

# CeMAT ASIA 2020

International Trade Fair for Materials Handling, Automation  
Technology, Transport Systems and Logistics

3-6 November 2020  
Shanghai New International Expo Centre

## After Show Report

[www.cemat-asia.com](http://www.cemat-asia.com)





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



**101,057**  
Trade Visitors



**324**  
Matchmaking Organized  
by the Organizers



**30+** Concurrent  
Forums and Activities



Over **700** Exhibitors

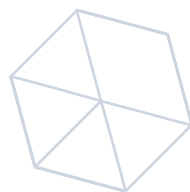


**164** Buyer  
Delegations



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.

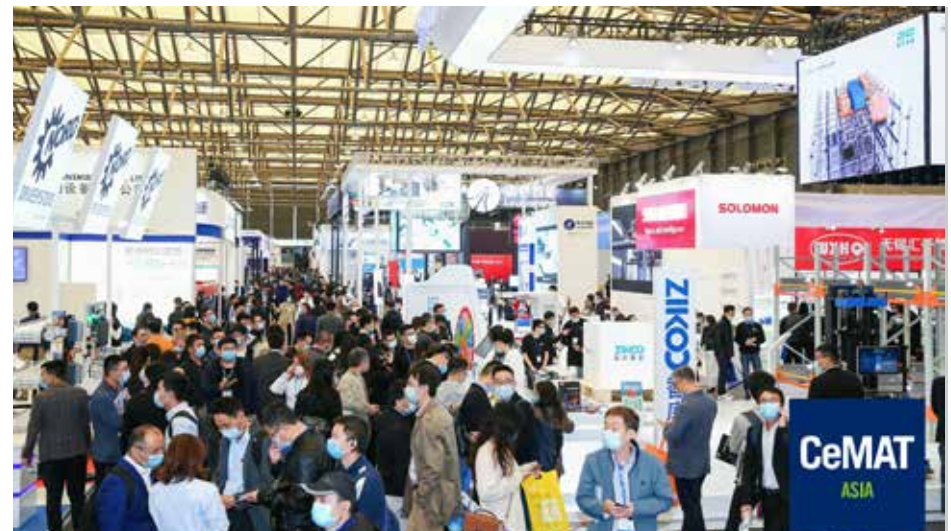
“The trade fair industry is always the magical place where people can find tremendous opportunities and unexpected connections,” said by Gary Liu, Managing Director of Hannover Milano Fairs Shanghai, “The crowds of visits strongly prove that our shows are still the leading platforms for manufactures 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.”



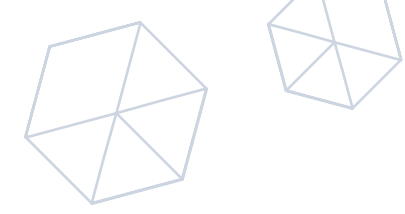


The AGV Theme Day is another highlight of CeMAT ASIA this year. Robotics and AGV pioneers such as, Hikrobot, Geekplus, Quicktron, SIASUN, Mushiny, Guozi, Huaray, Mooe, Mairui, Navagraha, AGV, JingYuan, Libiao, BYD, Iplus, Yufeng, VisionNav, MALU INNO, Bito, ForwardX, Noblelift, Casun, Staubli, Bosch 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, Gensong, 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, Gobel and WORLDHOISTS.

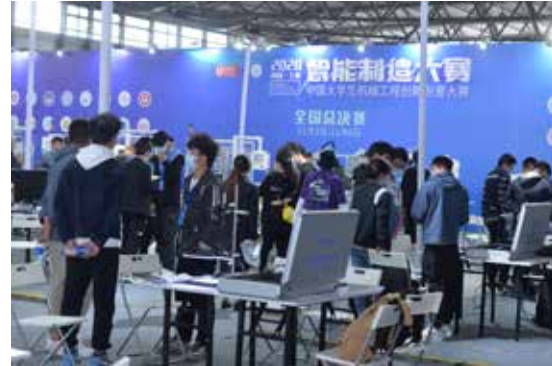


# Concurrent Forums and Activities Highlights of Innovation Salon



## Concurrent Forums and Activities

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.



