

CeMAT
ASIA

CeMAT ASIA 2023

24-27 October 2023
Shanghai New International Expo Centre

www.cemat-asia.com

After Show Report



中国物流与采购联合会



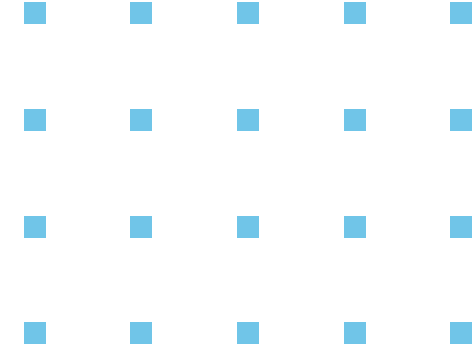
中国机械工程学会



Deutsche Messe



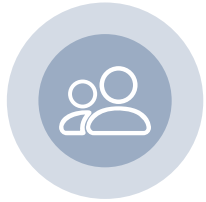
FIERA MILANO



Trade visitors:
Nearly **150,000** people



Professional forums & events:
Nearly **40** sessions



Buyer groups:
More than **500**



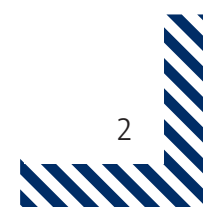
Exhibitors:
More than **800**



Exhibition area:
Over **80,000** sqm

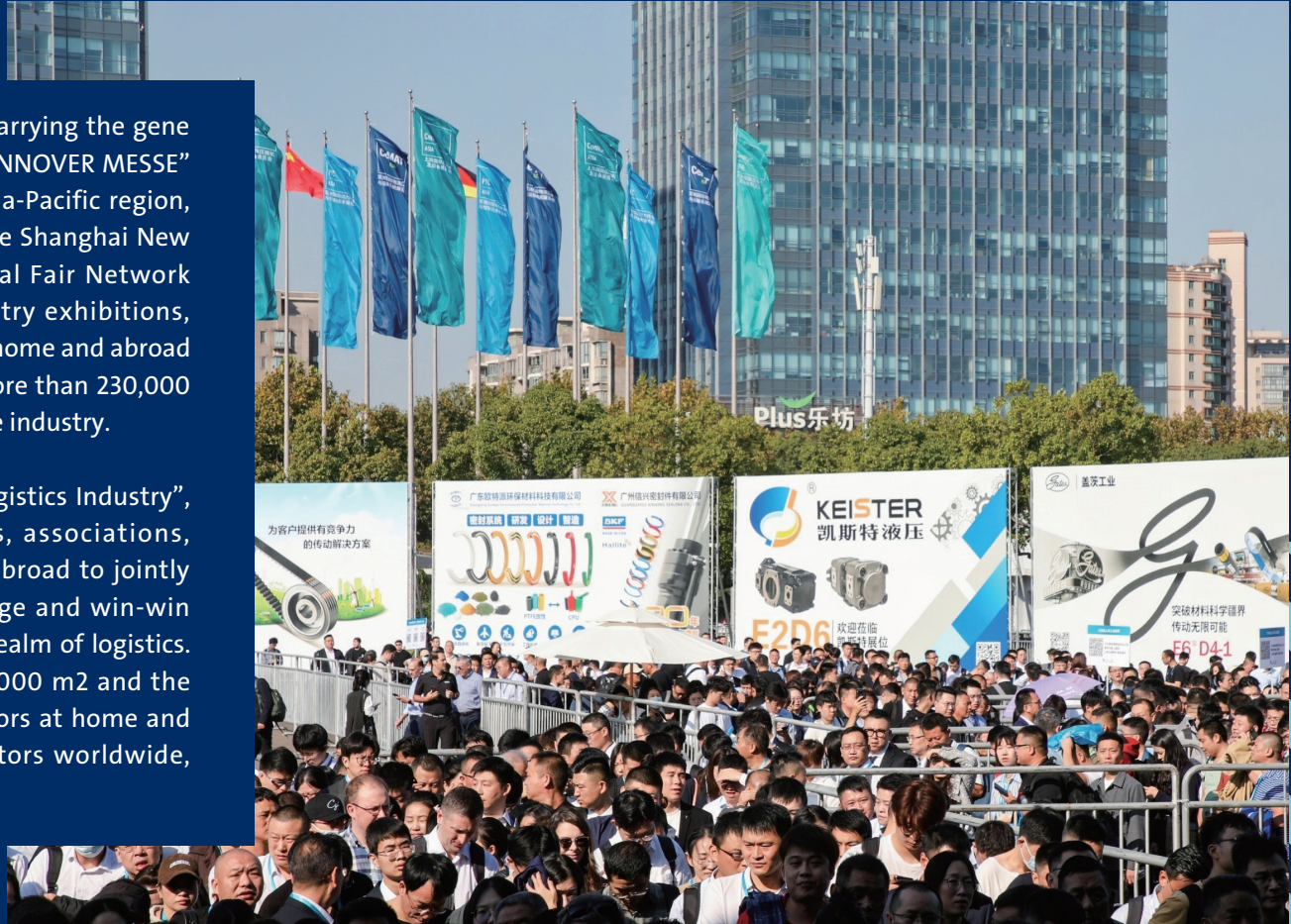


Visitors from overseas and Hong Kong,
Macao and Taiwan:
Nearly **10,000** people



Hannover's Industrial Fair Network 2023, an event carrying the gene of the world-class industrial technology event -- "HANNOVER MESSE" and representing the cutting-edge power of the Asia-Pacific region, came to a successful conclusion on October 27 at the Shanghai New International Expo Center. This four-day Industrial Fair Network includes top 10 upstream and downstream industry exhibitions, attracting nearly 3,200 well-known enterprises from home and abroad to display their exhibits on the exhibition halls of more than 230,000 square meters and jointly usher in a new era of future industry.

