

# CeMAT ASIA 2022

International trade show for Materials  
Handling, Automation Technology,  
Transport Systems and Logistics

**1-4 November 2022**  
**Shanghai New International  
Expo Centre (SNIEC)-CHINA**

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



中国物流与采购联合会



中国机械工程学会



Deutsche Messe



**CeMAT**  
ASIA

# CeMAT ASIA 2021: Riding Waves towards New Brilliance

“At this critical moment of transformation for Chinese manufacturing, exhibitions will play into their advantages and serve as a grand industrial platform to showcase globally-advanced innovation and technologies in support of Chinese intelligent manufacturing.”

-Gary Liu, Managing Director of Hannover Milano Fairs Shanghai

- 4-day Show Period
- Over **80,000** m<sup>2</sup> Exhibition Area
- Over **700** Exhibitors

- **114** Buyer Delegations
- **358** Matchmaking Organized by the Organizers

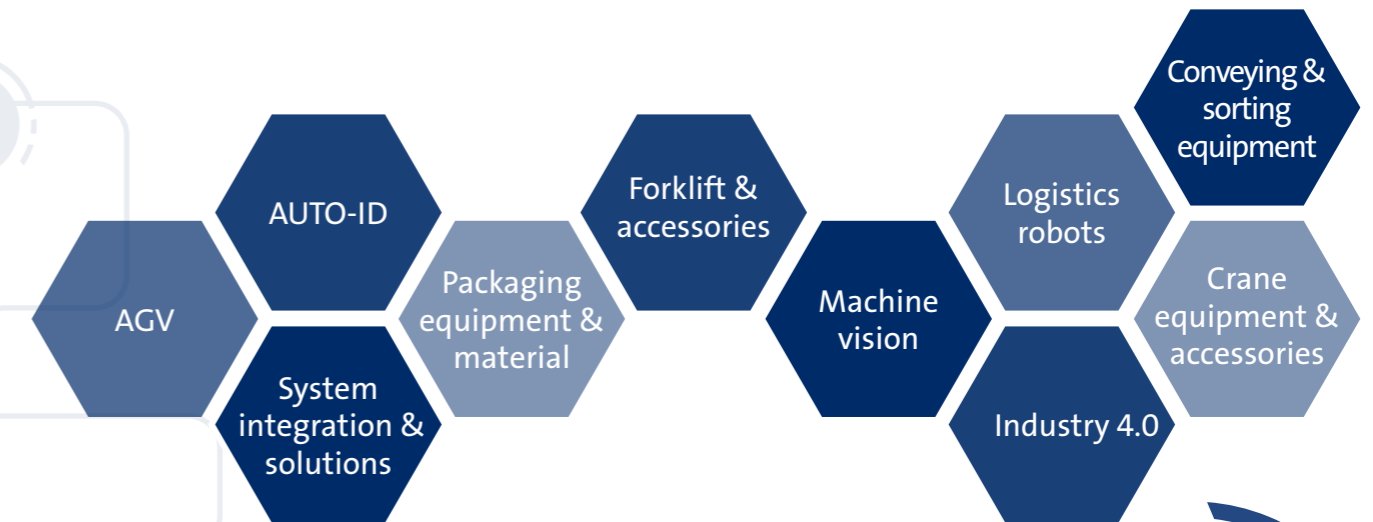
- Nearly **400** Concurrent Forums and Activities
- Covered Hot Topics including Smart Logistics, Automobiles, Medicine, Cold Chain, Foods, Robots, FMCG and New Energy

- Over **89%** Visitors with Purchasing Decisions
- Over **88%** Exhibitors Closed Onsite Deal and Received Cooperation Intentions

- **300,000+** Official Website Views
- **80,000+** Official Accounts Subscribers
- **70+** Industry Media Partners

# CeMAT ASIA 2022: Smart Logistics Chasing The Light

## A 360 Degree Exhibiting Platform with Precise Classification



## Exhibitor Testimonials

Key words: High Quality, High Exposure, High and New Technologies, Industrial Vane.

Over **88%** exhibitors closed onsite deal or received business intentions

**Vice President and GM of China for Dematic**  
**Mr. Sun Chao**

As an old friend to CeMAT ASIA, Dematic takes attending the exhibition very seriously and displays its frontier and innovative technologies at every session in support of developing intelligent manufacturing in China. Even though disease prevention has been escalated this year, which led to a decline in visitors compared with the previous year, we still met many potential clients, far exceeding our expectations. We will take into account clients' requirements and suggestions to further the process of localization and technology innovation. Wish CeMAT ASIA another great success next year!

