

## Press Release

April 2011

CeMAT SOUTH AMERICA (4 to 7 April 2011):

### **CeMAT SOUTH AMERICA concludes successful first run in Sao Paulo**

**Sao Paulo/Hannover.** CeMAT SOUTH AMERICA recently debuted from April 4 to 7, 2011, at the Imigrantes Exhibition Center in São Paulo, Brazil. The event, which covers materials handling and logistics, hosted 213 exhibiting companies from 20 countries and 12,512 visitors from 32 countries on 16,000 square meters of net display area.

CeMAT SOUTH AMERICA, an international offshoot of CeMAT Hannover, the world's leading intralogistics fair, was organized by Deutsche Messe in cooperation with the Brazilian logistics association ABIMAQ, (Chamber of Material Handling) and VDMA (German Machinery and Plant Manufacturing Association).

Wolfgang Pech, vice president at Deutsche Messe, said, "We are very pleased with the first CeMAT South America. Together with our partners we staged a very diverse international showcase of the latest technologies and solutions, one that enabled visitors to experience first-hand the latest innovations on the international marketplace."

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Peter Günther, materials handling and logistics systems director at VDMA, added, “With the launch of CeMAT South America, CeMAT is now represented in all BRIC countries. Our members look forward to continued growth in these emerging markets, and CeMAT will play a key role in that growth.”

Countries other than Brazil contributing exhibitors were Austria, Canada, China, France, Germany, Great Britain, Ireland, Italy, Japan, Luxemburg, the Netherlands, Saudi Arabia, Spain, Sweden, Taiwan, UAE, and USA. Well-known exhibiting companies included Beumer, Cascade, Clark, Demag Cranes, Dematic, Exide, Hyster, Jungheinrich, Knapp, Linde, Palettrans, Stahl, Still, Toyota and Yale.

CeMAT SOUTH AMERICA hosted 64 live demonstrations at the open-air site. Linde, for example, presented a large forklift truck capable of raising 45 tons to a 6-meter height and a fast, compact forklift truck with a work-efficiency of 500 hours – double the speed of similar equipment on the market.

CeMAT SOUTH AMERICA also featured the International Intralogistics and Supply Chain Forum, an event for COOs, VPs, directors, and logistics and supply chain managers that addressed economical as well as logistics issues.

CeMAT SOUTH AMERICA will take place again March 19–22, 2013, at the Imigrantes Exhibition Center in São Paulo, Brazil.

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