AI and Cloud Computing

Smart Logistics

Shoes Clothes Logistics

Auto Parts

Fresh Logistics

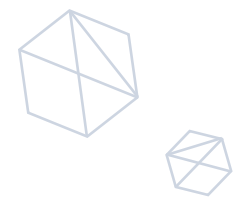


## Highlights of Innovation Salon

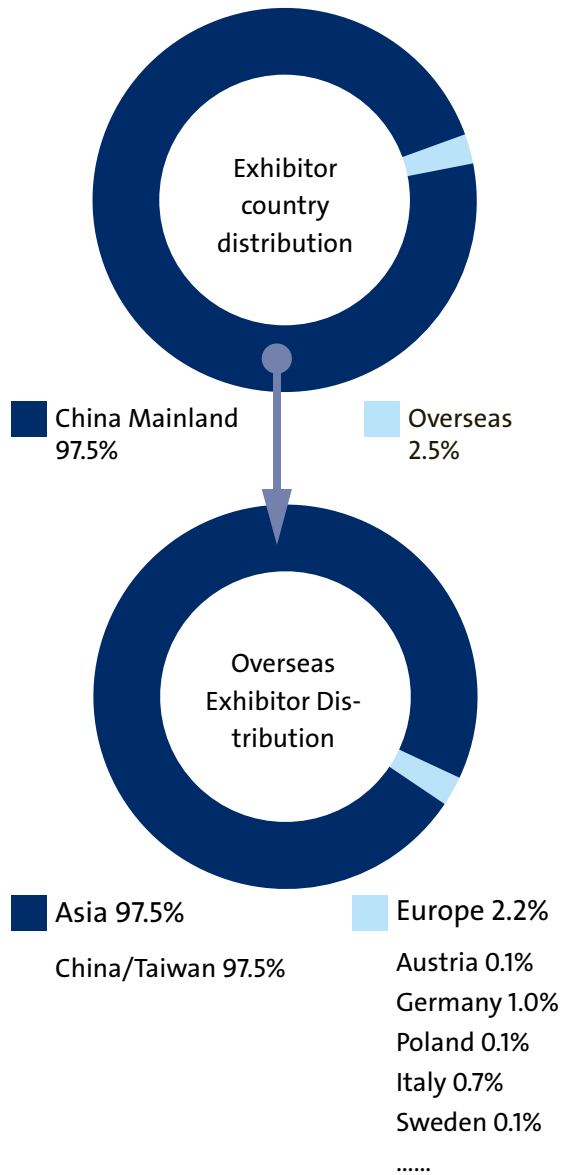
Together with Fraunhofer IML, Shanghai-Amazon AWS Joint Innovation Center, China Storage & Transportation Magazine, Logistics and Material Handling Magazine and China Automotive Logistics Association of CFLP, the organizer of CeMAT ASIA delivered over 30 high quality speeches at the “Star Program” of 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



## On-site Satisfaction Distribution

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

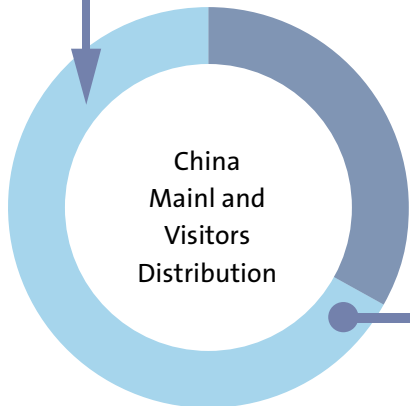


# Visitor Analysis

## Regional Distributions of Visitors



China Mainland 99.8%  
Other 0.2%



Shanghai 33.7%  
Other 66.3%

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



Northwest China 0.6%  
Shanxi 0.6%  
.....

