Nearly **80,000 sqm.** Exhibition Area

**101,057** Trade Visitors

Over **700** Exhibitors

**30+** Concurrent Forums and Activities

**324** Matchmaking Organized by the Organizers

**164** Buyer Delegations
Staging a high caliber exhibition in Asia-Pacific region, the industrial mega-show organized by Deutsche Messe AG, Hannover Milano Fairs Shanghai and the Chinese partners rounded off on 6 November at the Shanghai New International Expo Centre. Themed with “Smart Logistics”, CeMAT ASIA, ICCE ASIA and E-PACK TECH welcomed over 700 notable enterprises at a total display area of nearly 80,000 sqm. As the annual industrial feast, the four-day events attracted total 101,057 visitors, which was a very exciting and positive result for this year’s situation.

“The trade fair industry is always the magical place where people can find tremendous opportunities and unexpected connections,” said by Gary Liu, Managing Director of Hannover Milano Fairs Shanghai, “The crowds of visits strongly prove that our shows are still the leading platforms for manufactures to expand their business and exchange industrial perspective. Here, innovation and cooperation happen in every corner. It’s so good to see that our shows win the trust and satisfaction by most of our participants in this challenging time.”
Exhibition Highlights

The AGV Theme Day is another highlight of CeMAT ASIA this year. Robotics and AGV pioneers such as, Hikrobot, Geekplus, Quicktron, SIASUN, Mushiny, Guozi, Huaray, Mooe, Mairui, Navagraha, AGV, JingYuan, Libiao, BYD, Iplus, Yufeng, VisionNav, MALU INNO, Bito, ForwardX, Noblelift, Casun, Staubli, Bosch Rexroth conducted more than 20 forums and activities under the theme of “Robotics in Smart Logistics”, they jointly created a carnival for AGV industry.

Covered nearly 80,000 sqm. exhibition area, CeMAT ASIA continuously supported the “SMART” transformation of logistics industry, and gathered more than 700 industry players from system integration, robot, AGV, forklift truck sectors, brands including Dematic, RIAMB, BMHRI, Kunming KSEC, Damon, Zhongding Integration, Nti Logistics, JD, Blue Sword, Gen-song, OMH, Honeywell, Hangcha Group, Vstrong, HUAZH, Galaxis, Wayz, INFORM, Hojin, JingXing, Zikoo, Eoslift, Kuangshi, Tianjin Master, New Beiyang, Lonlink, Huayi, Zhongheng, OTL, Kingmore, HC, Ginfon, Automha, MIAS, Enfon, Modula, SEW, Gaoke, Nova, Gangyu, ITOH, Speed, Phoebus, P+F, SICK, Cognex, IFM, KEYENCE, Siemens, Phoenix, Wago, Schneider, E-P EQUIPMENT, Vita Wheel, Tianneng, Santroll, Longhe, Prolog, Shuangqi, BETTER CONVEY, Xianglong, Apollo, GPG, NOVOCRANE, Gorbel and WORLDHOISTS.
CeMAT ASIA 2020 concurrently held over 30 forums and activities, all of them were highly acclaimed by the visitors. <China Logistics Equipment Industry Development Report (2018-2019)> edited by Chinese Mechanical Engineering Society (CMES) was officially released on CeMAT ASIA 2020, accompanied with the official releasing of the report, CMES also organized 5 themed summits during the show. Aiming to establish and complete the standards of China mobile robotics industry, Shanghai Robot Industrial Technology Research Institute organized forums at CeMAT this year. The second Intelligent Manufacturing Competition 2020 | National College Mechanical Engineering Innovation Competition was conducted again on CeMAT ASIA this year, the emerging forces of China intelligent manufacturing industry was gathered at the competition, brought the industry with new ideas of innovation.