Themed on "Advanced Manufacturing Leads the Logistics Industry", CeMAT ASIA 2023 invites authoritative experts, associations, institutions, media and partners from home and abroad to jointly build a benchmarking platform for trade, exchange and win-win cooperation in high-end manufacturing within the realm of logistics. This event registers an exhibition area of over 80,000 m² and the participation of more than 800 well-known exhibitors at home and abroad. It has attracted nearly 150,000 trade visitors worldwide, hitting a record high in both scale and influence.



Key exhibitors



*The above are logos of some exhibitors, listed in no particular order

Concurrent forums and events

After years of efforts, CeMAT ASIA features a rich and diverse matrix of brand development activities. Nearly 40 concurrent forums and events reflected the deep thoughts and bold ideas for future industrial development from different perspectives.

The 2nd High-end Manufacturing Development Forum sponsored by Chinese Mechanical Engineering Society was held as a concurrent forum. The Forum under the theme of “Intelligent Leadership, Win-Win Cooperation” has attracted a number of academician-level experts to attend and give speeches, and invited senior executives of Chinese and foreign technology giants for an in-depth exchange on the development of China's material handling equipment industry, the digitalization of AI-enabled high-end equipment, the application of digital twins in logistics industry, intelligent manufacturing, carbon neutrality and other topics, and for the provision of solution to new developments in manufacturing. More than 1,000 trade visitors in the field of industrial manufacturing jointly witnessed this high-profile event.

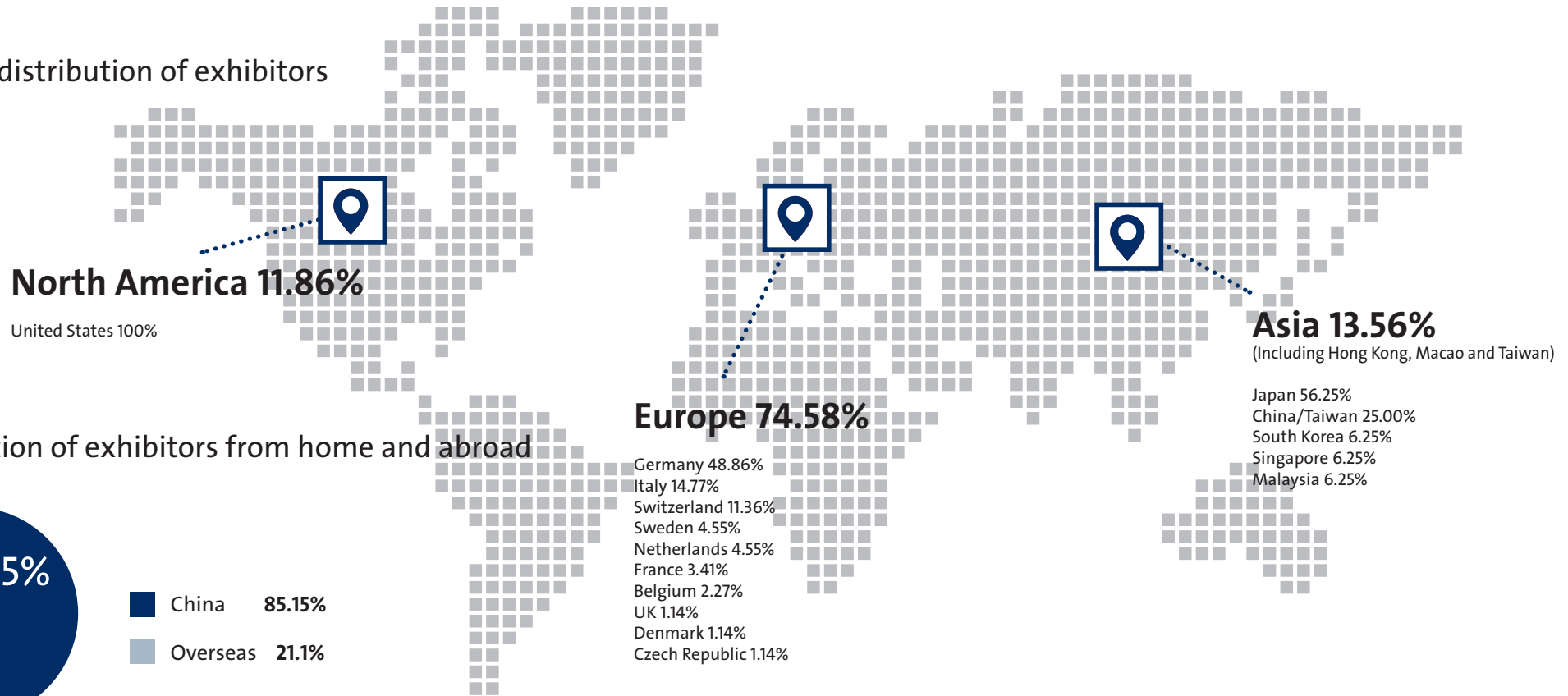


This year, the **Chinese College Students Mechanical Engineering Innovation and Creativity Competition -- Intelligent Manufacturing Competition** was held in physical form once again. This competition gathers nearly 2,000 contestants from participating teams of reputed universities, including Tongji University, Xi'an Jiaotong University and Zhejiang University, who are all elite students of these universities. With an aim of facilitating learning and education through competitions, this event has demonstrated the latest industry-university-research transformation results of high-end manufacturing, jointly contributing to the training of intelligent manufacturing talents.