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

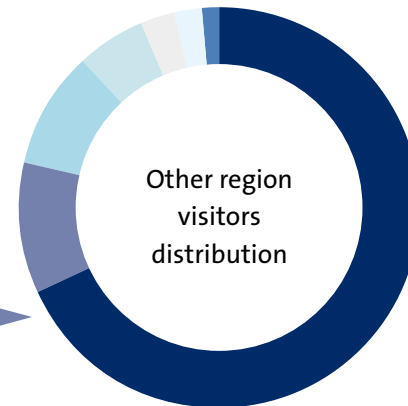
Northeast China 2.5%  
Liaoning 1.5%  
Jilin 0.7%  
Heilongjiang 0.3%  
.....

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%  
.....



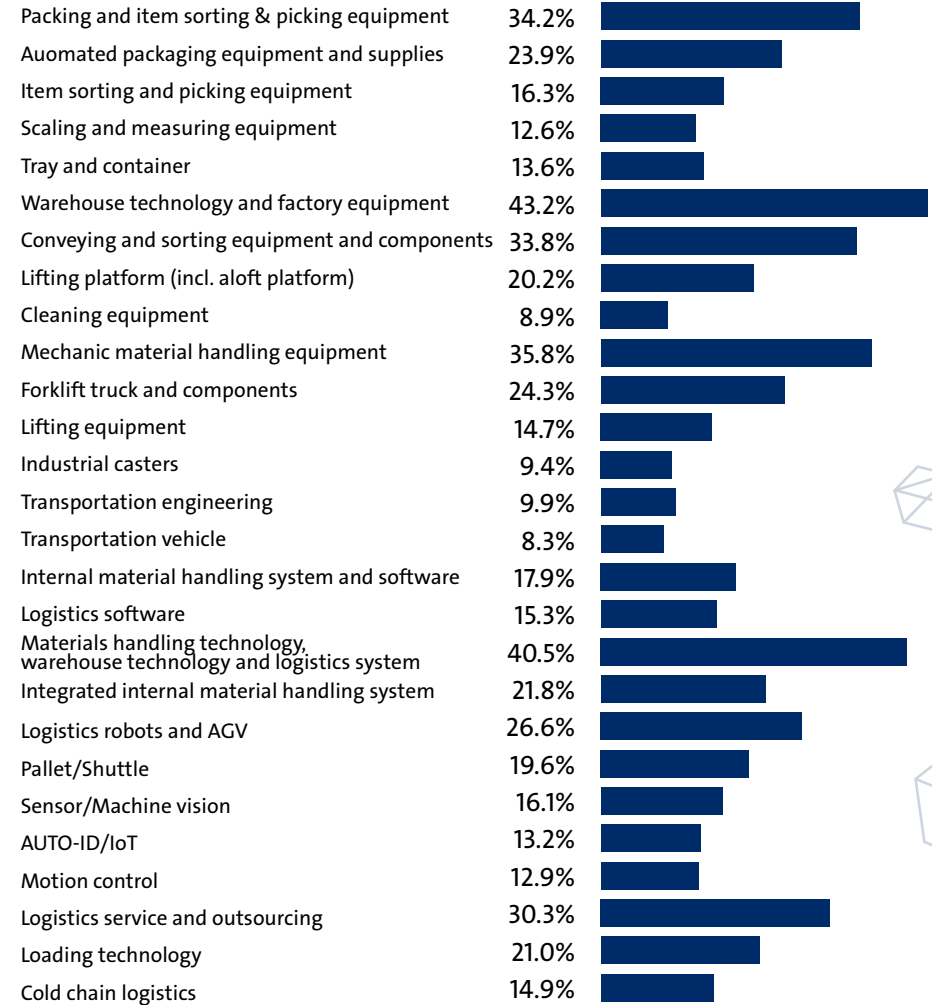
East China 67.9%  
North China 11.3%  
South China 7.9%  
Central China 6.3%  
Northeast China 2.9%  
Southwest China 2.5%  
Northwest China 1.2%