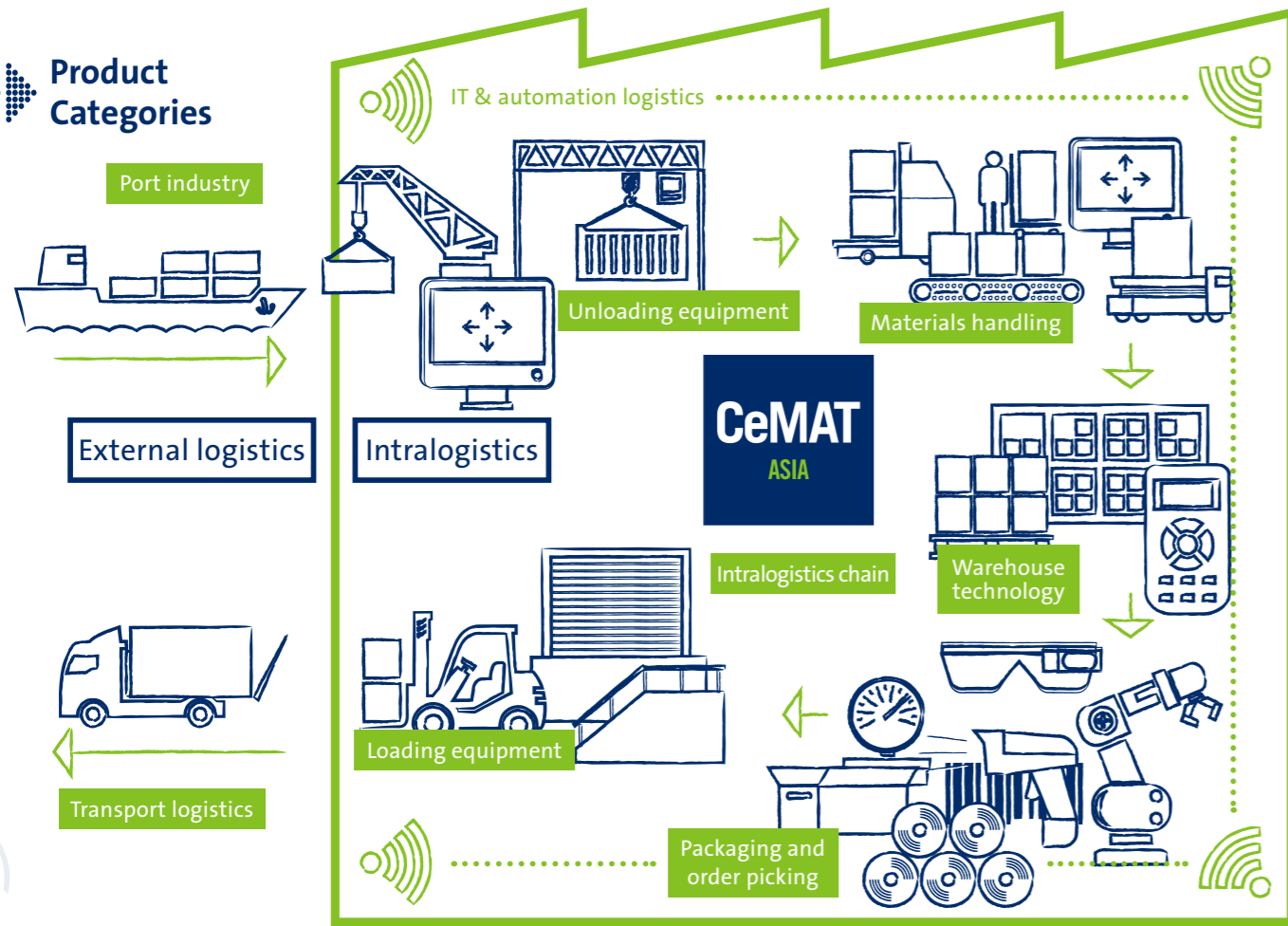
**Sales Deputy GM of Hangcha**  
**Mr. Xu Jiangtao**

Hangcha has been participating in CeMAT ASIA for more than a decade. This year is the most special one. Great appreciation to the organizer for your professional and strict disease prevention measures which have protected health of every exhibitor and visitor. As the wind vane of transport and logistics industry, CeMAT ASIA every year attracts a lot of professional visitors. We are delighted that many clients shared their requirements and demands at our reception desk this year in spite of the pandemic. Thanks to the organizer for your hard work and a full set of services. Hangcha booked a booth covering more than 1,500 m<sup>2</sup> this year and amazed the whole venue by its scale. This definitely improves its business image, strength, industrial status, product popularity and market competition. Hangcha will keep its eyes on and fully support CeMAT ASIA. Wish CeMAT ASIA a greater success!