Together with Fraunhofer IML, Shanghai-Amazon AWS Joint Innovation Center, China Storage & Transportation Magazine, Logistics and Material Handling Magazine and China Automotive Logistics Association of CFLP, the organizer of CeMAT ASIA delivered over 30 high quality speeches at the “Star Program” of CeMAT ASIA - Innovation Salon, covered frontier hot topics, including intelligent manufacturing, smart logistics, artificial intelligence, cloud computing, IoT and post pandemic raw & fresh food, garment & shoes, automobile components logistics planning and trends. Through guest interview, round-table discussion, real-time live broadcast, exchange and interaction, the event promoted in-depth exchanges in the industry and drove the intelligent development of the logistics industry.
Exhibitor analysis

Exhibitor Country Distribution

- China Mainland: 97.5%
- Overseas: 2.5%
- Asia: 97.5%
- Europe: 2.2%
- China/Taiwan: 97.5%
- Austria: 0.1%
- Germany: 1.0%
- Poland: 0.1%
- Italy: 0.7%
- Sweden: 0.1%

On-site Satisfaction Distribution

Over 86% of exhibitors express that they reached transactions or cooperation intention onsite.

Number of visitors at your stand

- Very satisfied: 34%
- Satisfied: 61%
- OK: 4%
- Other: 1%

Number of in-depth discussions with trade visitors

- Very satisfied: 37%
- Satisfied: 57%
- OK: 5%
- Other: 1%

Number of contacts with new potential customers

- Very satisfied: 39%
- Satisfied: 51%
- OK: 7%
- Other: 3%

Overall satisfaction

- Very satisfied: 41%
- Satisfied: 42%
- OK: 12%
- Other: 5%
Visitor Analysis

Regional Distributions of Visitors

- China Mainland visitors distribution (except visitors from Shanghai, Hongkong, Taiwai and Macau)

North China 9.8%
- Beijing 7.0%
- Tianjin 1.6%
- Shanxi 0.6%
- Hebei 0.6%

East China 61.3%
- Jiangsu 33.8%
- Zhejiang 19.5%
- Anhui 3.0%
- Shandong 4.0%
- Fujian 1.4%

Central China 4.0%
- Hubei 1.8%
- Henan 1.2%
- Hunan 1.0%

South China 6.9%
- Guangdong 6.9%

Northwest China 0.6%
- Shanxi 0.6%

Southwest China 1.9%
- Sichuan 0.8%
- Yunnan 0.6%
- Chongqing 0.5%

Other region visitors distribution

- East China 67.9%
- North China 11.3%
- South China 7.9%
- Central China 6.3%

China Mainland visitors distribution
- China Mainland 99.8%
- Other 0.2%

Overall distributions of visitors
- Northeast China 2.5%
- Liaoning 1.5%
- Jilin 0.7%
- Heilongjiang 0.3%

- \[ \text{Northeast China} 2.5\% \]
- \[ \text{Liaoning} 1.5\% \]
- \[ \text{Jilin} 0.7\% \]
- \[ \text{Heilongjiang} 0.3\% \]