## Visitor Industry



## Fields Meeting with Keen Interest of Visitors

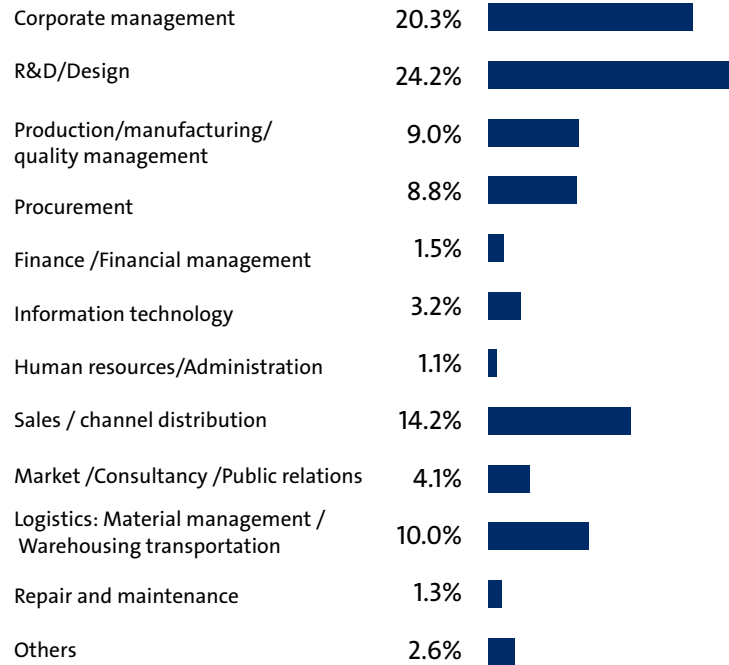


\*The percentage is analyzed on the basis of the number of people who answered this question. Part of the visitors made multiple choices, and thus the total percentage exceeds 100%.

