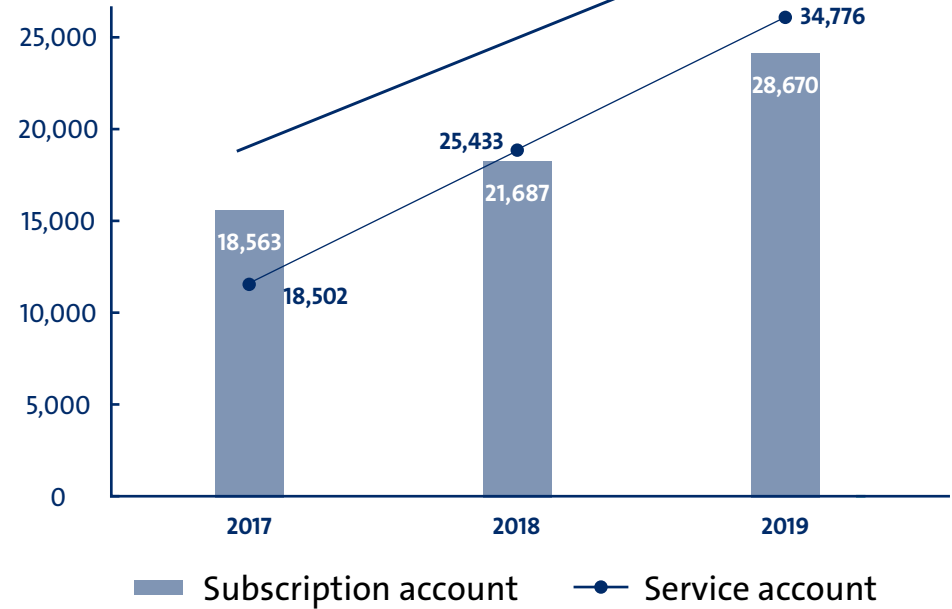


- During the exhibition period from October 23 to 26, **OVER 1000** messages are sent via WeChat Public Account

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.

■ WeChat fans have been on the increase with each passing year.