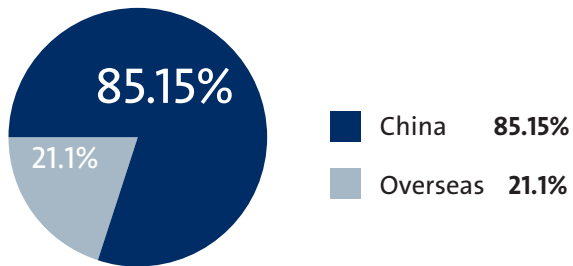
The three-day **CeMAT ASIA Innovation Salon**, as the core brand forum of CeMAT ASIA, has, in collaboration with powerful partners, organized discussions among visitors on many cutting-edge hot topics, such as logistics of the future world, fresh logistics, smart supply chain, home logistics and auto parts. It provided a unique opportunity to learn about top expert views of the year at once. By means of guest interviews, round table discussions and other interactive ways, it has facilitated extensive exchanges among industry professionals and promoted intelligent development of the logistics industry.

Analysis of exhibitors

Country distribution of exhibitors

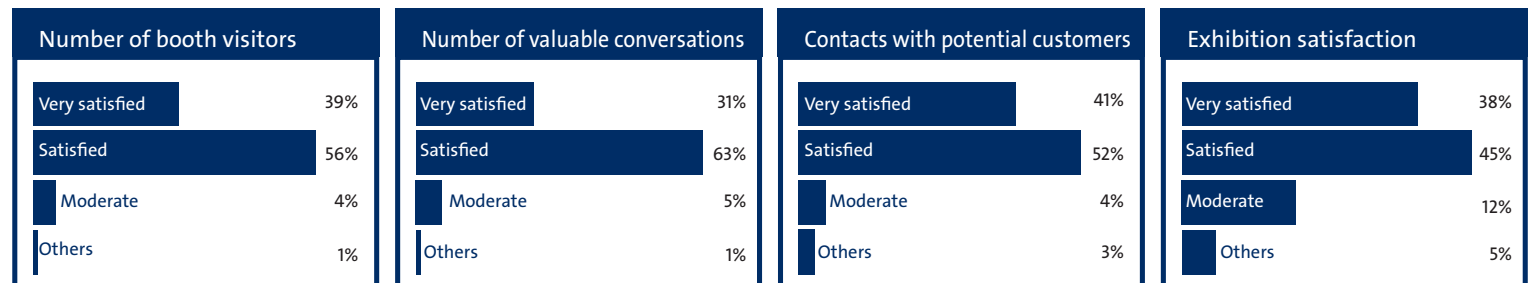


Distribution of exhibitors from home and abroad

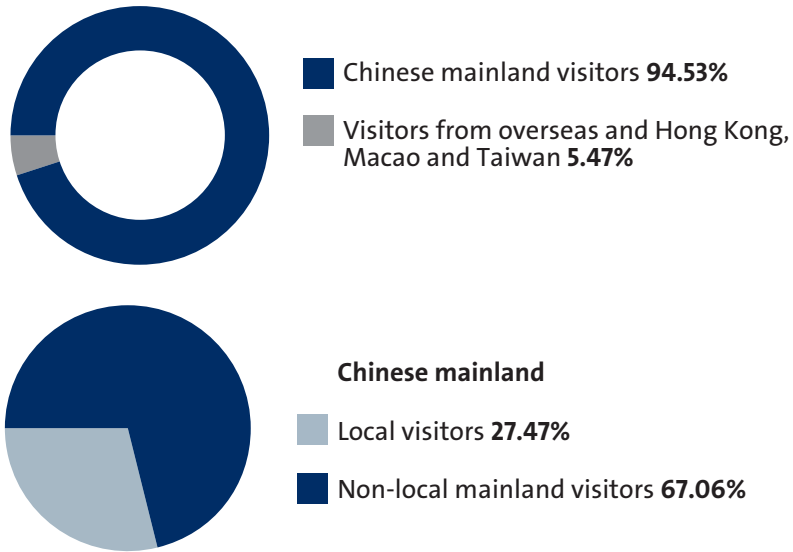


Onsite satisfaction distribution

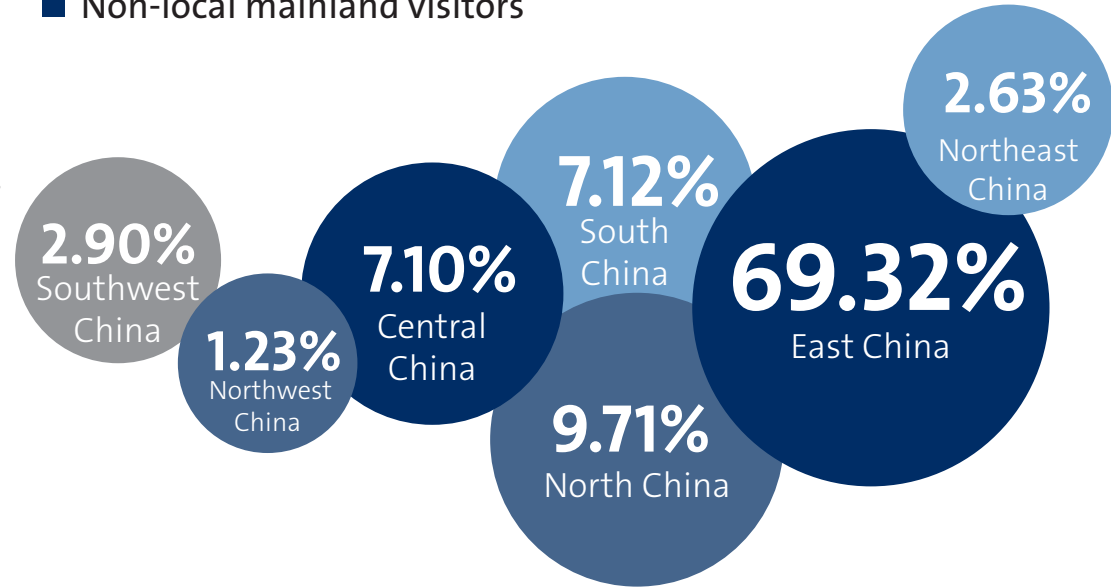
More than **87%** of the exhibitors reported successful sale on site, or reached an intention of cooperation.