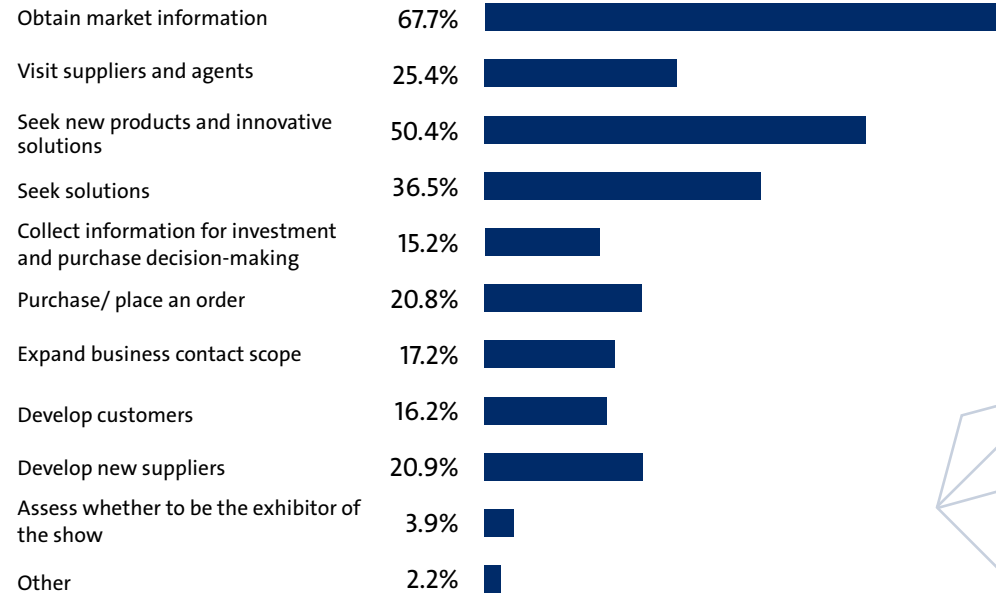


# Visitor analysis

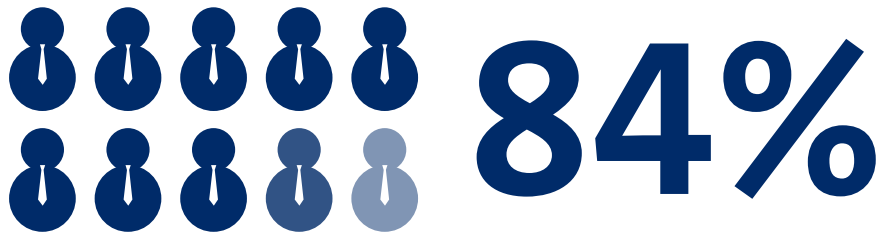
## Job functions of visitors



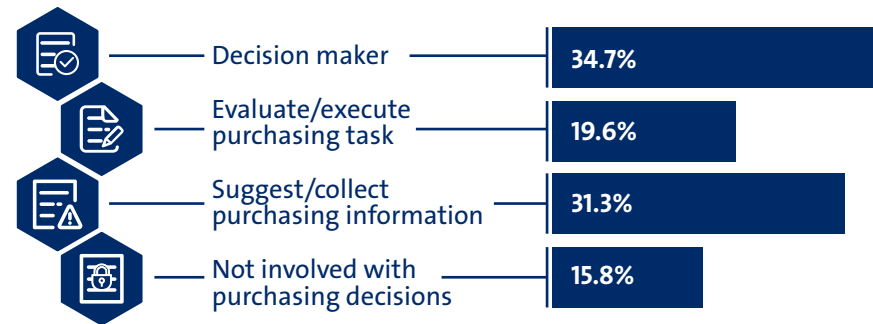
## Purpose of visit



## Right to Make Purchase Decisions



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

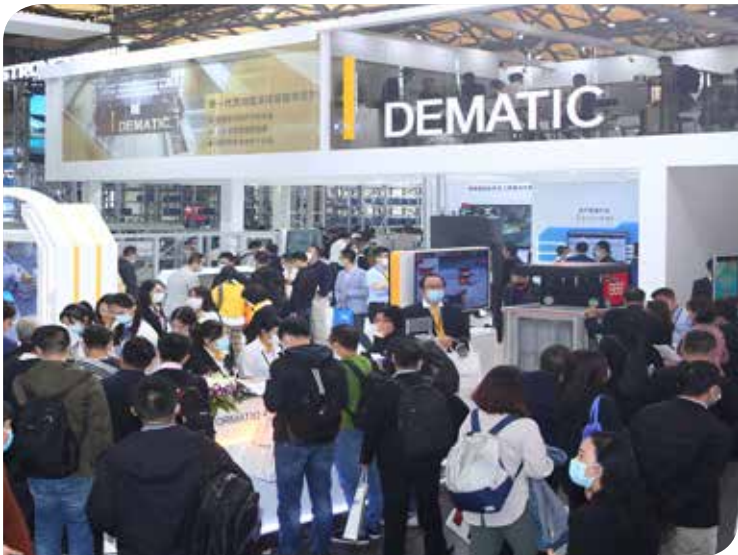


\*The percentage is analyzed on the basis of the number of people who answered this question. Part of the visitors made multiple choices, and thus the total percentage exceeds 100%.