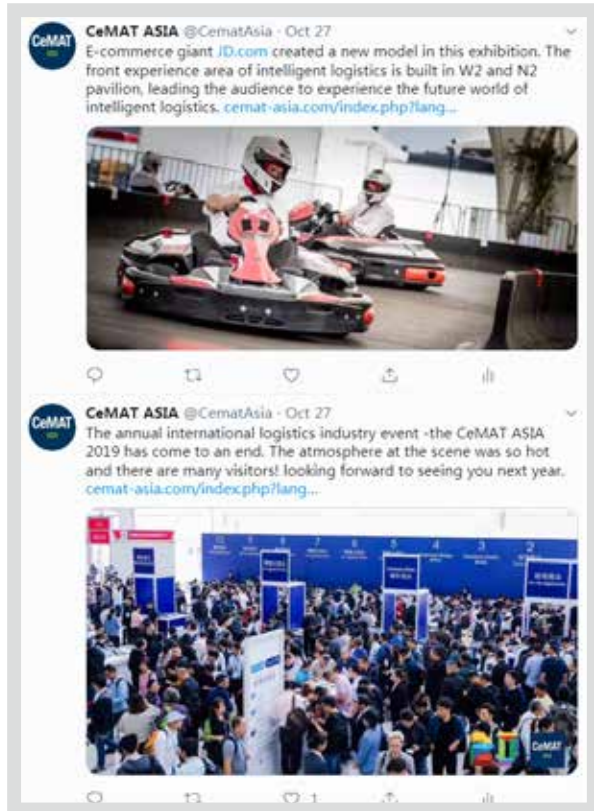




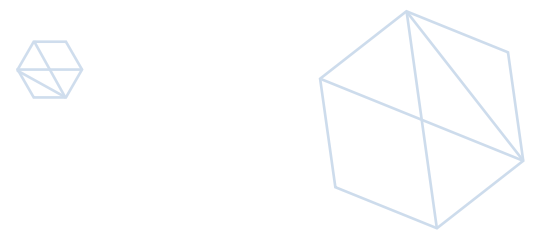
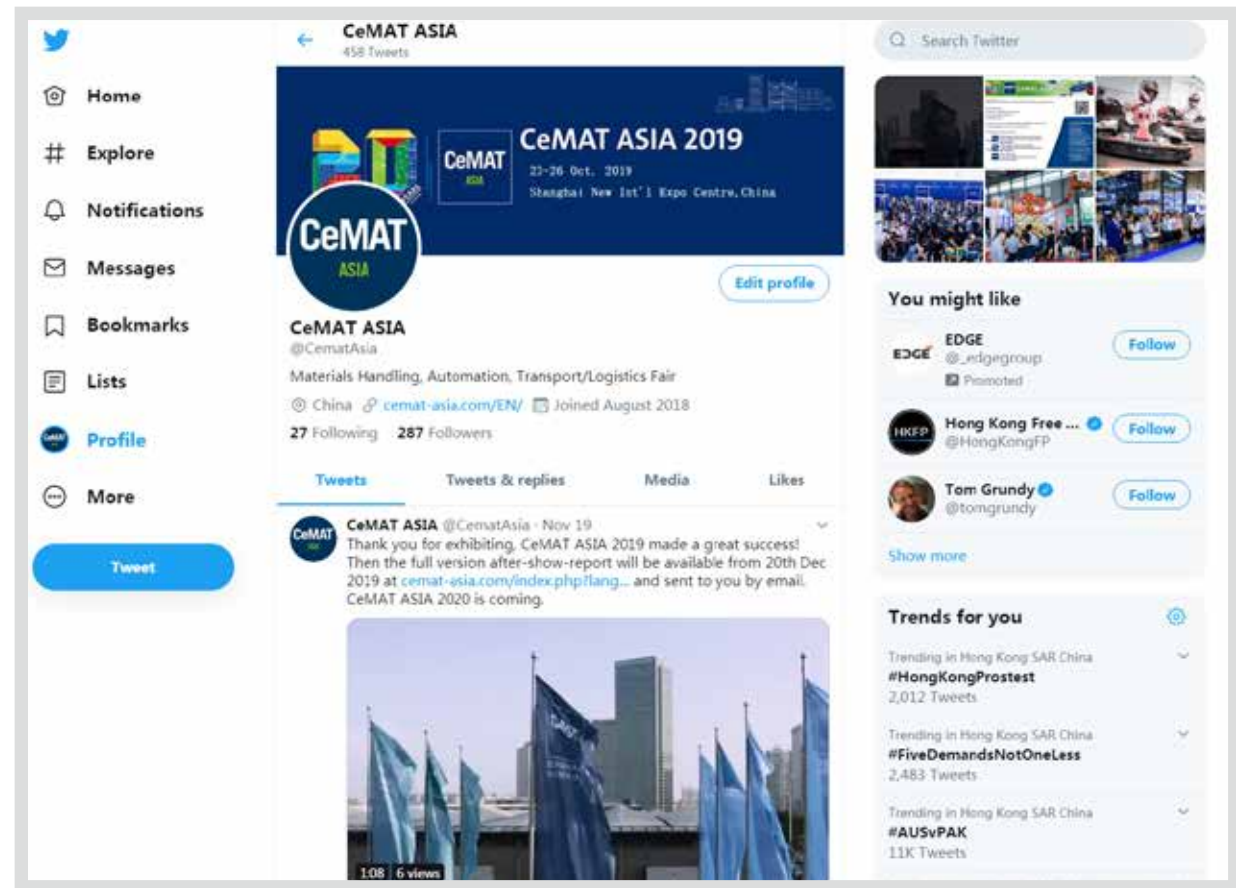
>>> Account  
**Hannover Milano Fairs Shanghai Ltd.**



- 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.



- **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.

