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*
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

North America 11.86%
United States 100%

Europe 74.58%
- Germany 48.86%
- Italy 14.77%
- Switzerland 11.36%
- Sweden 4.55%
- Netherlands 4.55%
- France 3.41%
- Belgium 2.27%
- UK 1.14%
- Denmark 1.14%
- Czech Republic 1.14%

Asia 13.56%
(Including Hong Kong, Macao and Taiwan)
- Japan 56.25%
- China/Taiwan 25.00%
- South Korea 6.25%
- Singapore 6.25%
- Malaysia 6.25%

Distribution of exhibitors from home and abroad

85.15% 21.1%
- China 85.15%
- Overseas 21.1%

Onsite satisfaction distribution

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

Number of booth visitors
- Very satisfied: 39%
- Satisfied: 56%
- Moderate: 4%
- Others: 1%

Number of valuable conversations
- Very satisfied: 31%
- Satisfied: 63%
- Moderate: 5%
- Others: 1%

Contacts with potential customers
- Very satisfied: 41%
- Satisfied: 52%
- Moderate: 4%
- Others: 3%

Exhibition satisfaction
- Very satisfied: 38%
- Satisfied: 45%
- Moderate: 12%
- Others: 5%
Analysis of visitors

- Visitors from home and abroad
  - Chinese mainland visitors 94.53%
  - Visitors from overseas and Hong Kong, Macao and Taiwan 5.47%
  - Local visitors 27.47%
  - Non-local mainland visitors 67.06%

- Non-local mainland visitors
  - Northeast China 2.63%
  - East China 69.32%
  - South China 7.12%
  - Central China 7.10%
  - North China 9.71%

Regional distribution of overseas visitors

<table>
<thead>
<tr>
<th>Region</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>North America</td>
<td>United States, Canada</td>
</tr>
<tr>
<td>Oceania</td>
<td>Australia, New Zealand ...</td>
</tr>
<tr>
<td>Africa</td>
<td>Egypt, Algeria, Mauritius ...</td>
</tr>
<tr>
<td>South America</td>
<td>Brazil, Colombia, Chile, Argentina, Peru ...</td>
</tr>
<tr>
<td>Europe</td>
<td>Russia, Germany, Belarus, Italy, France, Turkey, Poland ...</td>
</tr>
<tr>
<td>Asia</td>
<td>South Korea, Japan, Malaysia, Thailand, Singapore, India, Indonesia, Vietnam, Iran, Philippines ...</td>
</tr>
<tr>
<td>Hong Kong, Macao and Taiwan</td>
<td>Taiwan, Hong Kong, Macao, China</td>
</tr>
</tbody>
</table>
## Analysis of visitors

### Industries of the visitors

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food &amp; beverage</td>
<td>6.52%</td>
</tr>
<tr>
<td>Automobile</td>
<td>13.76%</td>
</tr>
<tr>
<td>Tobacco</td>
<td>2.98%</td>
</tr>
<tr>
<td>Medicine</td>
<td>3.51%</td>
</tr>
<tr>
<td>Clothing, shoes</td>
<td>3.01%</td>
</tr>
<tr>
<td>New energy</td>
<td>8.53%</td>
</tr>
<tr>
<td>Medical equipment</td>
<td>2.63%</td>
</tr>
<tr>
<td>Airport port</td>
<td>2.33%</td>
</tr>
<tr>
<td>Packaging/printing</td>
<td>4.20%</td>
</tr>
<tr>
<td>Electronic equipment</td>
<td>9.20%</td>
</tr>
<tr>
<td>Household appliances</td>
<td>2.40%</td>
</tr>
<tr>
<td>Petroleum/chemical industry</td>
<td>2.34%</td>
</tr>
<tr>
<td>Metallurgy</td>
<td>1.63%</td>
</tr>
<tr>
<td>Machinery manufacturing</td>
<td>33.13%</td>
</tr>
<tr>
<td>Energy/electricity</td>
<td>3.42%</td>
</tr>
<tr>
<td>Aerospace</td>
<td>1.68%</td>
</tr>
<tr>
<td>Shipbuilding industry</td>
<td>1.16%</td>
</tr>
<tr>
<td>National defense industry</td>
<td>1.12%</td>
</tr>
<tr>
<td>Daily chemical products</td>
<td>1.31%</td>
</tr>
<tr>
<td>E-commerce</td>
<td>7.36%</td>
</tr>
<tr>
<td>Warehousing services</td>
<td>29.62%</td>
</tr>
<tr>
<td>Post/express</td>
<td>5.20%</td>
</tr>
<tr>
<td>Logistics real estate</td>
<td>4.78%</td>
</tr>
<tr>
<td>Freight forwarding</td>
<td>3.73%</td>
</tr>
<tr>
<td>Information, software and solutions</td>
<td>8.26%</td>
</tr>
<tr>
<td>Related services (banking, insurance, consulting)</td>
<td>1.34%</td>
</tr>
<tr>
<td>Cold-chain logistics</td>
<td>5.51%</td>
</tr>
<tr>
<td>Others</td>
<td>7.91%</td>
</tr>
</tbody>
</table>