Visitors from home and abroad



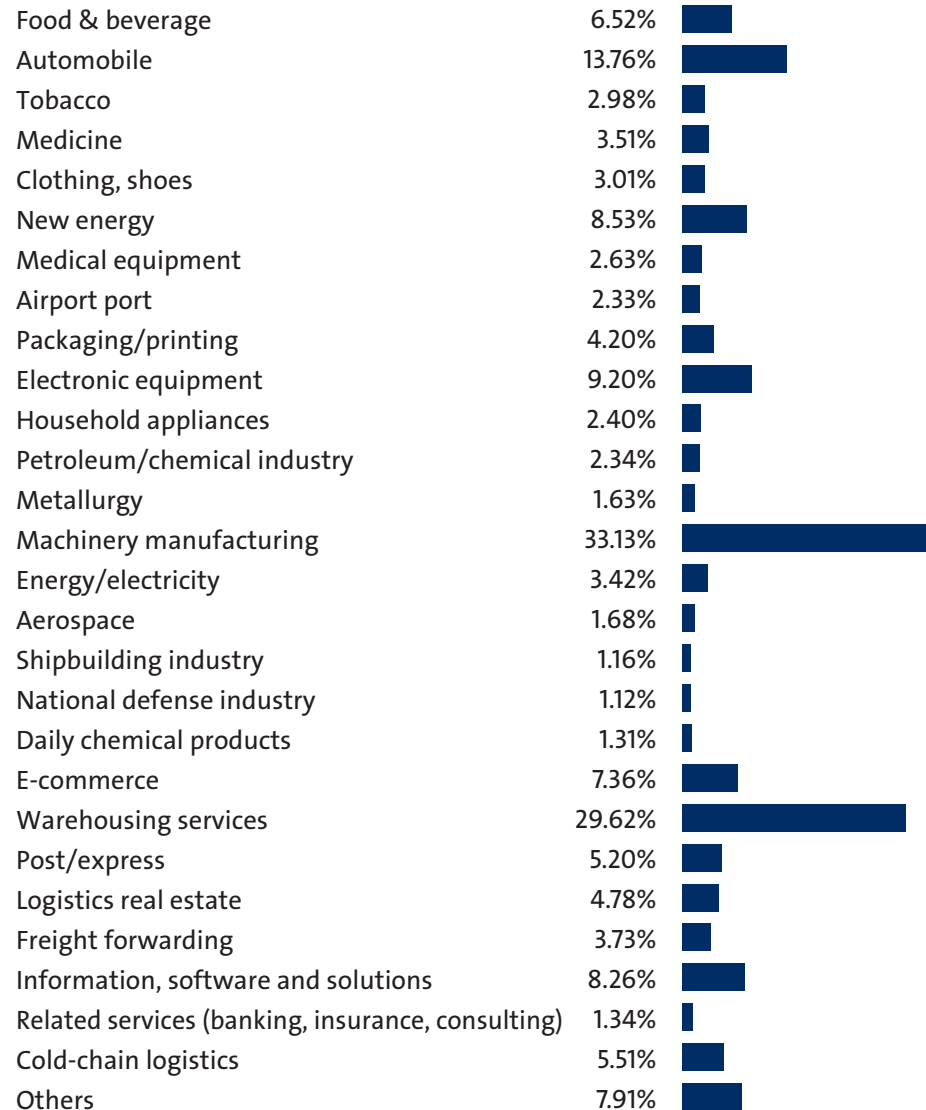
Non-local mainland visitors



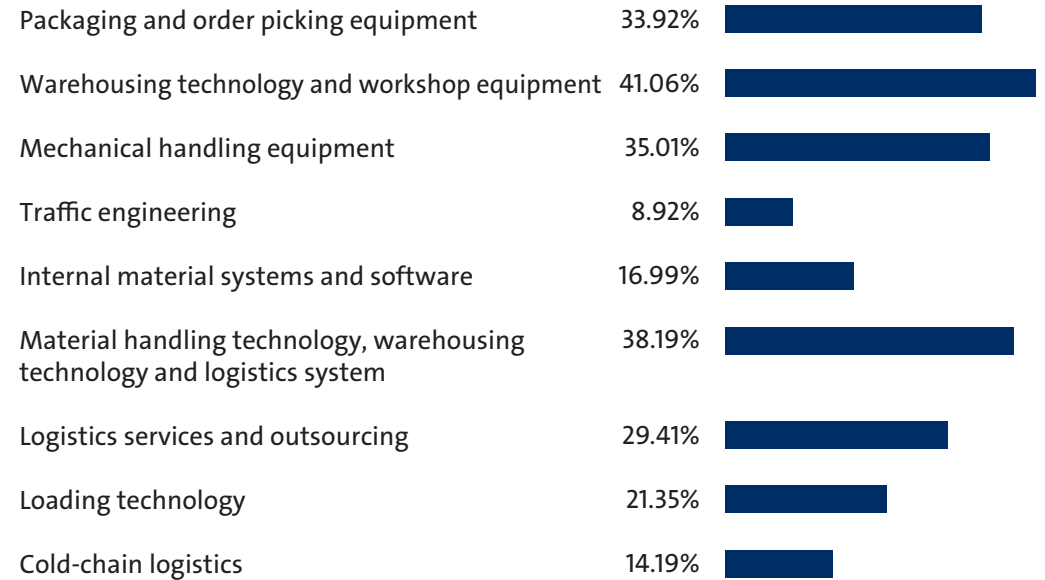
Regional distribution of overseas visitors

