

CeMAT ASIA 2017

World leading trade fair for intralogistics
& supply chain management

31 October - 3 November 2017
Shanghai New International Expo
Centre (SNIEC) ▪ CHINA

www.cemat-asia.com

Association Partners



China Federation of
Logistics & Purchasing



Chinese Mechanical
Engineering Society



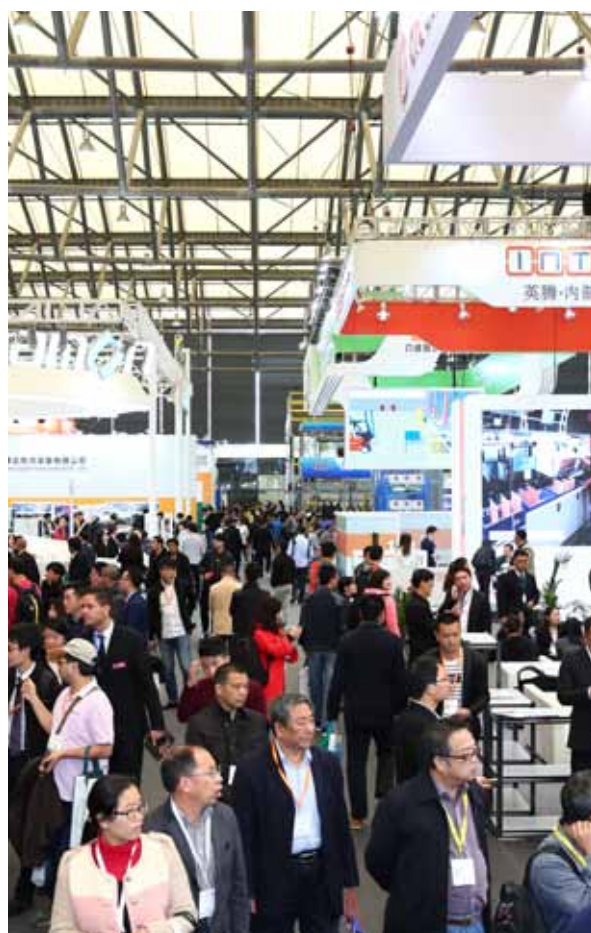
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Key issues in the spotlight: **Logistics 4.0 meets Made in China 2025**



As leading international exhibition for material handling, automation, transport and logistics technologies in Asia, CeMAT ASIA adheres to CeMAT Hannover's principal of Technology, Innovation & Service, establishing the global purchasing network in the booming Chinese market. Since 2000, CeMAT ASIA has been held 17 times successfully and witnessed a steady growth in both exhibitor numbers and exhibition space. All international market players are present and various new names are constantly being added to the list of exhibitors year after year. CeMAT ASIA is an effective approach to get into China and a benchmark to the supply chain industry in Asia.

