



CeMAT on track worldwide

Dr. Wolfram von Fritsch,
Chairman of the Board of
Management,
Deutsche Messe

Globalization is driving growth in logistics and hence in intralogistics as well. Managing intra-company materials flows on an increasingly global scale requires efficient, integrated intralogistics solutions of the kind on show at CeMAT in Hannover. CeMAT is the world's leading exhibition platform for the intralogistics sector – a sector whose products are vital to the smooth, transparent flow of materials in industry. From 2 to 6 May 2011, the Hannover Exhibition Center will once again be home to more than 1,100 exhibitors, who will be showcasing products and solutions spanning the entire intralogistics spectrum. We are also staging CeMAT events in the BRIC countries, with CeMAT RUSSIA premiering in Moscow from 28 September to 1 October 2010, CeMAT ASIA running in Shanghai from 25 to 28 October 2010, Mumbai hosting CeMAT INDIA from 15 to 18 December 2010, and CeMAT SOUTH AMERICA celebrating its premiere in São Paulo from 4 to 7 April 2011.

Our global trade fair strategy is right on track. Come with us to the growth markets of the world.

We are your global partner!

Dr. Wolfram von Fritsch

CeMAT off to a strong start

Logistics industry ready to shine with the latest products, trends and defining issues at the world's leading intralogistics trade fair



Kick-off press conference in May: Wolfgang Pech, Dr. Christoph Beumer and Dr. Wolfram von Fritsch

A sector on the up-and-up

The countdown is running: CeMAT, the world's leading fair for intralogistics, is staged every three years in Hannover, Germany, and will next be held from 2 to 6 May 2011. There are clear signs of a recovery since the economic crisis first took hold. In the words of Dr. Christoph Beumer, Chairman of the CeMAT Executive Committee and Managing Director of the Beumer Group, the intralogistics sector "has done its homework." An upswing is on the cards, and CeMAT is ready and waiting for it. The timing couldn't be better. CeMAT is a highly integrated showcase, a one-stop-shop that is simply the best way for exhibitors and visitors to learn about and discuss new products, current trends and defining issues.

At the kick-off press conference for CeMAT 2011 in May this year, Dr. Wolfram von Fritsch, Chairman of the Deutsche Messe Board of Management, had this to say: "The global economy is slowly finding its feet again. This will yield sustainable benefits for the logistics industry, and hence the intralogistics sector as well. We are looking forward with confidence to CeMAT 2011." The event is expected to feature around 1,100 exhibitors on about 80,000 sqm (861,100 sq. ft) of display space.

In 2011, the world-famous International CeMAT Forum will, for the first time, be organized by the German Logistics Association (BVL). The revamped forum is an opportunity for experts from around the globe to discuss sustainable logistics concepts (see page 3)

The TectoYou initiative will stage its CeMAT debut in 2011. TectoYou will be promoting technical apprenticeships and courses of study as part of the intralogistics sector's bid to secure its next generation of technical professionals. The TectoYou format is a tried and proven part of HANNOVER MESSE (see page 5).

Sustainability a central theme

Companies need to be profitable to survive. This requires efficiency, and an increasingly important part of efficiency is sustainability. In recognition of this, "Sustainability in Intralogistics" will be a central theme at CeMAT 2011. Intralogistics solutions can make business more sustainable by safeguarding the environment, reducing greenhouse gas emissions, conserving resources and minimizing costs.