## 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



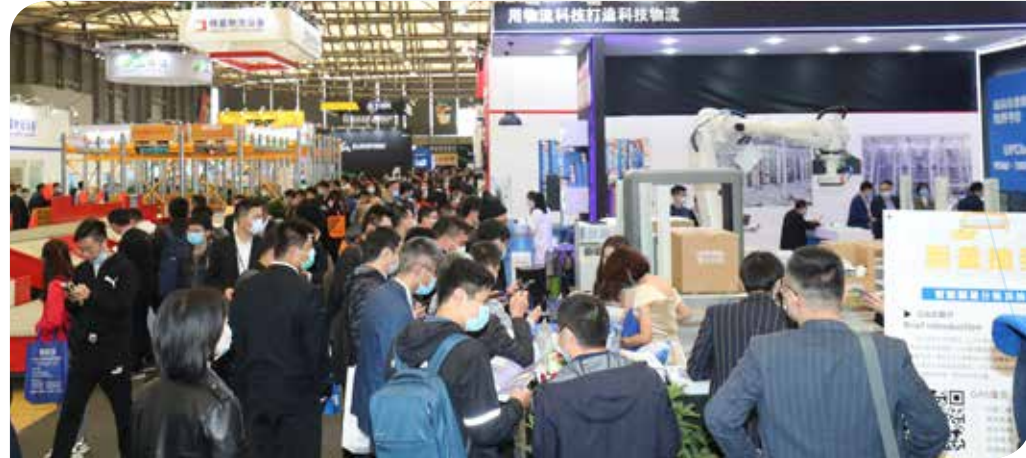
### Mr. Bai Hongxing, Vice President Wuxi Galaxis Technology Co., Ltd. / Headmaster of Artificial Intelligent Institute

This year, GALAXIS Technology presented multi-shuttle and miniloader 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!

## ■ Visitor Representative

### 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!

### 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.



### 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.

### 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

“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.

**享受这次遇见**

精准配对 专人对接 现场引导  
免费午餐 胸卡上门 免费专车

CeMAT 亚洲国际物流技术与运输系统展览会  
2020年11月3-6日 上海新国际博览中心

同期展会: PTC ASIA ComVac ASIA

点击开启VIP观展之旅

PTC ASIA 国际动力传动与控制技术展览会  
CeMAT ASIA 国际物流技术与运输系统展览会  
ComVac ASIA 上海国际压缩机及设备展览会

2020年11月3-6日 3-6 November 2020  
上海新国际博览中心 Shanghai New Int'l Expo Centre

品质系列展

享受这次遇见

VIP买家代表团



- 164 Buyer Delegations
- 324 Matchmaking Organized by the Organizers



# Buyer Delegations

## Buyers Delegations (Part List)

Etsong (Qingdao) Tobacco Machinery Co., Ltd  
 Shanghai Lantu Information Technology Co.,Ltd  
 GEODIS China  
 Amorepacific  
 Suzhou Kangcheng Storage Service  
 Coca-cola Shanghai  
 Shanghai General Motor  
 Shanghai Volkswagen  
 AUPU Home Appliance  
 GEELY Automobile Institute  
 Shanghai Rinnai  
 Bosch Trading Shanghai  
 Proya Cosmetics Co.,Ltd  
 Beijing Foton Daimler Automobile  
 Gelamo (Shanghai) Co., Ltd.  
 DHL  
 Deppon  
 FAW Toyota

Nanjiing Guansheng Automotive Coponents  
 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  
 Marsseger Kitchenware Co., Ltd.  
 Zhejiang Semir E-Commerce Co., Ltd.  
 Alibaba Group  
 Blue Moon  
 SHANGHAI WAIGAOQIAO SHIPBUILDING Co., Ltd  
 .....

\*In no particular order



**164** Buyer Delegations  
 visited CeMAT ASIA 2020

# 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  
 Jianguo 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.  
 Alfagomma 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  
 Deppon  
 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 Xinpu 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 Yadu 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

**324**  
 Matchmaking Organized  
 by the Organizers



# Online Guided Tour



CeMAT ASIA organized “Online Guided Tours” in 2020 for the first time to address the needs from overseas visitors who can not 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.