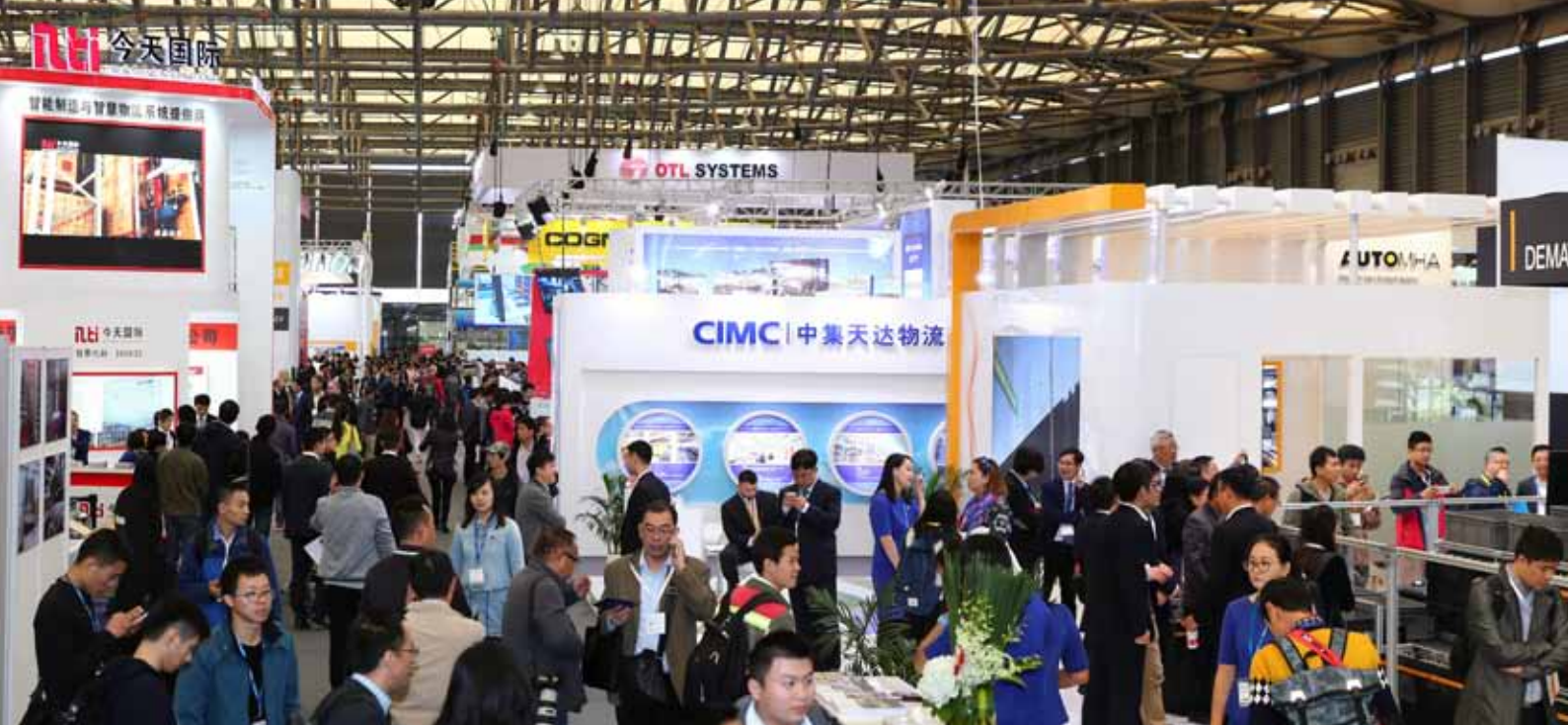
With the initiative "Made in China 2025", the world's third largest economy is moving quickly to modernize its industry and infrastructure. The focus on automation and digitalization generates new export opportunities for materials handling and logistics companies, because it drives demand in China for cutting-edge products and technologies – especially in areas like robotics and complete solutions. Apart from production and manufacture, the focus will be on e-commerce and the online retail sector. This transformation of China's industry also creates more investment opportunities in China and opens the door for further cooperation with Chinese companies.

Join us in CeMAT ASIA, where the industry's key international players will be discussing current trends in Smart Logistics, Logistics Advanced Manufacturing, the Internet of Things and Logistics 4.0. Meet your global target customers at the trade fair and be part of the realigned CeMAT ASIA.

We look forward to seeing you there!

CeMAT ASIA made brilliant achievements again in 2016.





We ensure your success:

Why you should take part in CeMAT ASIA 2017



Trade show full of innovations and solutions

- Help to shape Logistics 4.0
- Innovations
- Solution-oriented applications



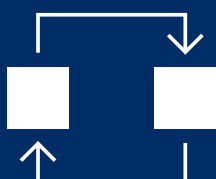
Extensive international reach

- Business contacts
- Global CeMAT network
- 20% international trade visitors



Maximum attention

- Presence of the entire world's press
- Focus on e-commerce and online retailing
- 80% of visitors are decision-makers



Synergies with Concurrent Shows

- Access to 2,300 exhibitors and 80,000 trade visitors
- Interlinked key topics
- Guided tours connecting the six shows

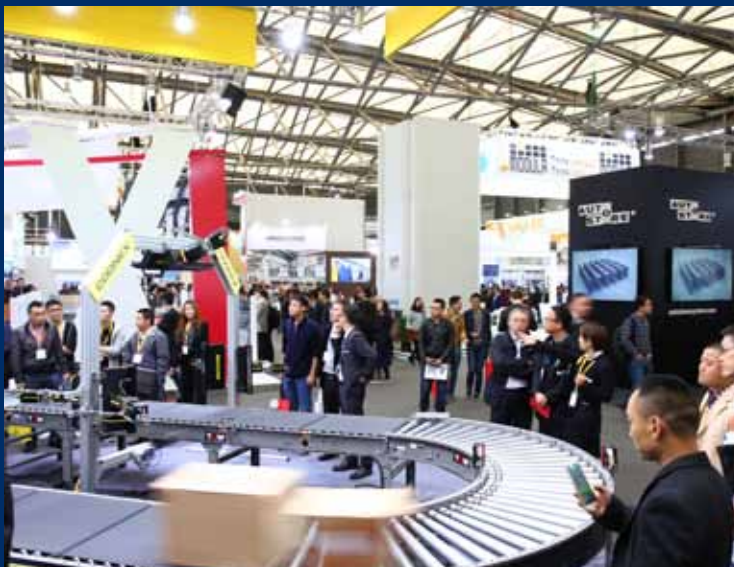


Focal points: Trends and topics.