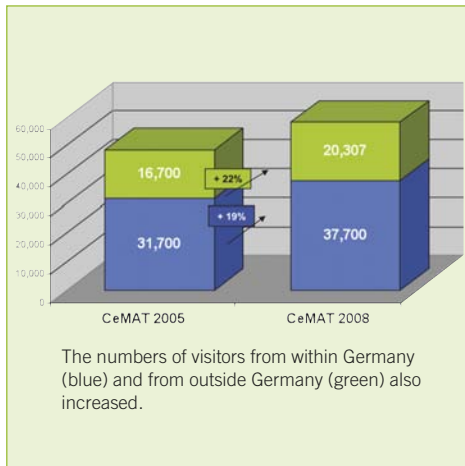
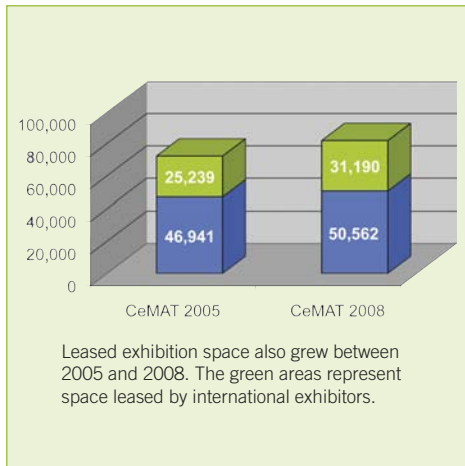
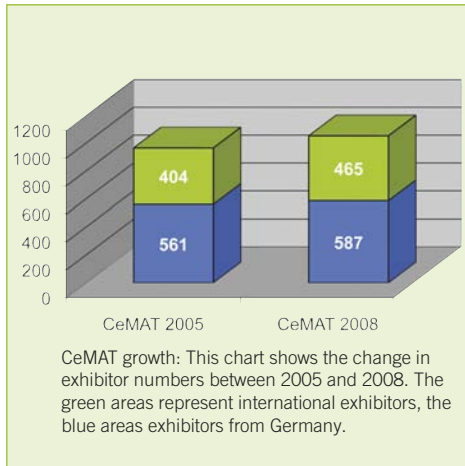
CeMAT: whole intralogistics world under one roof

CeMAT has made a name for itself as the world's leading trade fair for the logistics industry. About 50 percent of the fair's exhibitors and 35 percent of its visitors come from outside Germany.

Further information:
cemat.de/homepage_e

All intralogistics roads lead to Hannover

CeMAT – the perfect showcase for trade visitors from around the world



Almost half of all exhibitors come from beyond Germany

CeMAT is the world's leading trade fair for intralogistics and a focal point for logistics providers and customers from around the globe. CeMAT 2011 is expected to feature about 1,100 exhibitors – almost half of them from outside Germany.

One third of all visitors come from beyond Germany

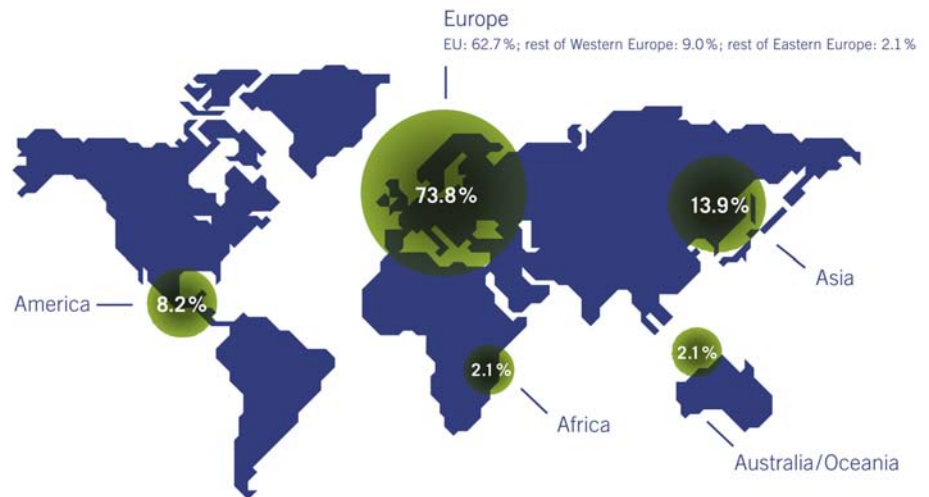
The exhibitors will be showcasing their latest innovations, products and ideas on some 80,000 sqm (861,100 sq. ft) of display space. At least one third of the 60,000-plus visitors expected will come from beyond Germany.

About 80 percent of all trade visitors have input into key capital investment decisions

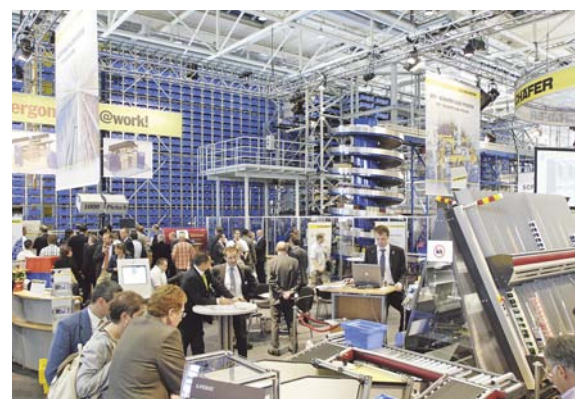
CeMAT puts exhibitors in touch with top-level international decision-makers who have a big say in the strategic direction of their organizations. This is because about 80 percent of all CeMAT trade visitors have input into their organizations' key capital investment decisions.