## CeMAT ASIA “Online Guided Tours”

**5** Themes

**21** Exhibitors

**1000+** Online visitors

From **40+** Countries and Regions

5 Themes

Tour 1 - AGV & Logistics Robots

Tour 2 - International Warehousing System Integrator

Tour 3 - Domestic Warehousing System Integrator

Tour 4 - Conveyor & Sorter / E-commerce Packaging

Tour 5 - Forklift Truck





# 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
- India
- Indonesia
- Vietnam
- .....

## Buyer Corporate Logos



\*In no particular order



# Promotion Channels



• Baidu  
**342,734** impressions



• Toutiao & Tiktok  
**17,043,953** impressions  
**98,856** clicks



• Integrating Marketing  
**943** shares  
**4,997** clicks  
**8,365** readings



• Industry Media / Web Portal



• EDM  
**1,878,800** deliveries

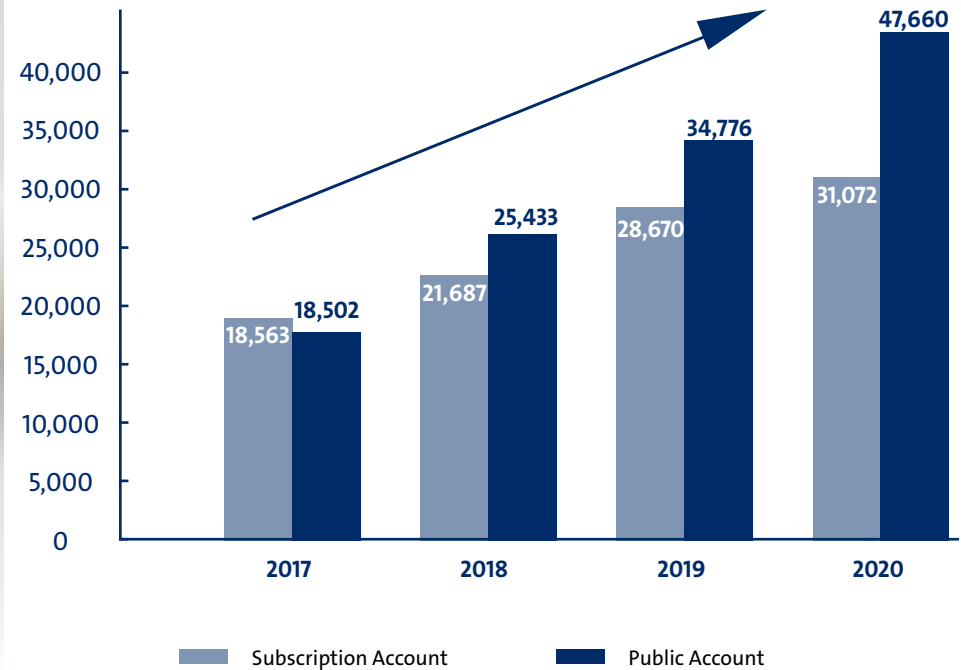


\*The above statistics was until 8 Nov. 2020

# 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.



# Video Promotion Channel: Bilibli.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 Bilibli.com and Tiktok.

On Bilibli.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 Bilibli.com, with the enriched contents, the organizer believes the followers on Bilibli.com will increase accordingly.