**Domestic Sales Vice President of HikRobot**  
**Mr. Cai Hua**

As a very influential and professional exhibition platform in the logistics industry, CeMAT ASIA has attracted many businesses domestic and abroad. HikRobot has made many friends and strongly bonded with them at CeMAT ASIA for many consecutive years. Focusing on core technologies of robotics on a constant basis, HikRobot provides clients with safe and reliable smart mobile robots and systems. We also build solutions to smart internal logistics for factories. Wish CeMAT ASIA a promising future because this can strongly support Chinese intelligent manufacturing to register more progress.

## Product Categories



## Leading Exhibitors of CeMAT ASIA

### 1 Complete System for Warehouse Logistics and Warehouse Workshop Equipment

DEMATIC, DAIFUKU, SSI SCHAEFER, Muratec, Okamura, Swisslog, TGW, Vanderlande, Honeywell, Kunming Shipbuilding Equipment, JD, Beijing Material Handling Research Institute, Beijing Research Institution of Automation for Machinery Industry, Nti Logis-tech, Zhongding, CIMC, Galaxis, Zikoo, Phoebus, Vstrong, OMH, Ginfon, Speed, Master, Automha, Modula, SFA, FIVES, HUAZHANG, KENGIC, NEW BEIYANG, Anji Tech, GANGYU, Formosa Heavy Industry, BlueSword, Mengli, Putian, Delmar, WayZim, GaoKowl, HAENEL, BPS, Megvii, Huaheng, Shenyang Aircraft Industry Group Logistics Equipment, Kardex, KNAPP, Yayi, Mongolian, Shitong, Jingxing, Yinfei, Quicktron, Prolog, Eosli, Clou, Hamco, TWSL, Robotech, Anhua, Liuwei, Wuhao, Lika, Dinghu, Pallet Shanghai, METTLER TOLEDO, Hoemann, Kuofu, AFL Door

### 2 Material Handling and Equipment

Linde, Toyota, Jungheinrich, Crown, Hangzhou Forklift Truck, BYD, Heli, Kalmer, Fantuzzi, Manitou, TCM, Doosan, NICHIIYU, Vita, Hyundai, Xiamen heavy Industry, Longking heavy Industry, Liuzhou heavy Industry, Yituo, Feeler, Tailift, Kion Baoli, Shantui, CasCorp, Hoppecke, KAUP, Bolzoni Auramo, Pyroban, Miretti, CARREFFE, MAX Forklift, JXX, Shan-He, Ruyi, Noble, Dingli, Zhongli, JHL, HILECTRO, Efork Forklift, MiMA Forklift, Okura, Dacheng, Kaizhuoli, Tianneng, TVH, WeiChai, Jiachen, Jiali, MARSHELL, Grammer, Jtekt, Enersys, Mahle, HAWE

### 3 Conveying Equipment and Accessories

InterRoll, Delmar, HougFuh, JiaCheng, HUANAN XINHAI, Shuangqi, Dijie, Habasit, Dakang, BETTER CONVEY, Xianglong, Apollo, Winroller, SENAD, Flexmove, ITOH, TUNGRAY, Yongli, AA, Baoyu, ITT, Portec, Dingneng, Zhongyou, Vanriet, Intralox, Simba

### 4 Crane and Accessories

Mascus, Demag, Kone, SWF, KITO, Gobel, STAHL, Yale, G.H., Gosan, KULI, HBC, Hetronic, JAY, Cattron-Theimeg, CAVOTEC, NBB, AUTECH, Bada, Sanma, Shuangniao, Huade, Nuowei, ABM, Gobel, Herolift, KACC