North America	1%	United States, Canada
Oceania	1.25%	Australia, New Zealand
Africa	1.25%	Egypt, Algeria, Mauritius
South America	2.04%	Brazil, Colombia, Chile, Argentina, Peru
Europe	29.14%	Russia, Germany, Belarus, Italy, France, Turkey, Poland
Asia	52.87%	South Korea, Japan, Malaysia, Thailand, Singapore, India, Indonesia, Vietnam, Iran, Philippines
Hong Kong, Macao and Taiwan	12.45%	Taiwan, Hong Kong, Macao, China

Industries of the visitors



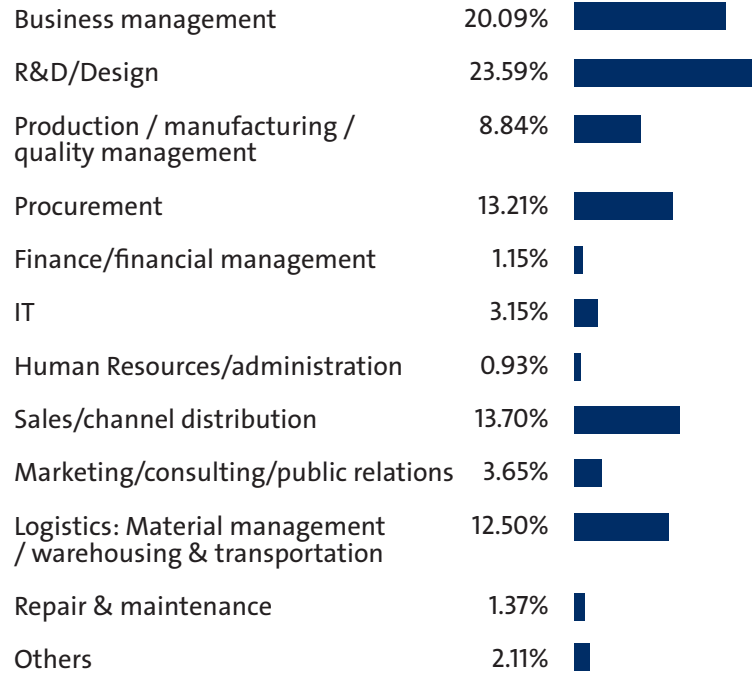
Sectors of visitor interests



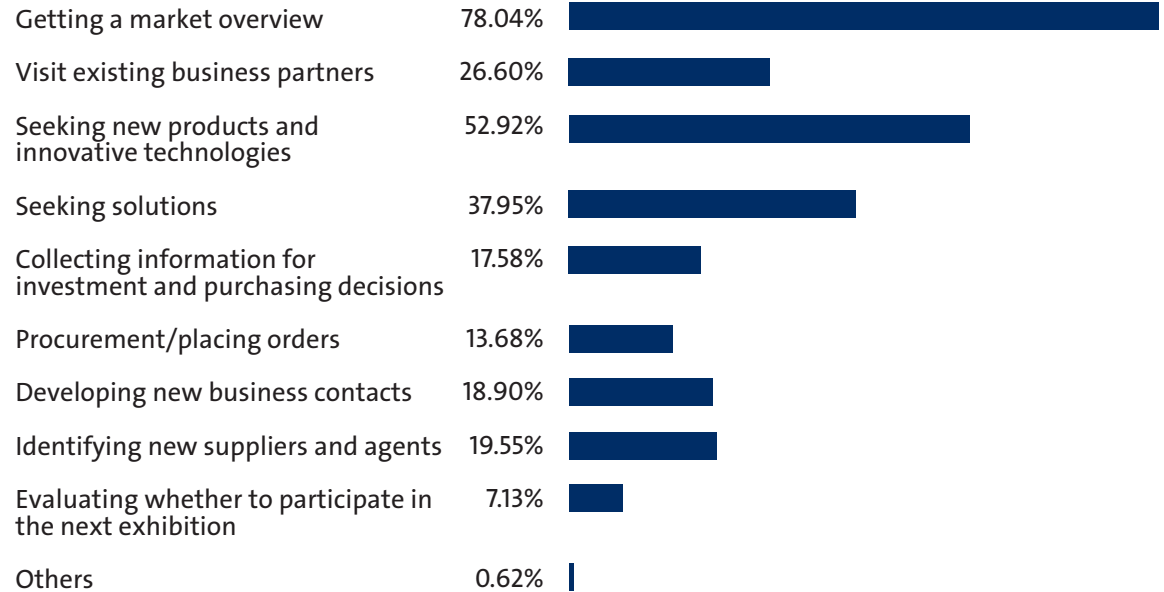
*The percentages are based on the number of people who responded to this question. Since some attendees made multiple selections, the total percentage exceeds 100%.