\*The above statistics was until 8 Nov. 2020



# Overseas Social Media Promotion



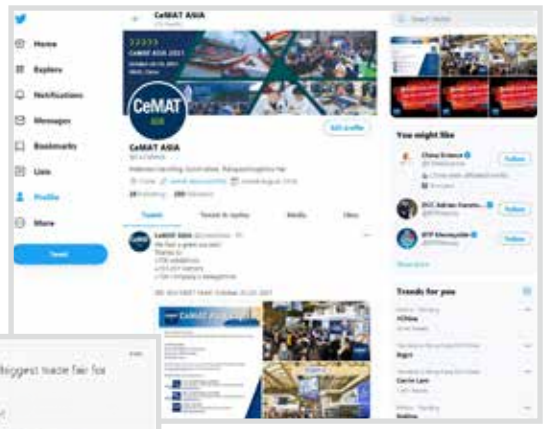
## >>> Account: CeMAT ASIA

\*The statistics was until 8 Nov. 2020



• 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



# Sponsors & Media Partners



## Sponsors



## Cooperation Media & Websites



## Supporting Media



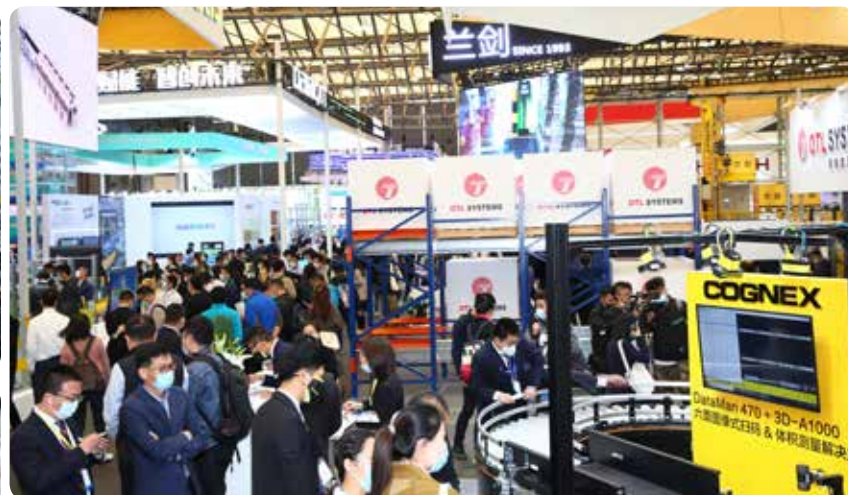
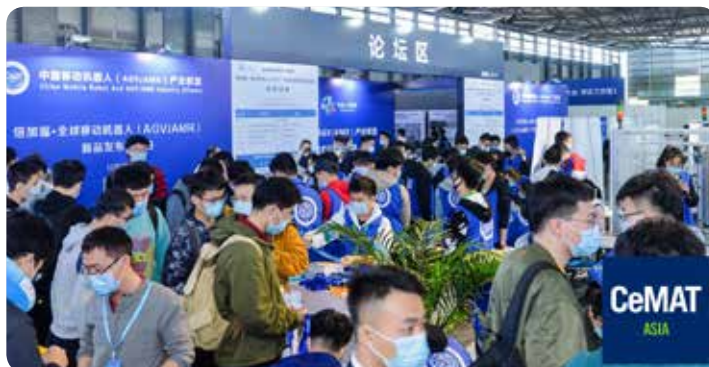
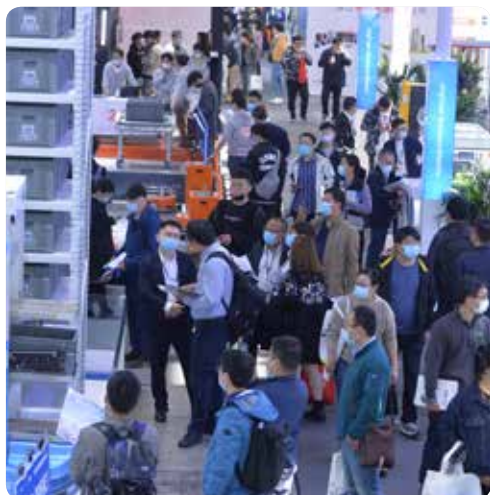
## Cooperation Media & Websites



## Cooperation Media & Websites



\*In no particular order



# 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	

Hannover Milano Fairs Shanghai Ltd.  
Rm. 301 B&Q Pudong Office Tower 393 Yinxiao Rd.  
Pudong Shanghai 201204, P.R. China  
Contact: Ms. Novia Zhou / Ms. Yuki Yu / Mr. Wilson Wang /  
Mr. Benson Chen / Mr. Ken Zhu  
Tel. +86-21 2055 7120 / 7110 / 7111 / 7112 / 7116  
Email: cemat-asia@hmf-china.com  
Website: www.cemat-asia.com

Deutsche Messe AG  
Messegelände, 30521 Hannover, Germany  
Contact: Mr. Carsten Fricke / Julia Bress  
Tel.: +49 511 89-32113 / 31118  
Email: carsten.fricke@messe.de / julia.bress@messe.de  
Fax: +49 511 39681 / 34132  
Website: www.messe.de



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.



# CeMAT ASIA 2021

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

[www.cemat-asia.com](http://www.cemat-asia.com)