



## **MATERIALS HANDLING, AUTOMATION, TRANSPORT/LOGISTICS**

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

Shanghai New International Expo Centre (SNIEC),  
China

**26 – 29 October 2009**



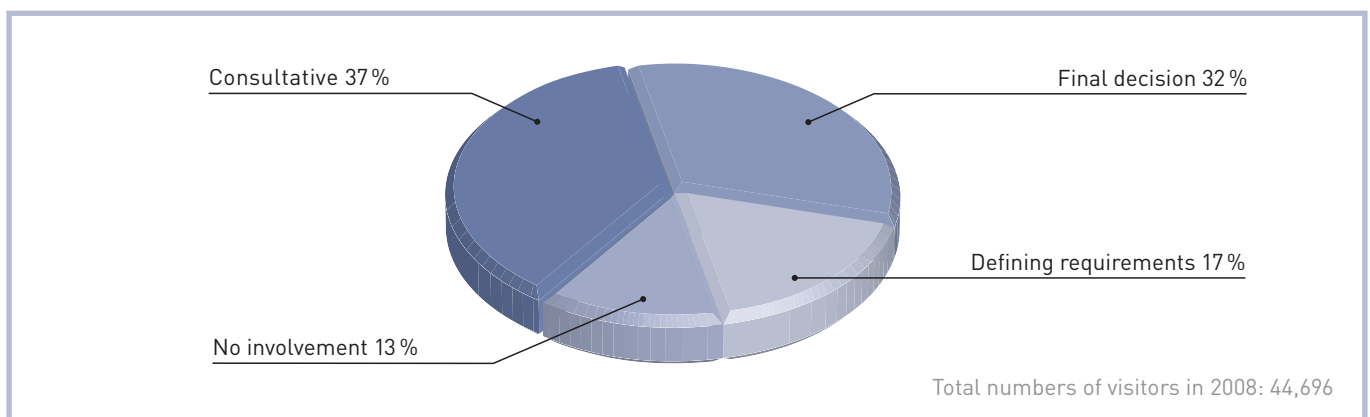
From 26 to 29 October 2009 over 50,000 visitors will be at the trade show in Shanghai. **Grab this opportunity!**



### Meeting-place for professionals from all over the world

Visitors from more than 75 countries value the international profile of the exhibitors at CeMAT ASIA. The audience of top professionals boasts a large number of high-calibre decision-makers, as well as visitors from middle management and user groups. CeMAT ASIA therefore represents a golden opportunity to gain a foothold on the Asian marketplace.

### Visitor involvement in purchasing decisions



### Strong growth in demand for materials handling and logistics technology

China, currently the world’s biggest industrial workshop, is a marketplace in the midst of dramatic change. Rising personnel, materials and energy costs have resulted in restructured production – and this has led to the creation of new opportunities in materials handling and logistics. Over the past five years alone the materials handling sector has produced growth rates of 25 to 30 percent per annum. The market for logistics has recorded similar, above-average growth rates.

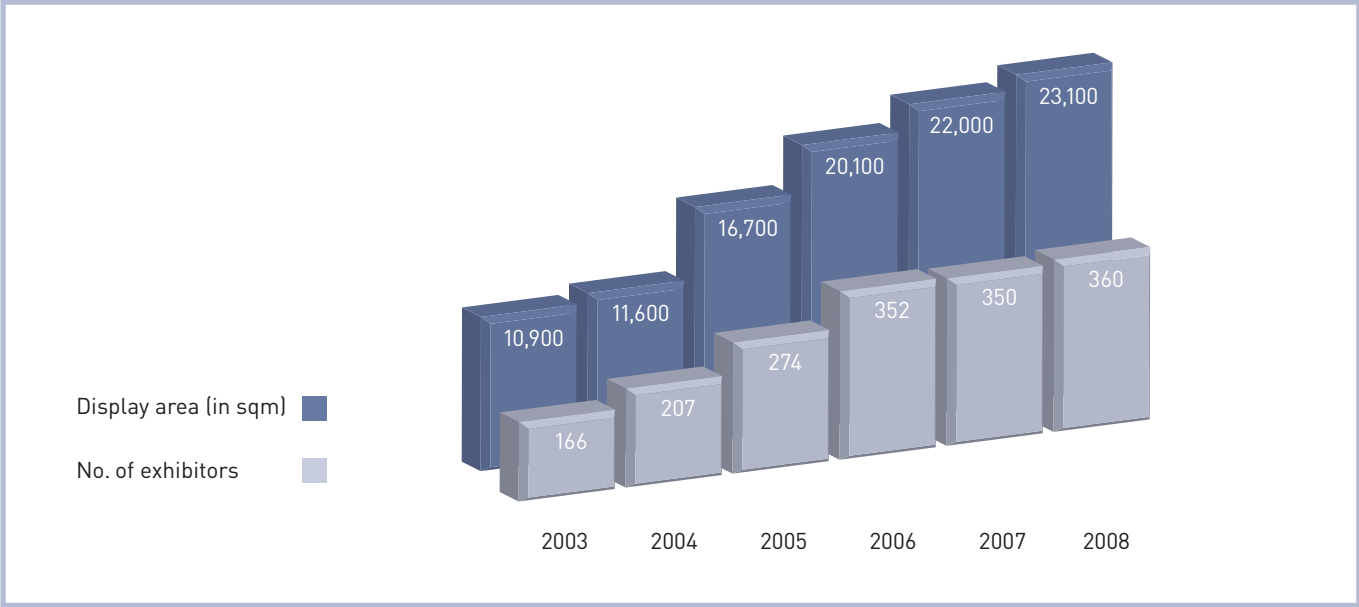
### CeMAT ASIA – the region’s most important trade show for this sector