Review of CeMAT 2008: visitors from 62 countries

CeMAT's credentials as an internationally recognized logistics industry dialogue hub were already firmly established back in 2008. In that year, the fair attracted 58,000 visitors. Of the non-German visitors, just on 75 percent came from Europe, 14 percent from Asia, 8 percent from America, and 2 percent each from Africa and Australia/Oceania. That year saw a big increase in the number of visitors from Asia. CeMAT 2008 attracted 37,700 visitors from Germany, up 19 percent on 2005, and 20,300 visitors from beyond Germany, an increase of 22 percent. The fair attracted visitors from a total of 62 countries, chief among them the Netherlands, Sweden, Austria, Poland, Switzerland and the UK. In 2008, the largest visitor group came from the logistics and logistics planning sector. Numbers from that sector in fact climbed to 16,200, a massive 67 percent increase on 2005. Similarly, the number of visitors from the warehousing and materials management sectors increased by 61 percent to 7,400.



International visitors by region of origin: Decision-makers from around the world meet at the global marketplace that is CeMAT.



International CeMAT Forum now bigger



Expert discussions focus on sustainable logistics concepts

At CeMAT 2011, the International CeMAT Forum (ICF) will, for the first time, be organized by the German Logistics Association (BVL). There, in

Hall 12, experts from around the world will chair high-power discussions on sustainable logistics concepts on all five days of the fair. The focus will be on themes of defining importance for all core countries in the intralogistics world: sustainability,

standardization, the Internet and warehouse management, plus broader theme areas like maritime port systems and city logistics. These themes will be explored with close reference to developments and challenges in the **USA, China, Russia, Brazil** and **India**.

New logistics technologies for large population centers worldwide

The ICF will explore the use of new logistics technologies in large population centers around the globe, focusing on a different geographic area on each day of the fair. The Monday session will be dedicated to “Global Sustainability Concepts” – logistics technology solutions that conserve resources and are energy-efficient and sustainable. The Tuesday session will focus on the USA, while Wednesday will be devoted to developments in China. On Thursday the discussion will turn to Russia and Brazil, examining specific aspects of the Russian markets and major events in Brazil and associated infrastructure measures. On the Friday the experts will discuss specific challenges facing India.



Premiere for two new overseas trade fairs



Deutsche Messe is continuing its international expansion strategy with a total of four intralogistics trade fairs in Asia, India, Russia and South America this year and next year. First up is **CeMAT RUSSIA**, which premieres from 28



September to 1 October 2010 at the All-Russian Exhibition Center in Moscow. The fair will feature around 100 exhibitors, including a number of logistics industry heavyweights, and will span all areas of intralogistics, from materials handling, flow and storage technology to packaging, warehousing, workshop and transport systems, through to intralogistics software and outsourcing solutions.

The timing for this new CeMAT event couldn't be better, as the Russian intralogistics market has enjoyed strong growth in recent years. CeMAT Russia runs concurrently with and at the same venue as MDA RUSSIA, Surface RUSSIA and Industrial Automation RUSSIA under the parent brand “Industrial Trade Fair Moscow”. This clustering arrangement will allow the four industrial tradeshow to feed into each other, generating cross-industry synergies and business.



The eleventh **CeMAT ASIA** fair will be held at the Shanghai New International Expo Centre from 25 to 28 October 2010. The fair, now the Asia-Pacific Region's leading intralogistics expo, is expected to feature about 400 exhibitors on some 25,000 sqm (269,100 sq. ft) of display space. CeMAT ASIA is co-located with PTC ASIA, which specializes in mechanical and fluid power transmission solutions. Both fairs made significant gains last year, chalking up a 6.5 percent increase in exhibitor numbers.