The move towards complete integration of all logistics processes is being systematically driven forward. Key technologies such as cloud computing, mobile applications, real-time communication, the Internet of Things and Big Data are becoming more and more important.

Manufacturers, purchasers and industry experts come to CeMAT ASIA to gain an overview of innovative ways of managing the flow of goods even more intelligently. As an exhibitor in 2017, you can take advantage of a wide range of synergies resulting from the proximity of CeMAT ASIA to PTC ASIA, ComVac ASIA & APEX ASIA.

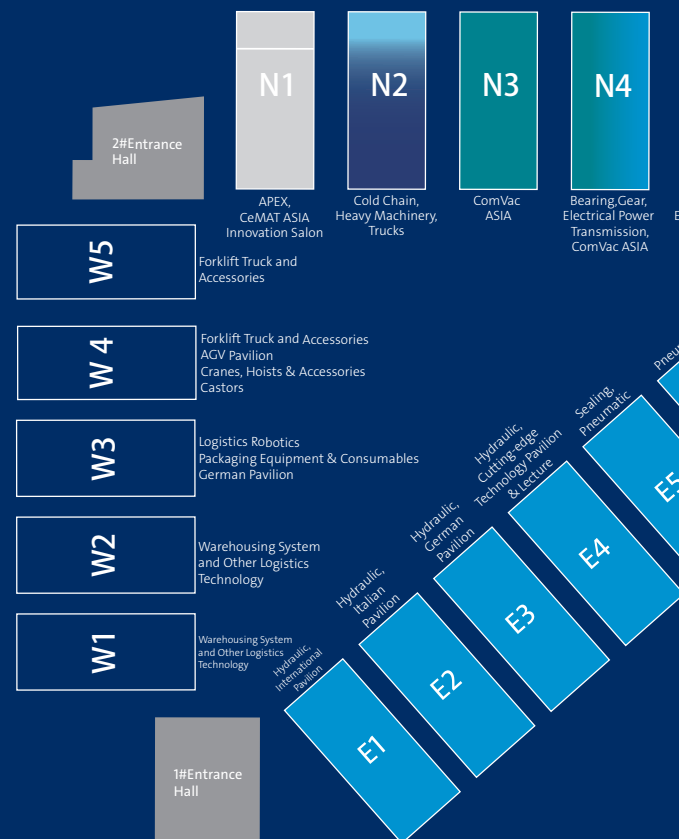
CeMAT ASIA will put the spotlight on organizing, implementing and optimizing in house materials handling and intralogistics flows in turn this year. For all key-industries such as production or distribution of goods, innovative intralogistics technologies have become essential with regards to reliability and availability.