In the light of these developments on the Chinese market, CeMAT ASIA addresses all the vital issues. Chinese manufacturers are looking for new ways to increase productivity and minimize production costs. Consequently, there is keen demand for efficient materials handling and logistics technology. Isn’t it time that China had a place in your global sales and product strategy? Use the changes unfolding on the Chinese marketplace to transform your business prospects!

### Welcome to the business metropolis Shanghai!

Due to its excellent infrastructure, diverse industrial base and strong user markets, Shanghai is the ideal place to establish and foster business relations. As one of the world’s most populous cities, Shanghai has everything to offer, including reasonably priced hotels of international standard throughout the trade show season.

### Display area (in sqm) and no. of exhibitors



“CeMAT ASIA provides us with an ideal platform to display our products, service networks and our philosophy. It is indeed fantastic! We will definitely come back next year!”

Quek Ching Pong/CEO of Linde/China

We would like to help you reach your trade fair goals too.  
**Are you ready for success?**



### Special displays highlighting the latest technologies

The Automated Guided Vehicles Pavilion enjoyed a very successful premiere in 2008. In 2009, this special presentation – plus another display dedicated to Automated Identification and Data Acquisition (AutoID) – is expected to generate keen interest among visitors and exhibitors alike.

### Synergies derived from tandem events

The trade fair venue in Shanghai will be opening its gates at the same time to both CeMAT ASIA and PTC ASIA. The exhibitors and visitors to PTC are potential visitors to CeMAT and vice-versa. Your company's business performance will also benefit from the interplay of these two events!



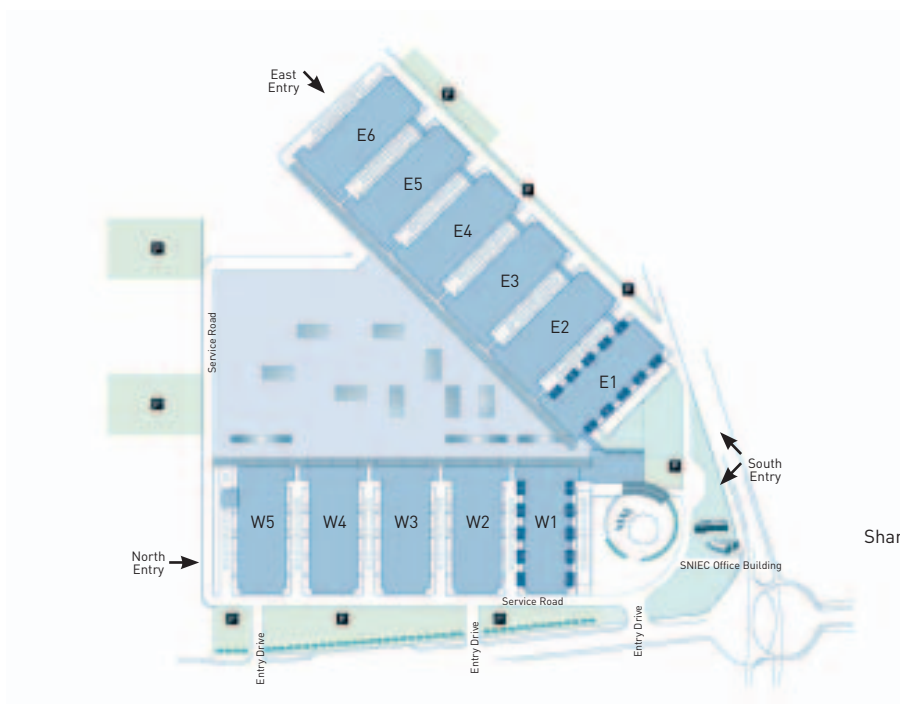
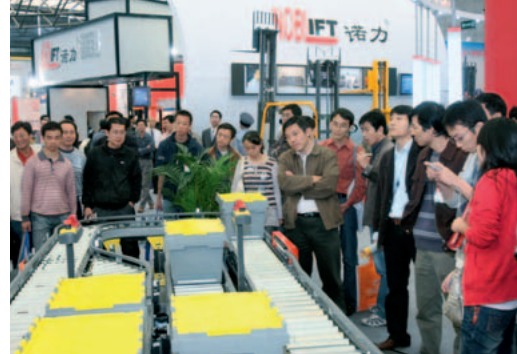
**CeMAT ASIA** International Trade Fair for Materials Handling, Automation Technology, Transport Systems and Logistics