CeMAT INDIA has matured into a key tradeshow in the space of just three years and will be celebrating its fourth anniversary from 15 to 18 December 2010 at the Bombay Exhibition Center in Mumbai. Always a strongly international event, CeMAT INDIA last year drew more than 50 percent of its total exhibitor pool from beyond India, with the majority of the international participants hailing from Germany, Italy, Spain, China and Taiwan. Transport and logistics are among India's most dynamic service sectors, achieving annual growth rates of 15 to 20 percent.

CeMAT SOUTH AMERICA, the first intralogistics trade fair ever to be held on this continent, premieres from 4 to 7 April 2011 at the Centro de Exposicoes Imigrantes in São Paulo. The fair will profile all aspects of intralogistics, including materials handling and warehousing systems, packaging and order-picking solutions,



transport systems, and intralogistics software and services. CeMAT SOUTH AMERICA is extremely well positioned to take advantage of Brazil's main growth industries and markets: petroleum and natural gas, renewables, infrastructure, construction, environmental technology, cosmetics, medical technology and the automobile industry.

Contact: Carsten Fricke,
 Tel.: +49 511 89-32113,
 E-mail: carsten.fricke@messe.de

EffizienzCluster LogistikRuhr: Germany's biggest logistics research project

The EffizienzCluster LogistikRuhr (LogistikRuhr Efficiency Cluster) is a consortium of businesses and institutes dedicated to resource efficiency in the provision of society with essential supplies. It was one of the winners of the 2009 round of the German government's Leading Edge Cluster competition. The win secured it about 40 million euros of Federal funding and marked the start of Germany's biggest logistics research project. The Cluster now has about 120 partners nationwide. At CeMAT 2011, the EffizienzCluster LogistikRuhr and the Fraunhofer Institute for Material Flows and Logistics (Fraunhofer IML) will be presenting the Cluster's initial intralogistics research findings.



“Efficiency is the subject of our research and will also characterize the way we go about our research work. In other words, I am confident the first outputs of this internationally unparalleled research partnership will be ready in time for presentation at the international intralogistics trade fair in May 2011.”

Professor Dr. Michael ten Hompel,
Initiator of EffizienzCluster LogistikRuhr

Logistics is the backbone of all industrial activity. Advanced logistics technology and systems are essential to the smooth functioning of trade, services and production. Accordingly, the EffizienzCluster LogistikRuhr will be showcasing leading-edge logistics solutions to the social, political, ecological and economic challenges of the future. The Cluster is at the forefront of a paradigm shift in the logistics sector towards the efficient use of resources – in both the ecological and economic sense. Its objective is to meet demand for individually tailored flows of goods, mobility and production while reducing resource consumption to 75% of current levels.

Growth in port handling systems

Expanded Port Forum explores IT, technical innovations and new trends



The port handling systems display at CeMAT 2011 will be even bigger than in 2009. This reflects the growing importance of innovative automation and sustainability technologies in making ports more internationally competitive. Port operators need to optimize the flow of goods by sea and transship products into surrounding regions more quickly and cost-effectively, but they must not do so at the expense of the environment.

Experts discuss the future of “green logistics” at Port Forum

The Port Forum at CeMAT 2011 will examine the latest trends and innovative technologies in port handling systems. The forum is themed “Sea and river ports – green logistics for the globalized economy” and will focus on how “green” logistics can contribute to the development of sustainable logistics chains worldwide. Among other things, the forum will discuss what green logistics means for freight forwarders, logistics providers and shippers. The Port Forum will be held on Wednesday 4 May 2011 and is organized by Deutsche Messe in association with the Schiffahrt und Technik (English: “Shipping and Technology”) trade journal and leading logistics industry associations.

Panel discussion on accelerating infrastructure expansion

The morning session of the Forum is themed “Sea and inland ports as a system – guaranteeing ‘green logistics’ in sea port hinterland transport systems” and will include papers on “Intermodal shipping as a growth market” and “Bulk cargo shipping and project business.” There will also be a panel discussion on a range of subjects, including the competitive advantages of ship-based transport over road-based solutions and the need to speed up the pace of shipping infrastructure expansion.

The afternoon session will deal with the “Integration of sea and inland ports through technical innovations.” The discussion on “IT as a key factor in ‘green logistics’” will outline the requirements and expectations of terminal software, software for integrating sea and inland terminals, terminal, rail and ship control software, and warehouse and transport mode management solutions. There will also be a paper on “Innovative port handling systems” that will deal with energy recovery, limiting noise and light emissions, cranes and mobile equipment.