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**Visitor Industry**

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logistics service</td>
<td>35.1%</td>
</tr>
<tr>
<td>Mechanic manufacturing</td>
<td>31.8%</td>
</tr>
<tr>
<td>Storage service</td>
<td>28.1%</td>
</tr>
<tr>
<td>Automobile</td>
<td>12.8%</td>
</tr>
<tr>
<td>Food and beverage</td>
<td>11.7%</td>
</tr>
<tr>
<td>Electronic equipment</td>
<td>11.1%</td>
</tr>
<tr>
<td>Information software and solution</td>
<td>8.9%</td>
</tr>
<tr>
<td>E-commerce</td>
<td>8.3%</td>
</tr>
<tr>
<td>Pharmaceutical</td>
<td>5.8%</td>
</tr>
<tr>
<td>Cold chain</td>
<td>5.4%</td>
</tr>
<tr>
<td>Postal/ Express delivery</td>
<td>5.2%</td>
</tr>
<tr>
<td>Packaging / Printing</td>
<td>5.1%</td>
</tr>
<tr>
<td>Logistics real estate</td>
<td>5.1%</td>
</tr>
<tr>
<td>Energy / Power supply</td>
<td>4.2%</td>
</tr>
<tr>
<td>Freight forwarder</td>
<td>3.9%</td>
</tr>
<tr>
<td>Tobacco</td>
<td>2.4%</td>
</tr>
<tr>
<td>Airpor / Port</td>
<td>2.3%</td>
</tr>
<tr>
<td>Home electronic appliance</td>
<td>2.3%</td>
</tr>
<tr>
<td>Daily chemicals</td>
<td>2.3%</td>
</tr>
<tr>
<td>Petroleum/chemical</td>
<td>2.2%</td>
</tr>
<tr>
<td>Delivery service</td>
<td>2.1%</td>
</tr>
<tr>
<td>Fashion</td>
<td>1.9%</td>
</tr>
<tr>
<td>Aerospace industry</td>
<td>1.8%</td>
</tr>
<tr>
<td>Related service(bank, insurance, consultation)</td>
<td>1.6%</td>
</tr>
<tr>
<td>Metallurgy</td>
<td>1.3%</td>
</tr>
<tr>
<td>National defense</td>
<td>1.3%</td>
</tr>
<tr>
<td>Shipbuilding</td>
<td>1.1%</td>
</tr>
<tr>
<td>Garment</td>
<td>0.9%</td>
</tr>
<tr>
<td>Road transportation</td>
<td>0.4%</td>
</tr>
<tr>
<td>Railway transportation</td>
<td>0.2%</td>
</tr>
<tr>
<td>Air transportation</td>
<td>0.2%</td>
</tr>
<tr>
<td>Water transportation</td>
<td>0.1%</td>
</tr>
<tr>
<td>Other</td>
<td>10.6%</td>
</tr>
</tbody>
</table>

*The percentage is analyzed on the basis of the number of people who answered this question. Part of the visitors made multiple choices, and thus the total percentage exceeds 100%.*
**Visitor analysis**

### Purpose of visit
- **Obtain market information** 67.7%
- **Visit suppliers and agents** 25.4%
- **Seek new products and innovative solutions** 50.4%
- **Seek solutions** 36.5%
- **Collect information for investment and purchase decision-making** 15.2%
- **Purchase/place an order** 20.8%
- **Expand business contact scope** 17.2%
- **Develop customers** 16.2%
- **Develop new suppliers** 20.9%
- **Assess whether to be the exhibitor of the show** 3.9%
- **Other** 2.2%

### Job functions of visitors
- **Corporate management** 20.3%
- **R&D/Design** 24.2%
- **Production/manufacturing/quality management** 9.0%
- **Procurement** 8.8%
- **Finance/Financial management** 1.5%
- **Information technology** 3.2%
- **Human resources/Administration** 1.1%
- **Sales/channel distribution** 14.2%
- **Market/Consultancy/Public relations** 4.1%
- **Logistics: Material management/Warehousing transportation** 10.0%
- **Repair and maintenance** 1.3%
- **Others** 2.6%

### Right to Make Purchase Decisions
- **Decision maker** 34.7%
- **Evaluate/execute purchasing task** 19.6%
- **Suggest/collect purchasing information** 31.3%
- **Not involved with purchasing decisions** 15.8%

84% of visitors have direct or indirect influence on purchasing decisions.

*The percentage is analyzed on the basis of the number of people who answered this question. Part of the visitors made multiple choices, and thus the total percentage exceeds 100%.*
Voice from Participants

Exhibitor Representatives

Dr. Jens Hardenacke, SVP and Managing Director, China
As an old friend of CeMAT ASIA, Dematic attaches great importance to the show every year. Through this platform, Dematic has met a lot of high-quality customers, learnt their needs and suggestions, and continued to deepen localization and technological innovation. We wish CeMAT ASIA continue to be brilliant!

