



CeMAT MIDDLE EAST 2010

International Trade Fair for Materials Handling and
Intralogistics

Dubai International Convention
and Exhibition Centre

9 - 11 February 2010



The event and the impact of Intralogistics



CeMAT MIDDLE EAST follows on the success of CeMAT - Hannover, the world's largest and most renowned Intralogistics trade fair hosted by Deutsche Messe in Germany with annual editions also in Shanghai, Istanbul and Bangalore. The Middle East region's edition of the same will witness its debut from the 9th – 11th February 2010 at the Dubai International Convention and Exhibition Centre. To be held annually, the exhibition will be the only specialised international trade fair of its kind in the region. It specialises in the core sectors of intelligent goods handling, warehousing technology, internal transport systems for logistics and materials handling operations.

Dubai - a global leader in commerce and the region's international trade show capital is the ideal venue for the launch of CeMAT MIDDLE EAST 2010 which is also home to most of the major companies in the supply chain and logistics industry. Hi-tech manufacturers and regional operators with increasing warehousing needs will benefit from facilities provided by developments like industrial cities, supply chain & logistics parks that have already taken shape in and around this metropolis.

Intralogistics is a cutting edge term that describes a rapidly growing sector globally and regionally. More and more companies utilise it today along with the latest technology and services to:

- Professionally manage material flows along the entire supply chain
- Provide the smooth internal flow of materials between different logistics nodes in a company – from materials handling in the production process to distribution centres right to airports & seaports
- Manage the corresponding flow of information.

Positive economic outlook



Image provided by Ehrhardt + Partner



Image provided by Ehrhardt + Partner



Image of CeMAT Hanover 2008

The Middle East continues to grow and show positive economic figures. The gross domestic product (GDP) of the GCC countries (Gulf Co-operation council; Bahrain, Kingdom of Saudi Arabia, Kuwait, Oman, Qatar and United Arab Emirates) is expected to reach over 1.1 trillion USD in 2008, growing by a phenomenal 300 billion USD compared to 2007 {source: Arab Monetary Fund (AMF)}.

Dubai – the crown jewel of Materials Handling & Logistics in the Middle East.

Traditionally the Middle East's cash crop has been oil production, a key factor that has contributed to the economic prosperity of the region. Diversifying increasingly, Dubai has taken the lead to strategically establish itself as the transportation, distribution and logistical hub of the region enabling to drive growth in trade and compete with emerging global logistics markets.

The logistics market in the UAE is currently valued at about USD 12 billion with Dubai channelling the majority of imports per annum. The figures are forecasted to grow significantly in the interim. Within the logistics industry, the fastest growing economic sectors are storage and communication, representing a 20% growth and enveloping 13% of Dubai's GDP. Over 7% of Dubai multinational workforce is employed in the logistics sector.

Another key sector the logistics industry plays a leading role in is the health and pharmaceutical industry with the market in this segment set to rise to almost USD 60 billion in the coming years, which is more than double compared to current figures. Additionally, the existing capacity of Dubai Ports World of 9.9 million twenty – foot equivalent units (TEU) will increase significantly to an additional 5 million TEU's with the opening of the brand new terminal – 2 at DP World.

Why UAE and Dubai?



Buoyed by the dynamic vision of its rulers and a government with a highly positive and futuristic outlook, Dubai has firmly established itself as the Middle East region's fastest growing business and corporate hub and the accepted nerve centre of the region's trade and commerce.

Signalling what Dubai has in store for the future in terms of trade and logistics are mega projects like Dubai Logistics City (DLC), Dubai World Central's Al Maktoum International Airport – which will be the world's largest international airport with a combined capacity of London Heathrow and Chicago's O'Hare airports and a passenger handling capacity of over 120 million a year, and the world's largest cargo hub with a design capacity of over 12 million tonnes of cargo a year is capable of handling all new generation aircraft, including the A380 super jumbo. Additionally, this mega project will host a number of sector specific business offerings including aviation, logistics, commercial, residential and recreational infrastructure comparable to the best in the world.

