

CeMAT ASIA and PTC ASIA (26 – 29 October 2009 in Shanghai):

**PTC and CeMAT serve as a major platform for power transmission/fluid power and materials handling**

- 1,687 exhibitors attend leading trade fairs in Asia
- Special themed area reflects market developments
- Two leading trade fairs defy economic downturn with show of strength

**Shanghai/Hannover.** Chalking up an increase both in the number of exhibitors and in rented display space, the trade fair combination of PTC ASIA and CeMAT ASIA has triumphed again as a leading exhibition platform for the international power transmission/fluid power and materials handling industries. Held from 26-29 October at the Shanghai New International Expo Centre, the two trade shows saw numbers up, with 1,687 exhibitors (6.5% increase compared with 2008) and a total display area of 94,000 square metres booked (an increase of 16%). Over the four days of the event around 47,330 trade visitors from over 50 countries and regions were able to observe the innovative prowess and performance of exhibiting companies from the respective industries.

“We were very satisfied with the outcome of the trade fair. The results were far better than expected. We see the excellent response to our exhibitions in Shanghai as an extremely positive signal for the relevant sectors of industry, and we interpret this as a clear countertrend to the sustained global economic recession, a countertrend in which China is playing an outstanding role,” said Wolfgang Lenarz, Senior Vice-President of Deutsche Messe AG.

PTC ASIA 2009, featuring joint national displays from Germany, Italy, UK, Korea and China Taiwan, hosted a total of 1,307 exhibitors from 27 countries and regions showcasing their state-of-the-art technologies on a display area of 71,000 square metres. This year’s PTC was able to consolidate the status of what has become the world’s second largest and Asia’s top trade fair for power transmission/fluid power. PTC provided exhibiting companies with an ideal platform for restoring market optimism, making business leads and cultivating existing contacts. Numerous industry giants all made their way to the show, including Bosch Rexroth, Stauff, Parker Hannifin, SKF, NOK, Simrit, SEW, Siemens, NESSEI, Mann+Hummel and Sunbun.

As the region's leading exhibition for materials handling and intralogistics, CeMAT ASIA 2009 highlighted two important sectors – AUTO-ID and Automated Guided Vehicles (AGV) technology. Some 380 exhibitors from these sectors occupied a display space of 23,000 square metres. The presentation of AUTO-ID, which is closely linked to logistics, experienced a successful debut this year and won the approval of trade visitors. The special display area hosted a line-up of over 30 top enterprises from the US, Japan, Singapore, China Taiwan and Europe. Due to the great success of the "AGV Pavilion" last year, the organizers decided to again provide manufacturers with a dedicated platform to promote products. The show attracted many top-notch global companies such as Kion, Crown, Heli, GLOBAL-POWER, Liugong, GLOBAL FRIEND, Interroll, Kardex, ABUS and Gobel, all of which used the opportunity to showcase pioneering technologies and solutions for modern logistics.

Most companies are facing big challenges due to the economic downturn. Nonetheless, all participating companies gave the organizers the thumbs up for helping to boost business by providing well-organized events and high-calibre supporting programs.

"This is the first year we have participated in CeMAT ASIA", said Joe Ritter, Managing Director, Commercial Operations, Asia of Crown, adding, "It is a great opportunity for us to introduce Crown's products. We are extremely happy with the quality of the visitors and will surely come next year because CeMAT is simply too important to miss."

Ms. Camilla Christerson, from SKF Sealing Solutions, was likewise very pleased with the outcome of the trade show. She noted that the number of visitors to the stand was more or less the same as last year, but the quality of visitors was much better. SKF will be back next year to take part in PTC again.

On the basis of steady growth over several years, both PTC ASIA and CeMAT ASIA have developed into an international meeting-place and platform for the initiation of new business contacts and the cultivation of relations with existing business partners. The supporting program has grown in size and popularity too. This year saw some twenty seminars

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and conferences geared to the interests of the respective audiences of trade professionals – for example, lectures on hydraulics seals and detection technology, logistics coupled with ICT 2009 and the Alliance Meeting of international truck organizations, which was organized by CITA.

Organized by Deutsche Messe AG, Hannover Milano Fairs Shanghai Ltd, China Hydraulics Pneumatics & Seals Association, China General Machine Components Industry Association, China Federation of Logistics & Purchasing and the Chinese Mechanical Engineering Society, the next PTC ASIA and CeMAT ASIA are scheduled to take place from 25 to 28 October 2010 in Shanghai.

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