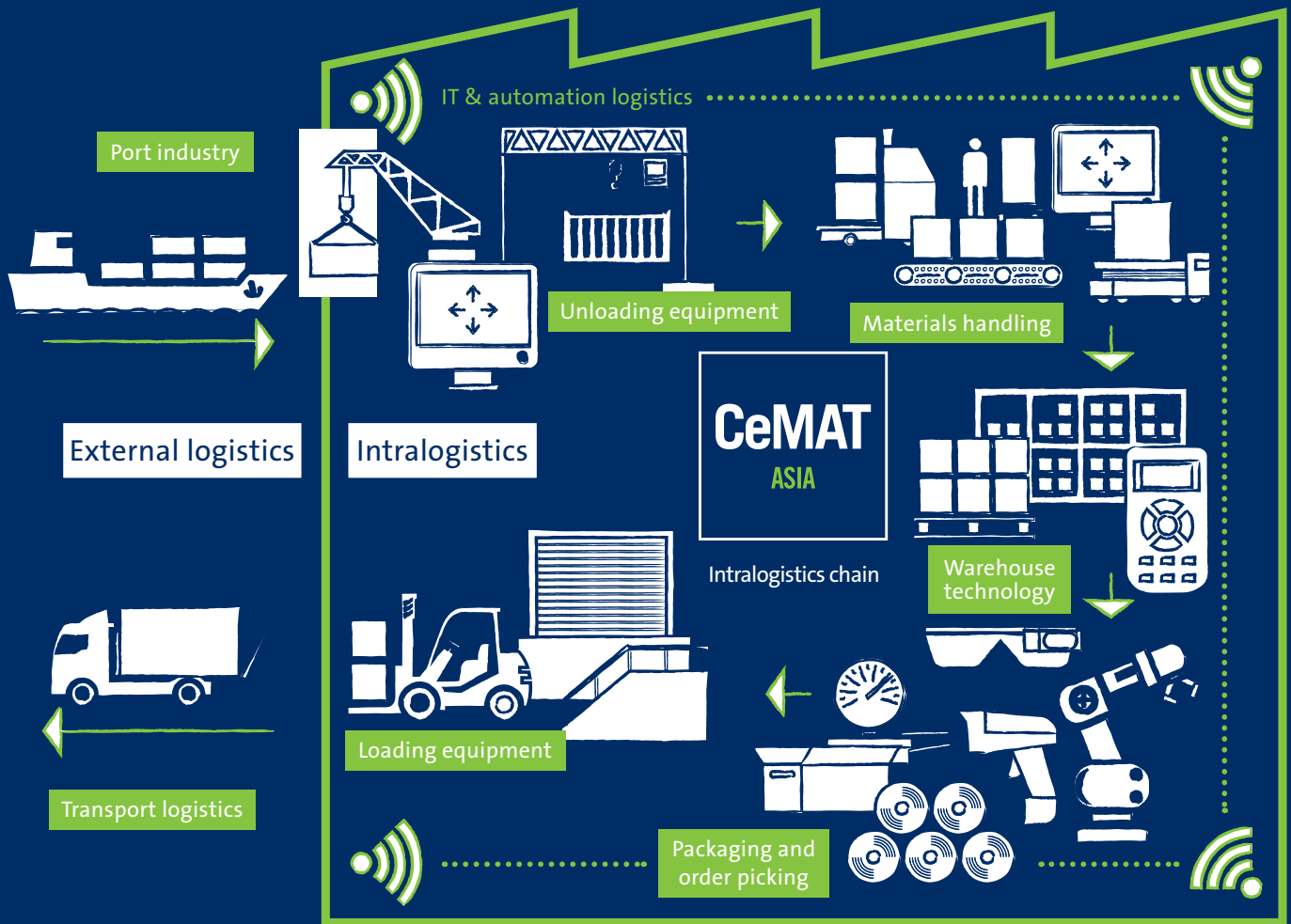
Trend topics at CeMAT ASIA 2017

- Logistics 4.0
- Smart Manufacturing
- Big Data
- Transformation and Upgrading

Hall Plan



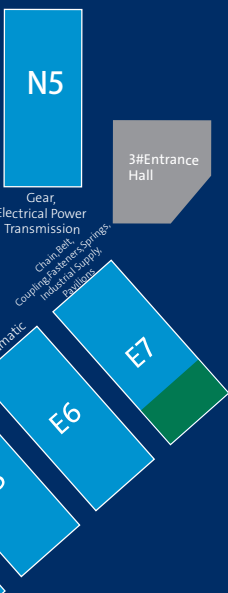
Product categories



2016 Visitors List (Excerpt)

•Alibaba Group•JD.com•1haodian•CocaaCola•P&G•Unilever•Volvo Group China•Zhejiang Sinopec Co.,Ltd. •Wal-Mart Stores, Inc. •Shanghai Yuantong Express Ltd•Beiqi Futian Automobile Co., Ltd. •Shanghai Lei Yun Shang Pharmaceutical Co.,Ltd. •Sinopec Group•A.S. Watson Group (Hong Kong) Ltd. •Sharp Group•Metersbonwe •Bank of China Limited•Lianhua Supermarket Holdings Co.,Ltd. •Bosch Automotive Products Co., Ltd. •Shanghai Tobacco•China Post Group•Shanghai Bailian Group Co.,Ltd•Bank of China Limited•IKEA (China) Investment Company Limited•Shanghai Shenmei Beverage Food Co., Ltd. •Want Want China Holdings Limited•Kraftfoods China•Lachapelle Clothing Limited•Belle Shoes Industry Co., Ltd. •Adidas (China) Co., Ltd. •SAMSUNG C & T•Shanghai Nestle Co.,Ltd. •Haier Group •Shanghai Volkswagen•Sealedair China •DHL Global Forwarding (China) Co., Ltd. •Shanghai Fosun Pharmaceutical (Group) Co., Ltd. •Shanghai Zhenhua Heavy Industries Co.,Ltd. •Shanghai Fosun Pharmaceutical (Group) Co., Ltd. •Balluff (Shanghai) Trading Co.,Ltd. •Hitachi Air