**PTC ASIA** International Trade Fair for Electrical and Mechanical Power Transmission, Fluid Power, Compressed Air Technology, Machine Parts, Bearings, Internal Combustion Engines and Gas Turbines



## Exhibition venue meets top international standards

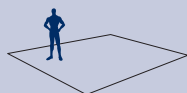
The Shanghai New International Exhibition Centre (SNIEC) is one of the most modern venues of its kind in Asia. It not only offers ideal conditions for you to showcase your products – it is also easy to reach thanks to the venue’s central location and excellent transport connections.



Shanghai New International Expo Centre (SNIEC)

### Stand options

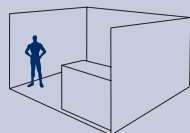
#### Raw space



- Stand area (min. 18 sqm)

**Price: € 200/sqm**

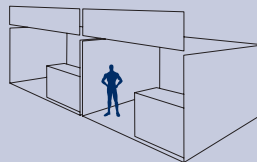
#### Shell scheme



- Stand area (min. 9 sqm)
- Back walls and side walls (white)
- Carpeting
- 1 reception desk
- 2 chairs
- 1 electric power point
- 1 company sign (English/Chinese)
- 2 spotlights

**Price: € 250/sqm**

#### International Pavilion



- Stand area (min. 9 sqm)
- Wall panels
- Carpeting
- 1 table
- 4 chairs
- 1 info counter
- 2 spotlights (100 W)
- 1 electric socket (220 V)
- 1 company sign (English/Chinese)
- Catalogue entry
- 1 wastepaper basket
- 1 sqm lockable storage space

#### Additional services

A service centre will provide the following services to all exhibitors at the group stand:

- Information counter
- Contact person on site during the entire event
- Snacks & soft drinks
- Lounge area

**Price: € 265/sqm**

### General services are free of charge for all exhibitors

- Standard catalogue entry
- Individual support services provided by the organizers on site
- Internet-based matchmaking
- On-site Internet lounge during the show
- Visitor admission tickets

# CeMAT ASIA is talked about throughout the industry worldwide. **Shouldn't you be talking about it too?**



## Product categories

### MECHANICAL HANDLING

- Cranes, accessories for cranes, lifting equipment
- Series lifting equipment, lifting platforms
- Continuous mechanical handling equipment, monorail conveyors, accessories
- Industrial trucks, forklift trucks, accessories
- Driverless transport systems, storage and retrieval equipment for shelves and racks, manual trolleys
- Lifts, elevators, escalators, moving pavements, cable cars, accessories
- Accessories for all mechanical handling

### WAREHOUSE TECHNOLOGY AND WORKSHOP EQUIPMENT

- Warehouse systems, shelving systems and shelving technology
- Factory equipment, workshop equipment
- Pallets, bins and containers
- Industrial doors and gates
- Cleaning systems for warehouses and storage facilities

### PACKAGING AND ORDER PICKING EQUIPMENT

- Packaging equipment for warehouses and shop floors
- Weighing and metering devices
- Packaging and order picking systems

### ENTIRE SYSTEMS FOR MATERIALS HANDLING TECHNOLOGY, WAREHOUSE TECHNOLOGY, LOGISTICS

- Entire conveying systems
- Turnkey systems for logistics
- Entire supply chain management
- Entire robot and handling systems

### LOADING TECHNOLOGY

- Dock levellers
- Loading ramps, platforms and bridges
- Loading equipment, bulk material, containers, mixed cargo

### TRAFFIC ENGINEERING

- Road vehicles, commercial vehicles and accessories
- Rail vehicles
- Railway equipment
- Shipbuilding
- Road maintenance equipment
- Multi-storey car park and parking equipment
- Traffic control technology and systems
- Integrated traffic systems

### INTRALOGISTICS – SYSTEMS AND SOFTWARE

- Computer systems and control systems for material flow and intralogistics
- Identification technology, AUTO ID systems, sensor for intralogistics
- Applications software and solutions for intralogistics and transportation logistics
- Branch-specific solutions for intralogistics and transport