Intralogistics Campus at CeMAT 2011

TectoYou gets young people thinking about apprenticeships and studies in engineering and technology

Building on its long-standing success at HANNOVER MESSE, TectoYou will be premiering at CeMAT in 2011. TectoYou is a careers initiative aimed at making senior high school students more aware of their engineering and technology-based apprenticeship and tertiary study options. It supports them in their transition from school to professional life, informs them about the great variety of careers in the technical field, and gives them a first taste of working life in jobs that interest them. At CeMAT 2011, young people will be able to discover the exciting world of intralogistics, a hi-tech industry that depends for its future on a steady supply of highly trained young professionals.

Talks with engineers provide insights into professional life

Special TectoYou guides will be on hand for one

whole day to guide school groups around the exhibition grounds and take them to the displays of selected exhibitors. This is an opportunity for the young participants to gather in-depth information on a whole range of exhibitors, their products and exhibits. The students will also have the chance to talk to trainee and fully qualified engineers – and get a feel for professional life from real-life practitioners. There will also be a series of mini-presentations on innovative technologies of defining importance for the future.

CeMAT brings technology to life for young people

As the biggest trade fair for the intralogistics industry, CeMAT 2011 will provide the perfect professional backdrop for initial career orientation talks. It is the ideal place to bring technology to life for young people.



HANNOVER MESSE 2010 success story: 10,000 high school students learned about exciting careers in technology, thanks to the TectoYou initiative.

Job & Career Market in Hall 27



One of the highlights of CeMAT is the Job & Career Market, a highly targeted platform that puts high school graduates, tertiary students and young professionals in touch with the right employers. At the central location in Hall 27, both job-seekers and employers will benefit from a concentrated offering of opportunities, synergies and media partnerships.

Tech transfer, careers and learning

CeMAT 2011 will again feature the Intralogistics Campus, an event dedicated to informing technology-

savvy young people and highly qualified university graduates about the intralogistics sector. A group



pavilion organized by one of the Campus partners, the German Engineering Federation (VDMA), will profile the intralogistics sector's strong innovative potential as the product of collaboration between industry and universities. Another partner, the Scientific Association for Technical Logistics (WGTL), will outline the latest intralogistics research findings at a central forum and in a series of decentralized presentations. The main focus will be on technology transfer from research and science to industrial practice, fostering the next generation of young professionals, and lifelong learning.



7 questions for Remo Brunschwiler, CEO swisslog

“The logistics sector is the backbone of our integrated, globalised economy.”



Why is CeMAT important for swisslog?

“CeMAT remains the world’s most important logistics event. No other tradeshow can boast such a large and international audience of high-caliber trade visitors.”

What are the latest trends in the industry?

“Customers shopping for logistics solutions

used to focus only on a limited number of characteristics, such as reliability, flexibility and performance. Today, additional decision-making criteria have been thrown into the mix. Ergonomics and sustainability, in particular, are key areas of concern. Customers are looking closely at issues such as demographic change, health and safety, energy use and recovery, environmentally-friendly materials and service life. There has been a clear increase in market demands.”

Customer support is obviously a key part of ensuring a long service life. What’s happening in this area?

“High-quality customer support is an indispensable part of maintaining a loyal and satisfied client base. Apart from guaranteeing a top level of service, this involves keeping close tabs on and quickly responding to the changing needs of customers. For instance, logistics providers may be called upon to adapt logistics systems at short notice to new customer processes, provide additional data readouts of key metrics in forklift cockpits, or undertake periodic upgrades of IT systems. Regular safety inspections, safety equipment and the like are also gaining in importance.”

In what ways are these considerations reflected in customer purchasing decisions?

“Customers are increasingly focusing on total cost of ownership over the entire lifecycle of the equipment.”

What is the role of logistics in today’s world?

“The logistics sector is the backbone of our integrated, globalised economy. Efficient intralogistics systems offer decisive competitive advantages in a whole range of industries”

What will swisslog be showcasing in 2011?