Analysis of visitors

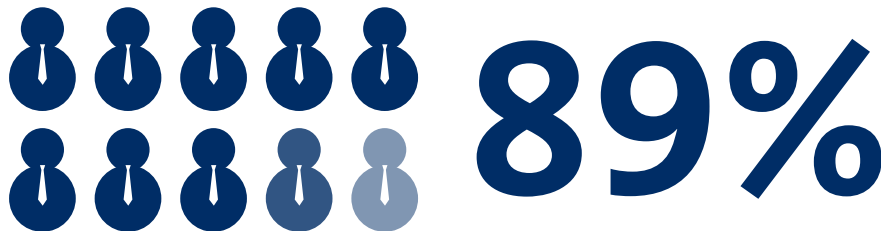
Job functions of visitors



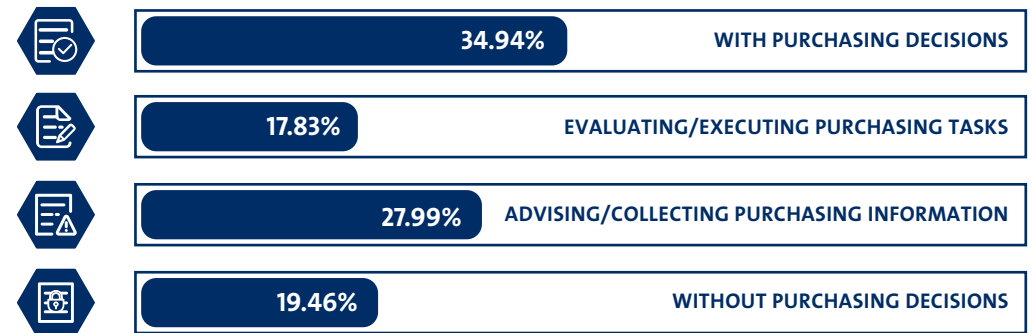
Purpose of visit



Visitors' purchasing decisions



Over **89%** of visitors are involved in purchasing or related decisions.



*The percentages are based on the number of people who responded to this question. Since some attendees made multiple selections, the total percentage exceeds 100%.

■ Representatives of exhibitors

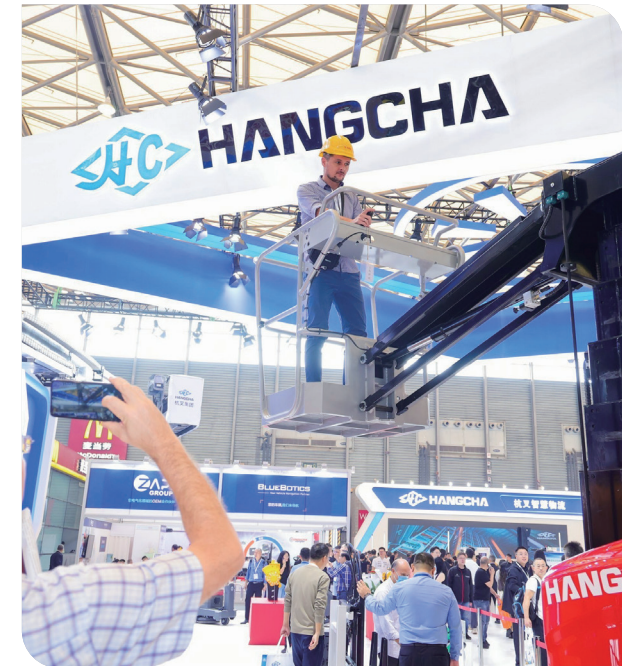
Vice President of Dematic and Managing Director of Dematic China Sun Chao

“Dematic, as a global partner of Hannover Fair and an old acquaintance at CeMAT ASIA, has showcased cutting-edge innovative technologies worldwide at each exhibition, driving China’s intelligent manufacturing to a high level. With unprecedented audience volume at the fair this year, we received a lot of attention and inquiries from new and existing customers at the exhibition.”



Assistant of the General Manager and Secretary of the Board of Directors of Hangcha Group Chen Saimin

Hangcha Group has participated in CeMAT ASIA for more than 10 times, whose scale and popularity this year have reached a record high. The organizer has provided all-round support and professional reporting during this process. This exhibition has effectively built up the company’s image, product popularity and market competitiveness.”



Hangzhou Hikrobot Co., Ltd. Cai Hua, Vice President of Domestic Marketing

“CeMAT ASIA is a highly influential and professional exhibition platform in the logistics industry, attracting numerous domestic and foreign logistics companies every year. With this platform, Hikrobot has been building an open cooperation ecosystem, providing services to users in the industrial and logistics fields, and continuously promoting intelligence with innovative technology.”

Industry experts



Mr. Zhao Qi
Vice President at 4flow Consulting

After a one-year hiatus, CeMAT ASIA 2023, eagerly anticipated by us, has finally been held. Featuring high popularity and a large number of visitors, this event demonstrates a high demand for intelligent warehousing at present. As a German consulting company engaged in intelligent warehouse planning, we placed an emphasis on the W1 Integrator Exhibition Area and the N1 AGV Exhibition Area, where major domestic exhibitors participated in this fair and displayed many more mature solutions, which has a good display and promotion effect for potential users. Moreover, as the partner of CeMAT ASIA Intelligent Salon once again, we also visited the half-day salon activity, which was attended by a nearly full audience. Here we listened to the guest speeches of Schneider Electric, SAIC Motor, New Hope Group, 4flow, and experience sharing in terms of supply chain strategy, intelligent digital development and ESG. It is a very rewarding trip for us. Looking forward to more exciting strategy next year!