Xu Jiangtao, Deputy General Manager of Sales Company of Hangcha
As a regular exhibitor, Hangcha participated CeMAT ASIA over a dozen of times along the years, we regard CeMAT ASIA as the barometer of the logistics industry. Countless visitors came to the show because of CeMAT ASIA’s global influence, and we learned useful information, trends and development directions of logistics industry on the show. This year Hangcha occupied 1,400sqm. exhibition grounds at CeMAT ASIA, our massive scale booth attracted attentions of the visitors. Through participating CeMAT ASIA we enhanced our brand and competitiveness, we will continuously pay attention to the progress of CeMAT ASIA and wish CeMAT ASIA a greater success.

Mr. Bai Hongxing, Vice President Wuxi Galaxis Technology Co., Ltd. / Headmaster of Artificial Intelligent Institute
This year, GALAXIS Technology presented multi-shuttle and miniload SRM at the exhibition. Through CeMAT ASIA, we demonstrated our intelligent logistics solutions with high flexibility, high reliability and high cost efficiency, which has won the attention and favor of visitors. Meanwhile, we obtained valuable clients and gained a lot! As an industry barometer, CeMAT ASIA always brings new technology to participants and industry, and it’s a very professional communication platform for logistics industry. We are Looking forward to witnessing the development of CeMAT ASIA 2021! 
Voice from Participants

Shanghai Lantu Information Technology Co., Ltd.
Mr. Yang
Since 2016 staff of our logistics department has visited CeMAT ASIA every year, we made contact with numerous suppliers and learned a lot of advancing logistics technologies and concepts. Those information helped us with our warehousing and automation logistics projects, eg., the first fully automated tire packaging line, Wuhan’s first fully automated warehouse etc.

Etsong(qingdao) Tobacco Machinery Co., Ltd.
Mr. Shi
It was the eighth year we visited CeMAT ASIA and the second year we organized visitor delegation to the show. CeMAT ASIA has already become the Asia’s most important, influencing and populated trade fair of logistics industry. We obtained information of cutting-edge technologies, established cooperation with several suppliers and made new friends on the show. We wish CeMAT ASIA a greater success!

Amorepacific
Mr. Yang
First of all we would like to thank the organizer for their invitation and reception. Compare with previous years, this year CeMAT ASIA showcased more professional and cutting-edge technologies, eg., fully automated processing line (from packaging, production to material handling and warehousing), it also showed the future look of logistics industry to the participants. At the show we also got contact with valuable business partners, planed strategic and long-term cooperation with them.

Shentong Express Co., Ltd.
Mr. Zhang
Thanks for the invitation, we were truly benefited from the visit. We believe the information we obtained on the show would help us on our equipment upgrading and automation projects. We will be happy to see more frequented shows with advancing R&D results of logistics industry.

Proya Cosmetics Co., Ltd.
Mr. Gao
We were glad to visit CeMAT ASIA, the biggest and most professional trade fair of logistics industry. CeMAT ASIA not only showed us advancing technologies but also brought us the trends and future look of the industry. It gave us directions of new innovations. We look forward to the next exhibition and thank you!
“Enjoy the Meeting” was one of the new programs of CeMAT ASIA 2020, using the data accumulated from previous buyers delegations and invited buyers, CeMAT ASIA 2020 invited domestic buyers with real purchasing needs to the show, they represented the highest quality of buyers across industries, the precise matchmaking meetings were well recognized by the participants.
Buyer Delegations

Visitors to CeMAT AISA 2020

- Nanjing Guansheng Automotive Components
- FAW (Dalian) Commercial Vehicle
- ZC Rubber
- Shandong Runhao Plastics
- Duyu Shanghai Information Service Co., Ltd.
- SINOPHARM Xianjin (Shanghai) Medical Instruments Co., Ltd.
- Shanghai eHi Car Rental Co., Ltd.
- Budweiser
- STO
- Huawei
- P&G
- Shanghai Shuixing Home Textile Co., Ltd.
- BASF
- Shanghai Yushiro Chemical
- Yanfeng Plastic Omnium
- China Post Technology Co., Ltd.
- Dongfeng Logistics
- KUKA Home
- Meituan