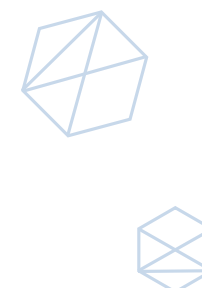
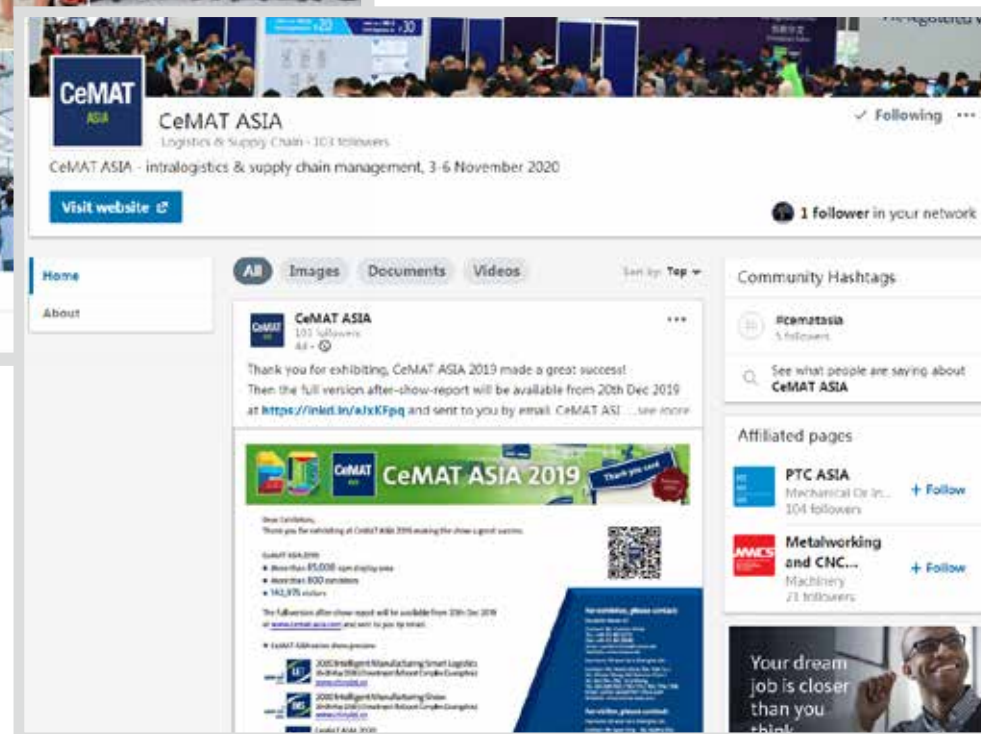




# New media promotion -- LinkedIn



- 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



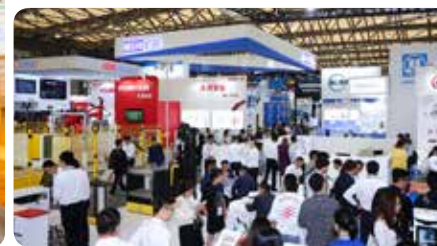
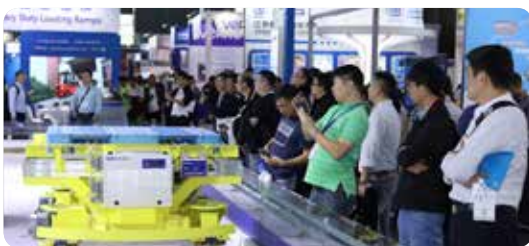
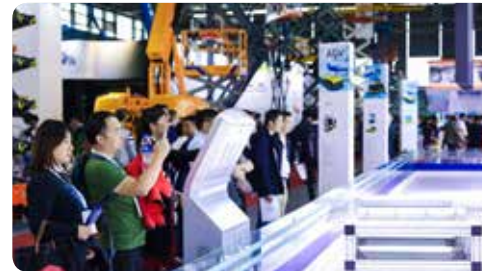
## Media cooperations & websites



## 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**

Company: _____	
Contact: _____	Title: _____
Tel: _____	Fax: _____
MP: _____	Email: _____
Products: _____	
Planned exhibition for CeMAT ASIA 2020: _____qm	
Planned exhibition for LET Guangzhou 2020: _____qm	

Hannover Milano Fairs Shanghai Ltd.  
Rm. 301 B&Q Pudong Office Tower 393 Yinxiao Rd.  
Pudong Shanghai 201204, P.R. China  
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Mr. Benson Chen / Mr. Ken Zhu / Ms. Jelly Wang  
Tel. +86-21 2055 7120 / 7110 / 7111 / 7112 / 7116 / 7118  
Email: cemat-asia@hmf-china.com  
Website: www.cemat-asia.com

Deutsche Messe AG  
Messegelände, 30521 Hannover, Germany  
Contact: Mr. Carsten Fricke / Julia Bress  
Tel.: +49 511 89-32113 / 31118  
Email: carsten.fricke@messe.de / julia.bress@messe.de  
Fax: +49 511 39681 / 34132  
Website: www.messe.de



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.



**Deutsche Messe**



**Hannover Milano Fairs Shanghai Ltd.\***  
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Shanghai 201204, P.R. China

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\* On behalf of Hannover Milano Fairs Shanghai

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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