Professor Fang Dianjun
Chief Scientist of China, Chief Representative of China, Fraunhofer Institute for Material Flow and Logistics

In the cooperation for more than 10 years with the Fraunhofer Institute for Material Flow and Logistics, CeMAT ASIA has developed into the most influential professional exhibition in China's logistics technology industry that garners high attention and active participation from numerous logistics technology industries as well as users from various industries every year. Relying on this platform, we have introduced the development trend of international logistics and the research and application of advanced logistics technologies for Chinese enterprises, and joined hands with well-known logistics technology enterprises and users at home and abroad to foster an open and cooperative industrial ecology, and to facilitate the digital and intelligent transformation and upgrading of Chinese industries!



Dr. Wang Zujin
Managing Partner of Shanghai TheBuddy Consulting Firm

This year's CeMAT Asia is an unprecedentedly grand event. It presents visitors with representative mainstream technology and innovative technology in areas from automation/intelligent technology to traditional basic operation. Various thematic seminars have also created an opportunity of deep exchange and learning for everyone, and the visitors were more enthusiastic than ever. It marks a perfect return of warehousing and logistics technology after the pandemic, and also reflects the growing attention of the entire industry to automation and intelligent technology. The effect of this exhibition is remarkable. I would like to express heartfelt thanks to the CeMAT team who has worked hard for building a high-level platform for our industry.



Representatives of visitors

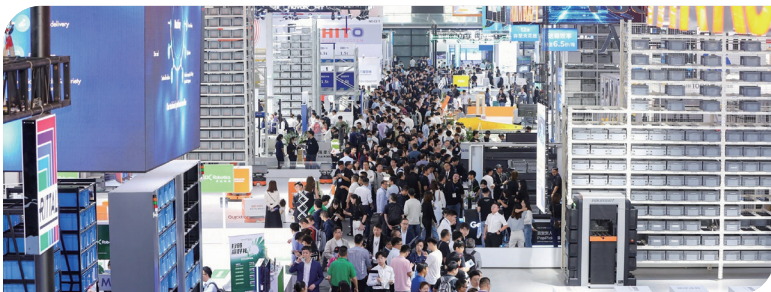
Yifeng Pharmacy Chain Co., Ltd. Mr. Xie

With the theme of “Advanced Manufacturing Leads the Logistics Industry”, CeMAT ASIA 2023 displays a comprehensive array of logistics technology hardware and software products with excellent performance and powerful functions, in a bid to lead the direction of logistics development. The exhibitors have unveiled systematic equipment and technologies such as intelligent stereoscopic warehouse, multi-dimensional shuttle applications, high-speed code scanning and sorting, in addition to AGV, RGV, robot handling and other single-point logistics technologies and equipment. Boasting clear theme, complete products, advanced technology and multi-dimensional empowerment, it is an international event of intelligent logistics and a feast for intelligent manufacturing that expands new horizons and provides new ideas for the intelligent and automated transformation and upgrading of the logistics sector. It is a great honor to attend this exhibition. We will stay tuned for CeMAT ASIA. Wish this event a greater success!

Delta Electronics (Jiangsu) Limited Mr. Gao

After a three-year hiatus due to the pandemic, all of us participated in CeMAT ASIA 2023 with high expectations, and sought intelligent logistics-related equipment and solutions in combination with Delta's own system:

1. Tools/equipment/local solution projects/perfect supporting solutions, etc. We were provided with a rare opportunity to learn and observe, and also saw the most cutting-edge technology and future development trend of intelligent logistics.
2. We collected part of information on the suppliers that fit the site environment of Zhongda and contacted them to discuss and formulate relevant plans onsite. With front-end CTM6 guidance, we expect to make the most downsizing solution at the lowest cost.



Inner Mongolia Yili Industrial Group Co., Ltd. Mr. Bao

It is a great honor for us to participate in this year's “CeMAT ASIA 2023”. Enriched with content, this event has created new innovation opportunities and new business models for the development of our company. I also want to express gratitude to the staff for their professionalism and enthusiasm. Your dedication has made me feel more at ease throughout the event. Look forward to meeting you next time. Miss you in subsequent 365 days.



Ford Motor (China) Ltd. Mr. Jin

We would like to send thanks to CeMAT ASIA for the efficient platform it provides. This event has displayed the most cutting-edge technology equipment and gathered leading suppliers in the domestic logistics industry so that we can have a very intuitive understanding of current industry developments, and the latest application scenarios. It further inspires us on the design and selection of related projects in the future. A lot of results have been produced at this exhibition.

Amorepacific Trading Co., Ltd. Mr. Yang

It is a great honor to participate in CeMAT ASIA once again. The current exhibition is the first to be held after the pandemic, and the scale and quality of the event have not been affected by the brief pause caused by the pandemic. Both the layout and the launch of exhibits prove good arrangements of the organizers. Products displayed by all exhibitors almost cover most of advanced technologies in the logistics industry today. Its success is also evidenced by numerous learning and collaboration opportunities it creates.

Etsong (Qingdao) Tobacco Machinery Co., Ltd. Mr. Yu

CeMAT ASIA gathers many logistics equipment and technology manufacturers from all over the world, presenting new products, technologies and applications. It injects new impetus and vitality into the innovation and development of the global logistics and supply chain industry. To my belief, amid continuous advancement of technology and the acceleration of globalization, the future of our industry will be filled with unlimited possibilities.