- SPH Keyuan Xinhai Pharmaceutical Co., Ltd.
- SINOPHARM Pharmaceutical Logistics Co., Ltd.
- Ningbo Kuayue Express Delivery
- Wacker Chemical
- Mando China
- Zhongyan Hunan Changsha Tobacco
- Watson China
- Shanghai Siemens Switch
- Shanghai ZPMC Heavy Machinery
- ESSENIOT Suzhou
- Zhengzhou Sanquan Foods Co., Ltd.
- Marssenger Kitchenware Co., Ltd.
- Zhejiang Semir E-Commerce Co., Ltd.
- Alibaba Group
- Blue Moon
- SHANGHAI WAIGAOQIAO SHIPBUILDING Co., Ltd.

*In no particular order*
Matchmaking Participants

- Shanghai Baoe Industry Co., Ltd.
- Ningbo Top Group
- Beijing Logis Technology Co., Ltd.
- Shanghai Paikerui Packaging
- Shanghai Unico Industry & Trade Co., Ltd.
- Beijing Foton Diamler Automobile
- Jiangsu Logistics Control Technology Co., Ltd.
- Nanjing Dingyang Technology Co., Ltd.
- Jiaxing Tillron Auomation Co., Ltd.
- Yimi Dida Supply Chain Co., Ltd.
- Shanghai Zip Printing Technology Co., Ltd
- Guangxi Liugong Machinery Co., Ltd.
- Guangdong Huaxing Glass Products Co., Ltd.
- Alfigomma Ningbo Hydraulic Co., Ltd.
- Wuxi Lead Intelligent Equipment Co., Ltd.
- Hangzhou Jieneng Technology Co., Ltd.
- Shanghai Lexu Supply Chain Co., Ltd.
- Jinjiang Jinjin Food Co., Ltd.
- SHANGHAI HYDER
- Depon
- Wuxi Anman Engineering Co., Ltd.
- Caterpillar China
- SINO PHARM Guoda Fumei Medical Shanghai Co., Ltd.
- Ningbo Liangce Equipment Co., Ltd.
- Shanghai Luolan Life Style Co., Ltd.
- Plug and Play
- ZC Rubber Co., Ltd.
- Jotun COSCO Marine Coatings Qingdao Co., Ltd.
- Hangzhou Youmaike Industry Co., Ltd.
- Guangdong E-fong Pharmaceutical Co., Ltd.
- Wipo Shanghai New Energy Technology Co., Ltd.
- UPS
- CJ Logistics
- Yangtze Memory Technology Corp
- Lishui Baiyin Import and Export Co., Ltd.
- Shanghai Aiyingshi Co., Ltd.
- Yancheng Hongjing Machinery Co., Ltd.
- Liuyang EP Imow Industry Equipment Co., Ltd.
- Hangzhou Xinpun Machinery Co., Ltd.
- MD Electronics China Co., Ltd.
- Stackpole International
- Qingdao Juhe Electronics Co., Ltd.
- Shanghai Yaoming Kangde Pharmaceutical Co., Ltd.
- Zhejiang Yikong Automation Equipment Co., Ltd.
- Xi'an Xinfang Machinery Co., Ltd.
- Henan Yudu Industry Co., Ltd.
- Tianjin TZ Tech Co., Ltd.
- Hyundai Wia Automotive Engine (Shandong) Co., Ltd.
- P&G
- Yangzhou Wujian Sports Equipment Co., Ltd.
- L'Oreal China
- ZOOMLION
- SF DHL Supply Chain China
- BSH Household Appliances Co., Ltd.