The Federal Capital of the UAE – Abu Dhabi, one of the richest oil producers in the world is rapidly going through vast expansions including mega industrial and infrastructural projects which is fast catching world attention. One of the leaders setting the trend to support the fast expanding aviation sector in Abu Dhabi is ABU DHABI AIRPORTS COMPANY (ADAC), a 6.8 billion USD master plan will deliver world class quality and increased quality in this sector, the highlight of this master plan being the business and logistics park. An area of 12 sq km around the Abu Dhabi International Airport, the business and logistics park will deliver "one-stop" professional investor services, corporate amenities which are all augmented by the regions strategic location at the crossroads between the East and West, supported by attractive free zone benefits.

Also leading the way forward is the Jebel Ali Free Zone Authority (JAFZA), the Dubai Airport Free Zone Authority (DAFZA) and Silicon Oasis hosting high-tech companies. Most of the world's biggest names in the luxury goods segment have large warehousing operations catering to the Middle East and North Africa (MENA) region. Similarly, a number of other successful Free Zones like Dubai Internet City (DIC), Dubai Media City (DMC), Dubai International Financial Centre (DIFC) and The Dubai Health City to name a few have attracted a lot of business and put Dubai on the world map. In total 32 free zones are prospering around the UAE's growing port handling facilities.

Together each of these mega developments will soon open up a host of new possibilities for anyone associated with materials handling, automation, transport and logistics in the Middle East.

Dubai initiatives

Dubai Logistics City (DLC) and **Dubai World Central's – Al Maktoum International Airport**, once operational will be part of the world's first truly integrated multi – modal logistics platform in a single-bonded free zone environment made up of Dubai Logistics City, Dubai World Central International Airport (JXB), Enterprise Park and Jebel Ali Port.

Facilities offered to the Intralogistics industry by Dubai Logistics City include:

- Air cargo terminals
- Land plots for industry or contract logistics
- Land plots for forwarders
- Shared forwarders warehouses
- Integrator facilities

3rd Party Logistics (3PL): Global leaders in contract logistics are investing heavily in multimillion dollar facilities to marshal growing air, ocean and ground operations in the region. TRANSPARK, a third party logistics facility is being set up by Dubai Industrial City in partnership with Deutsche Post World Net (DPWN) the largest logistics group in the world. Converging air and ocean freight capabilities and Dubai's leading role as a major intermodal trans-shipment location.

Dubai Industrial City (DIC): Set up on 560 million sq ft of land near Al-Maktoum International Airport and the Jebel Ali Free Zone and Port, Dubai Industrial City is designed with the aim of catalysing the growth and expansion of the industrial sector in Dubai. It will be Dubai's first dedicated and comprehensive industrial destination designed as a custom-built one-stop shop for industries on a work, live and play model and will offer world class facilities for industries and related sectors such as logistics, assembly and warehousing, vocational training and staff accommodation.

Your gateway to a very lucrative market and a show that will drive your growth in the region

CeMAT MIDDLE EAST 2010 – will be the annual platform for professionals in logistics and materials handling in the region... for the region.

Here's why the exhibition can make a difference to your business:

- To be hosted in Dubai, the most advanced regional hub for the internal logistics, materials handling segments.
- Powered by the Deutsche Messe international network in 70 countries, CeMAT MIDDLE EAST will bring together leading companies of the region, professionals and decision makers along with investors sourcing new business opportunities that are becoming available in the UAE and the wider Middle East.
- Easily accessible to African, Asian, European and the Middle Eastern markets, the exhibition provides a unique launch pad to showcase your company's latest products and innovations.
- A series of seminars and a dedicated demonstration area specially designed to share new developments in the materials handling and transport & logistics industries with participants will be a feature during the show.

Grow your business by exhibiting!

Amazing opportunity to grow your business: CeMAT MIDDLE EAST offers you a complete platform to be seen as a solution provider and meet decision makers seeking your services in intralogistics and materials handling.