### Sectors of visitor interests

<table>
<thead>
<tr>
<th>Sector</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Packaging and order picking equipment</td>
<td>33.92%</td>
</tr>
<tr>
<td>Warehousing technology and workshop equipment</td>
<td>41.06%</td>
</tr>
<tr>
<td>Mechanical handling equipment</td>
<td>35.01%</td>
</tr>
<tr>
<td>Traffic engineering</td>
<td>8.92%</td>
</tr>
<tr>
<td>Internal material systems and software</td>
<td>16.99%</td>
</tr>
<tr>
<td>Material handling technology, warehousing technology and logistics system</td>
<td>38.19%</td>
</tr>
<tr>
<td>Logistics services and outsourcing</td>
<td>29.41%</td>
</tr>
<tr>
<td>Loading technology</td>
<td>21.35%</td>
</tr>
<tr>
<td>Cold-chain logistics</td>
<td>14.19%</td>
</tr>
</tbody>
</table>

*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

### Purpose of visit

- Getting a market overview: 78.04%
- Visit existing business partners: 26.60%
- Seeking new products and innovative technologies: 52.92%
- Seeking solutions: 37.95%
- Collecting information for investment and purchasing decisions: 17.58%
- Procurement/placing orders: 13.68%
- Developing new business contacts: 19.55%
- Identifying new suppliers and agents: 18.90%
- Evaluating whether to participate in the next exhibition: 7.13%
- Others: 0.62%

### 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%.*

**Job functions of visitors**

- Business management: 20.09%
- R&D/Design: 23.59%
- Production / manufacturing / quality management: 8.84%
- Procurement: 13.21%
- Finance/financial management: 1.15%
- IT: 3.15%
- Human Resources/administration: 0.93%
- Sales/channel distribution: 13.70%
- Marketing/consulting/public relations: 3.65%
- Logistics: Material management / warehousing & transportation: 12.50%
- Repair & maintenance: 1.37%
- Others: 2.11%

**Visitors' purchasing decisions**

- WITH PURCHASING DECISIONS: 34.94%
- EVALUATING/EXECUTING PURCHASING TASKS: 17.83%
- ADVISING/COLLECTING PURCHASING INFORMATION: 27.99%
- WITHOUT PURCHASING DECISIONS: 19.46%
Voic from the site

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!

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.

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!
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.

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

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

- **Light box advertising in subway and HSR stations**

- **The number of high-quality followers of the WeChat Official Account continues to increase**
  - 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

Partner media/partner websites

Supporting organizations

Oversea media

* The above are in no particular order.
CeMAT ASIA 2024
5-8 November 2024

<table>
<thead>
<tr>
<th>Company:</th>
<th></th>
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<table>
<thead>
<tr>
<th>Contact:</th>
<th>Title:</th>
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<table>
<thead>
<tr>
<th>Products:</th>
</tr>
</thead>
</table>

Planned exhibition for: CeMAT ASIA 2024: ______________________ sqm

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.
CeMAT ASIA 2024
5-8 November 2024
Shanghai New International Expo Centre
www.cemat-asia.com