THE BUYER DELEGATION INCLUDES REPRESENTATIVES FROM THE FOLLOWING COMPANIES (NOT AN EXHAUSTIVE LIST)

- | | | | |
|---|--|---|---|
| IKEA Distribution (China) Co., Ltd. | SF Express | Continental Automotive Systems (Shanghai) Co., Ltd. | GAC Toyota Motor Co., Ltd. |
| Yifeng Pharmacy Chain Co., Ltd. | Huili Plastics (Shanghai) Co., Ltd. | Zhongce Rubber Group Co., Ltd. | DBSchenker |
| Inner Mongolia Yili Industrial Group Co., Ltd. | SIPG Logistics (XIAMEN) Co., Ltd. | YILIMART | Chongqing Pharmaceutical Group Heping Logistics Co., Ltd. |
| Huawei Machine Co., Ltd. | Signify (China) Investment Co., Ltd. | HUAFU FASHION | Amorepacific Trading Co., Ltd. |
| OPPEIN Home Group Inc. | Ningbo Gongniu Electric APPLIANCE Co., Ltd. | Maersk Supply Chain Management Co., Ltd. | Etsong (Qingdao) Tobacco Machinery Co., Ltd. |
| CR Jiangsu Pharmaceutical Co., Ltd. | Delta Electronics (Jiangsu) Limited | COSCO SHIPPING Logistics (Nantong) | Wuhan Dong Hon Logistics co. Ltd. |
| Unilever (China) Co., Ltd. | Schneider Electric Shanghai Logistics Center | Volkswagen FAW Engine (Dalian) Co., Ltd. | TOYOTA Material Handling (SHANGHAI) Co., Ltd. |
| TCL China Star Optoelectronics Technology Co., Ltd. | Delta Electronic Enterprise Management (Shanghai) Co., Ltd. Wujiang Branch | Anhui Jiangqi Logistics Co., Ltd. | Henan Meidaojia Industrial Co., Ltd. |
| Zhejiang CHINT Building Electrics Co., Ltd. | Zhejiang Railway Development Group Co., Ltd. | BMW Brilliance Automotive Ltd. | Zhuzhou CRRCC Times Semiconductor Co., Ltd. |
| L'OREAL (CHINA) Co., Ltd. | Baoshan Iron & Steel Co., Ltd. | Yanfeng Automotive Interiors | UPS |
| TUHU Car Inc. | Shell (China) Limited | Wuxi Apptec (Shanghai) Co., Ltd. | DENSO (CHINA) Investment Co., Ltd. |
| Nongfu Spring Co., Ltd. | Moke Pharmaceutical Manufacturing (Jiangsu) Co., Ltd. | Tesa Tape (SHANGHAI) Co., Ltd. | Tsubakimoto CHAIN (SHANGHAI) Co., Ltd. |
| HEMA (China) Co., Ltd. | Fujitec Shanghai Sourcing Center | Zhongce Rubber (Tianjin) Co., Ltd. | Meiden (Hangzhou) Drive Systems Co., Ltd. |
| Valspar Coatings (Shanghai) Co., Ltd. | DHL-SINOTRANS International AIR Courier Ltd. | Aviation Industry Corporation of China, Ltd. | |
| Zhejiang Semir Garment Co., Ltd. | Yum China Holdings, Inc. | SIN-SINO Industrial Development PTE Ltd. | |
| Mars Foods (Jiaxing) Co., Ltd. | | Ford Motor (China) Ltd. | |

* The above are in no particular order.

Going CeMAT-HallWalk

In order to enhance interaction and exchange between professional buyers and VIP delegations and exhibitors, the “Enjoy Meeting” Project planned to launch a customized fair tour activity at the exhibition site this year, namely “Exploring CeMAT Again—‘Enjoy Meeting’ Trip”, building upon original services. During the exhibition, Dr. Wang Zujin, an expert in the logistics industry, will be invited to lead more than 20 buyers daily for a detailed two-day explanation of new products, technologies and their applications across various categories in the logistics industry. The event has collaborated with exhibitors, assisting companies in better promoting their exhibits and, at the same time, bringing buyers and exhibitors closer in interactive communication. It has received positive feedback and become a highlight of the on-site activities.

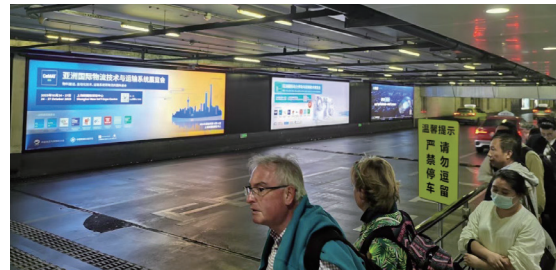


Exhibition promotion channel



- CeMAT ASIA Website
 - **1,055,454** views
 - **712,076** visits

- Light box advertising in subway and HSR stations



- Electronic Direct Mail (eDM)
 - **326,010** emails delivered

- The number of high-quality followers of the WeChat Official Account continues to increase
 - 110,000+ followers
 - 50,000+ page views

2023

• **110,000+** followers

• **50,000+** page views

- Social media buzz

Douyin **6,970,000+** exposure

WeChat Moments
2,760,000+ exposure

Weibo **1,350,000+** exposure

Toutiao **6,890,000+** exposure

Baidu **3,290,000+** exposure

Sponsors & Media Partners

Sponsors



Supporting organizations



Partner media/partner websites



* The above are in no particular order.

Highlights



CeMAT ASIA 2024

5-8 November 2024

Company: _____

Contact: _____ Title: _____

Tel: _____ Fax: _____

MP: _____ Email: _____

Products: _____

Planned exhibition for: CeMAT ASIA 2024: _____ sqm

Contact:

Hannover Milano Fairs Shanghai Ltd.
Rm. 301 B&Q Pudong Oce Tower 393 Yinxiao Rd.
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Website: www.messe.de



Please note that this document serves as a pre-booking of space for CeMAT ASIA 2024.
It doesn't serve as a legally binding document. Official APPLICATION FORM will be ready in due time and will be sent to you shortly.



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