### LOGISTIC SERVICES AND OUTSOURCING

- Logistics management
- Transport logistics
- Logistics & intralogistics services
- Joint/system services for logistics
- eLogistics services
- Consulting, planning, financing & project management services
- Maintenance services
- Publishers
- Associations

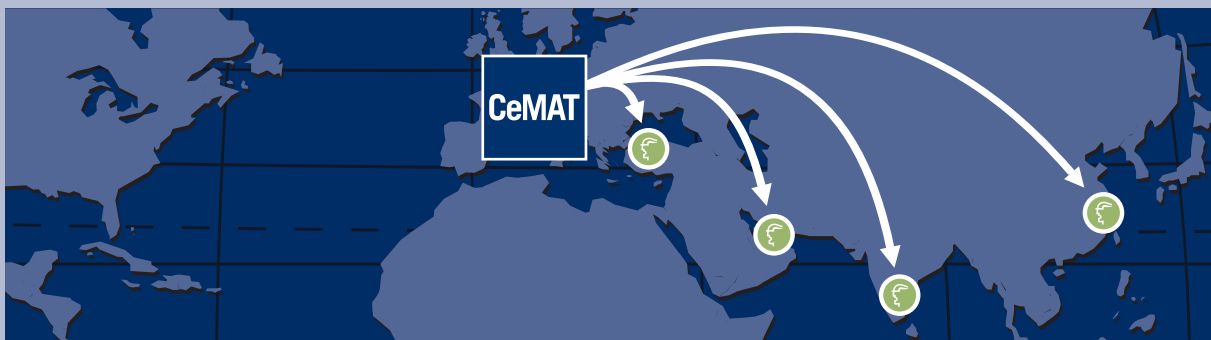
## Benefit from the quality and service provided by an experienced trade show organizer

Deutsche Messe, organizer of the world's biggest industrial show HANNOVER MESSE, and its wholly owned subsidiary Hannover Fairs China in Shanghai, boast a highly professional team to support your efforts. Extensive advertising, PR and press activities aimed at all the right target groups in the run-up to the trade show are just part of a comprehensive service package to support exhibitors before and during CeMAT ASIA.

## Asia's top professionals serve as co-organizers

CeMAT ASIA receives the support of a broad number of professional organizations from across the globe. Key Chinese associations rank among the many industry bodies from Asia that are actively involved in supporting the event – and they are joined by their counterparts from Europe and the USA. Effective media partnerships with trade journals, TV and radio provide CeMAT ASIA with extensive international coverage.

## JOIN THE MARKETS – WORLDWIDE!



2–6 May 2011  
Hannover, Germany  
**CeMAT**

[www.cemat.de](http://www.cemat.de)



5–8 February 2009  
Istanbul, Turkey  
**World of Industry Part I**

[www.win-fair.com](http://www.win-fair.com)



19–21 January 2010  
Dubai, United Arab Emirates  
**CeMAT MIDDLE EAST**

[www.cemat-me.de](http://www.cemat-me.de)



8–11 December 2009  
Bangalore, India  
**CeMAT INDIA**

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



26–29 October 2009  
Shanghai, China  
**CeMAT ASIA**

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

“This is our first CeMAT ASIA. We have a new factory in China and are adjusting our products to the market needs. That's why CeMAT ASIA is very successful to us, since we get a very good market feedback from our customers and potential clients. We surely come back in 2009.”

Kenneth Andersson/Marketing Manager of Stellana/Sweden



**Deutsche Messe**  
Hannover · Germany



**Deutsche Messe**  
Worldwide

Hannover Fairs China Ltd. Shanghai



China Federation of  
Logistics & Purchasing

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Chinese Mechanical  
Engineering Society

## Supported by:

Shanghai Municipal People's Government  
Ministry of Science and Technology of PRC  
Ministry of Railways of PRC  
The State Bureau of Supplies Reserve  
China Packaging Federation  
China National Food Industry Association  
China National Construction Machinery Quality  
Supervision Testing Center  
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.  
Asian-Pacific Logistics Federation (APLF)  
Materials Handling and Logistics Technology Association  
within the VDMA (German Engineering Federation)  
Material Handling Industry of America  
China National Water Resources & Electric Power  
Materials & Equipment Association

## Venue:

**Shanghai New International Expo Centre (SNIEC)**  
**2345 Longyang Road**  
**Shanghai 201204, P. R. China**  
www.sniec.net

Deadline for applications: 31 May 2009  
Show duration: 26–29 October 2009  
Set-up period: 24–25 October 2009  
Dismantling: 30 October 2009

Deutsche Messe maintains an extensive network of local representatives.  
The relevant addresses are listed under **www.messe.de**