### 5 Logistics Control and Software

ZEBRA, Turck, KEYENCE, Leuze, sick, Panasonic, Phoenix, Autonics, wago, Toshiba-Tec, Cinetic, P+F, Cognex, Balluff, ifm, Aioi, ISA, atop, Fujitsu, BBS, Nankai Gede, ChineTec, Systron, Ark Tech, Wolco, China Merchants DC, Boke, JinDong, Kangshiteng, Cab, DIGI, Marc, Global

### 6 Warehouse Robots and AGV

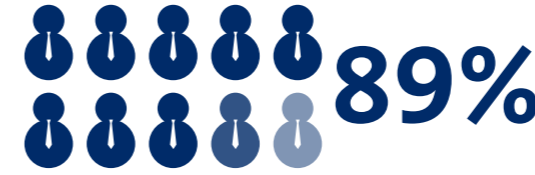
ABB, Fanuc, Egemin, Axter, Bluebotics, Oppent, Schabmüller, Kollmorgen, SEW, MEIDEN, Kawasaki, Haikang, Quicktron, Geek+, HAI ROBOTICS, Muxing, Lingniao, Vision Nav, Bito Robotics, Guozi, Mooe, IPLUSMOBOT, ForwardX, Multiway, SEER, Standard, Mach-Mind AE CORP, Lingong intelligent, Harbin Institute of Technology, SUZHOU AGV, OX Pont, Navagraha, UISEE, ForwardX, Jiateng, Robots, HiCTRL, Bozhong, Siwei, Lizi, Haitong, Jingyuan, Libiao, Casun, Kuajie

### 7 Automated Packaging Equipment and Material

YoungSun, Zhongya, Yuanxu Pack, Leadoin, Shenlan, Zongyi Pack, Gurki, Speed Packing, B+Z, BINGJIA, Leechan, Ring Pack, JAGPACK, Redtek, Xutian, Sacpack, Xiaohui, Qiongju, Hualian, Langpai

\*The company listed above were not in particular order.

## Right to Make Purchase Decisions



89% of visitors have direct or indirect influence on purchasing decisions.

## Key Interested Fields of Visitors (Top 6)

Materials handling technology, warehouse technology and logistics system	59.09%
Warehouse technology and factory equipment	51.46%
Conveying and sorting equipment and components	43.61%
Packing and item sorting & picking equipment	41.25%
Mechanic material handling equipment	39.66%
Logistics robots and AGV	39.16%

## Visitor Testimonials

Key words: Professional, Large Scale, A Full Set of Products

### Guangdong Midea Electric Mfg. Co., Ltd Mr. Huang

CeMAT ASIA 2021 is very successful! In spite of recurrence of the pandemic in China, the organizer took many measures to endure orderly organization of the exhibition whose biggest highlight is the systematic equipment and technologies of smart three-dimensional warehouse, multi-dimensional shuttle bus, super-fast scanning and sorting replacing single-spot logistics technologies and equipment such as AGV, RGC and handling robotics which had already been quite a rarity at exhibitions in the past. To summarize CeMAT ASIA 2021, it is a professional exhibition on a large scale with a great variety of products and advanced technologies. I've learned and gained a lot through communication and exchanges. This trip is quite fruitful.



### ThyssenKrupp Auto Components Shanghai Ms. Cheng

Our company has been participating in CeMAT ASIA for three years. We are so lucky to do that because it is the most important, professional and popular logistics exhibition in Asia from which we can be updated on the latest of the industry. We can also learn about the frontier technologies and build partnerships with many suppliers. At the same time, we have made many friends. Wish CeMAT ASIA a greater success. See you next year!

### DHL CN Mr. Sun

Great appreciation to CeMAT for organizing the largest and most professional logistics exhibition in China every year at which we could access the latest industrial information and get the most comprehensive view of industrial development. It helps us to expand our horizon and enlightens us to innovate our thinking and orientation. Thanks to CeMAT ASIA. We will support you as always!