Announce yourself to the target audience your business needs: Present your products and services to professionals, decision makers, representatives of materials handling, transport & logistics industries from across the region and beyond seeking to source new technology and solutions from a broad range of international products.

Take advantage of Dubai's development as a trade and logistics hub: As an exhibitor discover, meet and enhance your network regionally with officials from the numerous free zones, logistics parks, industrial cities, 3PL warehousing facilities offering investment opportunities the UAE and the neighbouring gulf countries are developing.

The Venue

CeMAT MIDDLE EAST 2010 will be held at the Dubai International Convention & Exhibition Centre.

An enviable location in a dynamic city, flexible and versatile meeting and exhibition spaces, and impressive facilities - the Dubai International Convention and Exhibition Centre (DICEC) is a world-class venue that has it all.

More information about the venue can be found at: www.dicec.ae

Mechanical Handling

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

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
- 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

Intralogistics - Systems and Software

- Computer systems and control systems for materials flow and intra logistics
- Identification technology, AUTO ID systems, Sensors for Intralogistics
- Application software and solutions for Intralogistics and transportation logistics
- Branch-specific solutions for Intralogistics and transport

Intralogistics Services and Outsourcing

- Intralogistics management
- Transport Intralogistics
- Intralogistics services

Professional visitor profile:

CeMAT MIDDLE EAST 2010 will attract a focussed trade audience of Managing Directors, General Managers Professional Logistics Managers, Logistical Engineers, Production and Operations Managers, Warehousing Managers, Software Engineers, Logistical System Integration Purchase Managers, Industrial Enterprises, Wholesalers, Retail Chains and Government Institutions.

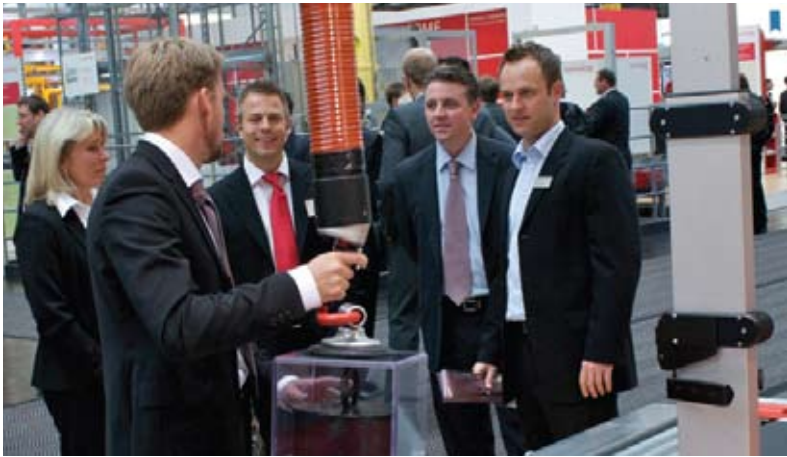


Image of CeMAT Hanover 2008

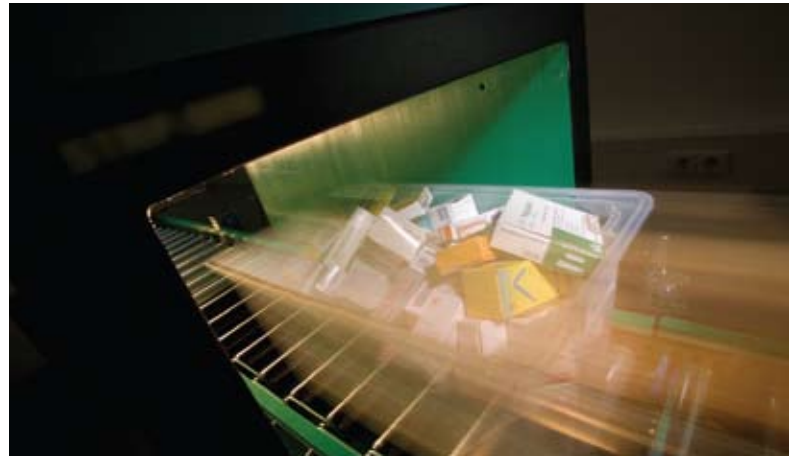


Image provided by Ehrhardt + Partner

Organisers

CeMAT MIDDLE EAST 2010 is organised by Deutsche Messe, Hannover and Deutsche Messe Dubai Branch.