*In no particular order*
CeMAT ASIA organized “Online Guided Tours” in 2020 for the first time to address the needs from overseas visitors who cannot come to the show due to the impact of COVID-19 pandemic. The purpose of the “Online Guided Tour” was to introduce the cutting-edge technologies, industry trends and China market information to the overseas buyers and visitors.

Experienced guides conducted online tours and take online participants to the selected exhibitors of their choices. Each exhibitor had a chance to provide a 15-20 minutes introduction of their latest products and optimal solutions in English to the online visitors.
Online Matchmaking

For the first time, CeMAT ASIA 2020 organized “ONLINE MATCHMAKING” aiming to assist overseas professional buyers to conduct international business more efficiently. This is a unique opportunity for overseas buyers to negotiate online with reliable suppliers selected and guaranteed by the organizer to meet their specific business needs.

30+ Overseas Buyers from 20+ Countries/Regions
410 Online Matchmaking Meetings
Estimated Total Transaction Amount: $65,271,000/year

Buyer Origin Countries/Regions

- Australia
- Brazil
- Russia
- Ecuador
- South Korea
- Malaysia
- Morocco
- Mexico
- Portugal
- Saudi Arabia
- Thailand
- Guatemala
- Ukraine
- Spain
- Singapore
- Iran
- Israel
- Indonesia
- Vietnam
- ......

*In no particular order
Promotion Channels

- Baidu
  342,734 impressions

- Toutiao & Tiktok
  17,043,953 impressions
  98,856 clicks

- Industry Media / Web Portal

- EDM
  1,878,800 deliveries

- Integrating Marketing
  943 shares
  4,997 clicks
  8,365 readings

*The above statistics was until 8 Nov. 2020*
New Media Promotion – WeChat

WeChat fans have been on the increase with each passing year.

• During the exhibition period from November 3 to 6, show updates and next day previews were sent via WeChat Public Account. **OVER 10,000** clicks were recorded.

Each week, the organizer releases industrial news and latest exhibitor information via WeChat. During the pandemic, four sessions of online lectures, covering the supply chain, logistics 4.0, cold chain, industrial manufacturing, were organized via WeChat Channel.

In October, we launched a series of online activities such as strongest KOL Challenge and specially invited buyers’ application, which were warmly praised and participated by fans.

*The above statistics was until 8 Nov. 2020*
Video Promotion Channel: Blibli.com and Tiktok

- Tiktok - By November 25th, CeMAT ASIA posted 17 videos on Tiktok, over 6,000 clicks were recorded.

- Started from scratch, this year CeMAT ASIA established its official accounts on Blibli.com and Tiktok.

  On Blibli.com CeMAT ASIA posted 78 video clips, 3 articles, OVER 13,000 clicks of the videos were recorded, the contents were clicked and favored by 346 audiences. From November 11th, the content of CeMAT 2020 such as, on-site interviews, innovation salon, exhibition overview, exhibitor interviews, online guided tours were started to release on Blibli.com, with the enriched contents, the organizer believes the followers on Blibli.com will increase accordingly.

*The above statistics was until 8 Nov. 2020
Overseas Social Media Promotion

>>> Account: CeMAT ASIA

• Facebook
  55,308 followers
  47,700 impressions

• Twitter
  44,900 views of the posts
  208 followers

• Linkedin
  17,814 views of the posts
  252 followers

*The statistics was until 8 Nov. 2020
Splendid Moments
The Booth Application Form of 2021

CeMAT ASIA 2021
Oct.26-29, 2021   Shanghai New International Expo Centre

Company: ________________________________
Contact: ________________________________  Title: ________________________________
Tel: ________________________________  Fax: ________________________________
MP: ________________________________  Email: ________________________________

Products: ________________________________

Planned exhibition for CeMAT ASIA 2021: ________________________________ sqm
Planned exhibition for LET Guangzhou 2021: ________________________________ sqm

Please note that this document serves as a pre-booking of space for CeMAT ASIA 2021. 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.