## Buyers from Diversified Industries (Part List)

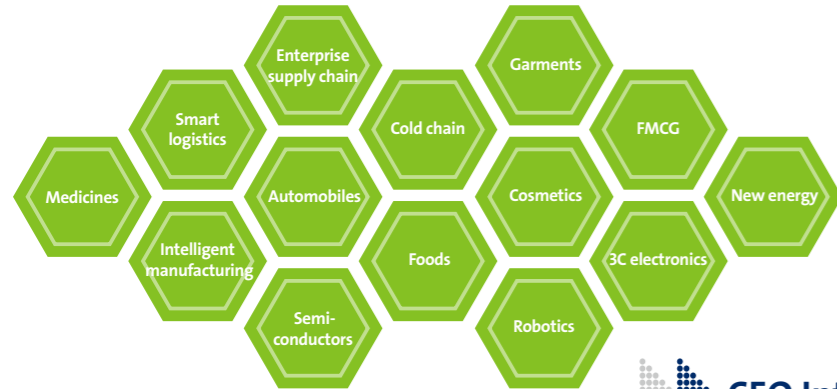


\*In particular order

# Show Highlights - Activities beyond the Exhibition

## Onsite Activities: CeMAT ASIA Innovation Salon and Forums

In 2021, strict requirements of disease prevention imposed great challenges to the organization of conferences and events. However, the organizer worked together with partners to hold nearly 40 concurrent events for CeMAT ASIA 2021 including CeMAT ASIA Innovation Salon, the promotion of China Materials Handling Equipment Industry Development Report (Blue Paper), Forum on China Smart Logistics, the Week for Cloud Logistics Technology 2021, and Summit on AGV and Robotics Industry, covering many sectors including smart logistics, intelligent manufacturing, enterprise supply chain, automobiles, medicines, cold chain, foods, garments, cosmetics, robotics, 3C electronics, semi-conductors, FMCG and new energy. This is an opportunity for participants to exchange ideas with people from different circles and learn from each other.



## Online Program: 2021 Brand-new Planning

Two new interview programs, Logistics in Stories and From Chrysalis to Butterflies, launched in 2021, shortened the distance among practitioners and promoted communication and industrial development with the help of interviews with experts, thematic discussions and interactions. Executives from famous companies including Dematic, Linde, SSI SCHAEFER, Honeywell, Galaxis, ZKH and Sanjiang, together with experts were engaged in information sharing, which gained nearly 20,000 viewership online.



## CEO Interviews

This is a humanistic program introduced by CeMAT in 2021 that shared stories about the fast development of logistics in the past 2 decades by following the storyline of interviewees. These stories serve as a bridge connecting the past and the future. In the form of Dialogue and Interview, this program visited logistic companies and discovered many true stories in this sector which has been in pursuit of technological innovation. Inheritance is also an embedded element. Every episode was released in CeMAT Logistics on WeChat official Account and the CeMAT TV official channel at Bilibili.



## Brand-new CeMAT TV Program

This is a brand-new interview program hosted by CeMAT ASIA in 2021 in in-depth cooperation with experts from the industry. Veterans, scholars, terminal users, equipment suppliers and service providers from the logistic industry were all invited to create a diversified platform for reflection and information sharing for the benefit of multiple parties. Episodes were broadcast at Bilibili in the official channel of CeMAT TV.

# Concurrently Held Branded Industry Shows Bring the Benefits of the Synergies

## The Industrial Fair Network Boosting Digital Transformation of "Made in China"



Industrial grand shows joining hands together from the upstream and downstream would connect and leverage exhibitors, audiences, media, activities and forums to build a best platform.

- ◆ Orientated Visitor Invitation
- ◆ Precise Matchmaking Service
- ◆ Tailor Made Marketing Promotion
- ◆ Dedicated Customer Invitation
- ◆ Wide Media Coverage, Full Industry Attraction

## 360 Degree Exhibitor Services

Overseas Social Media Platform: Facebook, Twitter, LinkedIn  
100,000+ Page Views

Toutiao, Tiktok, Bilibili  
Main Page Impression 17,535,412+  
100,000+ Clicks



**Deutsche Messe**



**FIERA MILANO**

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

**Project Team**

Ms. Novia Zhou / Ms. Yuki Yu / Mr. Wilson Wang /  
Mr. Benson Chen / Mr. Ken Zhu  
Tel. +86-21-2055 7120 / 7110 / 7111 / 7112 / 7116  
cemat-asia@hmf-china.com  
www.cemat-asia.com

**Deutsche Messe AG\***  
Messegelaende  
30521 Hannover  
Germany

**Project Team**

Mr. Carsten Fricke  
Ms. Julia Bress  
Tel. +49 511 89-32113/31118  
carsten.fricke@messe.de  
julia.bress@messe.de

\* On behalf of Hannover Milano Fairs Shanghai

Hannover Milano Fairs Shanghai Ltd. is a joint venture of Deutsche Messe and Fiera Milano Group.

## 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  
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