With around 100 international trade exhibitions such as the world's largest IT show CeBIT and the annual industry event HANNOVER MESSE, both located in Hannover, Germany, Deutsche Messe is one of the largest trade fair organisers in the world with six subsidiaries offices across the world and representatives in more than 70 countries located in every continent and offer the very best in niche international trade shows with unparalleled professional service at all times.

CeMAT MIDDLE EAST will be concurrently held alongside the exhibitions Motion Drive Automation and Industrial Automation.

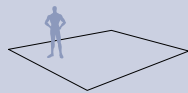


Generating interest for your success

Deutsche Messe Dubai Branch has enlisted the support of national and international industry associations and media partners to promote the show and secure interest of the global business community. Major advertising campaigns internationally and within the United Arab Emirates and the Middle East will be planned along with inserts in leading trade publications. The internet will also be used as an effective marketing tool via the show website www.cemat-me.com offering online registrations. Furthermore, targeted e-newsletters and show updates will also be regularly emailed. Last but not the least, all VIP's, trade associations and country delegations will be invited with personal invitations.

Showcase your products and services at the region's leading show for Materials Handling and Intralogistics

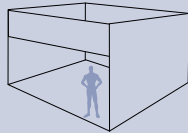
Raw Space



Stand area (minimum 21 sq m)

Price: 375 USD / sq m

Shell Scheme

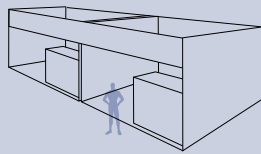


- Stand area (min. 12 sq m)
- Back walls and side walls (white)
- Carpeting
- 1 table
- 2 chairs

Price: 410 USD/ sq m

- 1 electrical socket
- 1 name panel/fascia
- 3 spotlights
- 1 waste paper basket

International Pavilion



- Stand area (min. 9 sq m)
- Wall panels
- Carpeting
- 1 table
- 2 chairs

- 1 electrical socket
- 1 name panel/fascia
- 3 spotlights
- 1 lockable cabinet
- 1 waste paper basket

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 whole event
- Telephone and fax with IDD line, Internet access and photocopier (services will be invoiced on the basis of actual usage)
- Snacks and drinks
- Lounge area (tables and chairs)

Price: 460 USD / sq m

CeMAT is organised around the world:

CeMAT ASIA, Shanghai/China	• 26 -29 October 2009	www.cemat-asia.com
CeMAT INDIA, Mumbai/India	• 10 -13 December 2009	www.cemat-india.com
CeMAT MIDDLE EAST, Dubai	• 9 -11 February 2010	www.cemat-me.com
WIN, Istanbul/Turkey	• 25 - 28 February 2010	www.win-fair.com
CeMAT Russia, Moscow	• 28 Sept - 1 Oct 2010	
CeMAT, Hannover/Germany	• 2 - 6 May 2011	www.cemat.de

For further information, please contact:

Deutsche Messe Dubai Branch
Sultan Business Centre, Suite 105
PO Box 72736, Dubai, UAE

Mr. Ashok Menon
Tel: +971 4 3376072
Fax: +971 4 3376074
ashok@messe-me.com

Deutsche Messe AG
Messegelaende
30521 Hannover, Germany

Mr. Carsten Fricke
Tel: + 49 511 89-32113
Fax: + 49 511 89-39681
carsten.fricke@messe.de

Ms. Julia Bress
Tel: + 49 511 89-31118
Fax: + 49 511 89-39681
julia.bress@messe.de

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Hannover - Germany



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