Conditioning Technology (Suzhou) Co.,Ltd. •Shanghai Ship Factory•Bosch Automotive Products (Suzhou) Co., Ltd. •Jiakelai (Fujian) food and beverage management company•Shanghai Sanjiaodi Frozen Food Co., Ltd. •Mary Kay (China) Cosmetics Co.,Ltd. •Zhejiang Tobacco•Hebei Baisha Tobacco•Zhejiang Tengen Group•Yanfeng Tooling Factory•Shanghai Road & Bridge Construction equipment limited company•PSA Peugeot Citroen•Shell (China)Co.,LTD. •Shanghai Huizhong Automobile Manufacture Co., Ltd. •Groat (Shanghai) Lighting System Company Limited•Shanghai Bailian Distribution Industrial Company Limited•Better Life Commercial Chain Share Co., Ltd. •Auchan Supermarket Group•Shanghai Oushide commodity Limited company•Boshiwa International Holding Limited•Wyeth Pharmaceutical Co.Ltd•Beijing Tide Pharmaceutical Co.,Ltd•Nutricia Pharmaceutical (Wuxi) Company Limited•Shanghai Aoxing Pharmaceutical Technology And Equipment Company Limited•Changzhou Siyao Pharmaceuticals Co.,Ltd.



Locate your booth easily with clear topics.

CeMAT ASIA has a unique format: the latest trends and new developments in the fields of digitalization, integration and Smart Manufacturing are showcased at well-attended events attracting high-calibre participants – and you can easily take part. You'll have the opportunity to present your products and services on an individual level to trade visitors from all over the world.

8 exhibition topics +Innovation Salon:

System Integration

Automated Guided Vehicles (AGV)

Forklift Truck and Accessories

Conveying and Picking

Logistics Robotics

AUTO-ID and Machine Vision

Packaging

Crane Lifting and Equipment

CeMAT ASIA Innovation Salon



CeMAT ASIA Innovation Salon is designed to provide a neutral and liberal forum for technological exchanges, and to explore the future technology and development of intralogistics industry. Since its first edition in 2013, it has attracted over 90 industry elites as speakers and over 6,000 attendees. The latest technologies, ideas and cases gather at the Innovation Salon every year, which makes it a premier annual event of intralogistics industry.



Mr. Zhou, Manager of Storage and Transportation Department, AstraZeneca Pharmaceutical Co., Ltd.

I attend the CeMAT ASIA every year. This event is larger in scale and higher in level than those before, and can rival famous foreign logistics expos. Our company needs to procure logistics equipment and facilities every year. Via the CeMAT ASIA, I'm acquainted with many famous industrial suppliers and has established smooth communication channels with them. Meanwhile, I'm also accessible to the latest industrial trends and the latest logistics concepts and facilities. I appreciated the platform offered to me.



Innovations for the value chain.



Full user industry coverage with key area focus

- Electronics, auto manufacturing, aerospace and aviation, petrochemical, metallurgy, pharmaceutical and medical facilities, home appliance, tobacco, food and beverage, printing, packaging, paper-making, agri-forest and other industrial manufacturing.
- Supermarket, wholesale mart, logistics center, distribution center, bookstore, publication organization, national defense logistics organization.
- Logistics service, transport, warehousing, distribution, railway, air cargo, shipping, post services, express service, port, forwarding.



Delegation

Delegation from retail, food, vehicle, e-commerce, pharmaceutical, garment industry and other user industries and overseas delegations from Germany, USA, Russia, Turkey, India, Brazil, Korea, Japan, Thailand, Vietnam, Malaysia and Singapore are invited onsite visiting and set for matchmaking appointments.



Matchmaking service

According to your target user industry, the organizer will invite potential buyers and make face-to-face onsite appointment for you. The matchmaking service set up **115** onsite appointments in 2016. **90%** buyers placed purchasing order.



Concurrent forums

With over **18** technical seminars and forums on diversified user industries, you have chance to contact with over **3,000** professionals face to face. The CeMAT ASIA Innovation Salon is designed to provide a neutral and liberal forum for technological exchanges, and to explore the future technology and development of intralogistics industry.



Global marketing coverage

Your participation at CeMAT ASIA will be reported in more than **70** countries and regions across the globe by over **20** industrial and public media portals, over **50** logistics industry media platforms, over **100** user industry media publications and over **20** user industry organizations.



Marketing opportunities

You have various marketing and promotion opportunities leading you to success, including advertisement on printing materials, onsite billboards, metro stations, visitor pre-registration page, social media and video interview, etc. For details, please contact the project team.



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* On behalf of Hannover Milano Fairs Shanghai

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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