“We will be profiling ourselves as integrators who offer proprietary products and technologies in core areas such as light goods logistics. Our focus will be on our offering for the retail, food and beverages and pharmaceuticals sectors. swisslog has achieved a number of major advances in the modularization of tried and proven standard solutions – such as our Tornado miniload crane and the Quick-Move conveyor system.”

What is the current sentiment in the industry?

“The intralogistics industry has not been unscathed by the economic crisis. It is a late-cycle industry, so there will be a certain time-lag before the recovery hits the order books.”

swisslog

Reasons why you should be at CeMAT

CeMAT is ahead of the curve

Your display stand at CeMAT is certain to attract international intralogistics customers. One thing that sets CeMAT apart from its competitors is that it is ahead of the curve and has unrivalled reach in the intralogistics sector.

Global platform for unveiling “world firsts” to an international trade audience

About 50 percent of the fair’s exhibitors and 35 percent of its visitors come from outside Germany (see charts on page 2). This high level of international participation is further testimony to the quality of CeMAT: it is in a league of its own – worldwide. CeMAT is where world firsts are unveiled to international trade audiences and attract strong media exposure. As a respected international marketplace, CeMAT is the perfect venue for exhibitors to launch their latest developments and position themselves in the global market.

CeMAT profiles new trends and technologies

As the world’s leading trade fair for the intralogistics sector, CeMAT is a three-yearly setter of new trends and standards. It is both an in-

novations showcase for global companies and a key R&D presentation platform that keeps the industry up to date with the latest developments. A prime example of the latter is the Intralogistics Campus (see page 5), where every three years the Scientific Association for Technical Logistics (WGTL) presents the latest research findings from the field of intralogistics.

First-rate program of supporting forums and workshops

CeMAT has a high-caliber supporting program of premium forums and workshops. In 2011, these will include the International CeMAT Forum (see page 3), where top international experts will discuss sustainable logistics solutions, and the Port Forum, with an array of lectures and panel discussions on the future of “green logistics” (see page 4).

The CeMAT success formula: more exhibitors, more visitors, more top-level decision makers

The CeMAT formula is a proven winner. For



instance, in 2008, about 80 percent of all trade visitors to the fair were top-level decision makers (see page 2). That same year, the fair achieved sizeable increases in visitor and exhibitor numbers and leased exhibition space compared with 2005.

CeMAT Network news keeps you up to date with innovations and current industry trends

Stay informed – and keep your edge

The CeMAT Network is for exhibitors who want to lend critical mass to their showcase promotion and marketing. It is a premium online portal that brings together information about key intralogistics activities around the globe in one handy location. It provides year-round news coverage of

“I am delighted to be able to contribute to the ongoing development of CeMAT alongside its supporting industry associations, governing bodies and exhibitors. The CeMAT Network is a big part of this. The close ties with key international partners yield genuine added value for visitors.”



Dr. Christoph Beumer,
Chairman of the
CeMAT Executive
Committee and CEO
and Managing
Director of the
BEUMER Group



important conferences, developments and industry forums.

Industry events and networks help you get more mileage out of your marketing spend. The CeMAT Network is a meta-network that aggregates events and networks. It provides up-to-date, clearly structured coverage of new trends and industry events in English and German. Industry associations and major industry players use the CeMAT Network to pass on news and provide information about industry highlights, conferences and forums. Network partners can use the Network portal to gather information, share knowledge, and promote their own new events. The industry associations and partners affiliated with the Network include the German Engineering Federation (VDMA), the German Logistics Association (BVL), the Association of German Engineers (VDI) and a range of companies, both big and small.

Ingeniously simple

Partnership with the network is simple. All partners receive a copy of the CeMAT Network logo, use the “Partner of CeMAT Network” label in their correspondence, and promote the Net-

work on their own websites and in their own brochures. In return, content about individual partners’ events, conferences and news is placed directly on the Network site or linked to it. Network users can be confident that they are keeping up with all the latest industry developments and are investing only in high-profile international events. This is because the CeMAT Network features only quality content and lists only first-rate events and forums featuring world-class experts. CeMAT’s governing committees make sure of this.

The measure of success

Success is visible and quantifiable, thanks to the Network’s website view statistics. And by using the quality label in your correspondence, you are showing the world your credentials as a member of a strong and internationally respected network.

Further information:
cemat-network.com

“Growing intelligently”: 27th German Logistics Congress

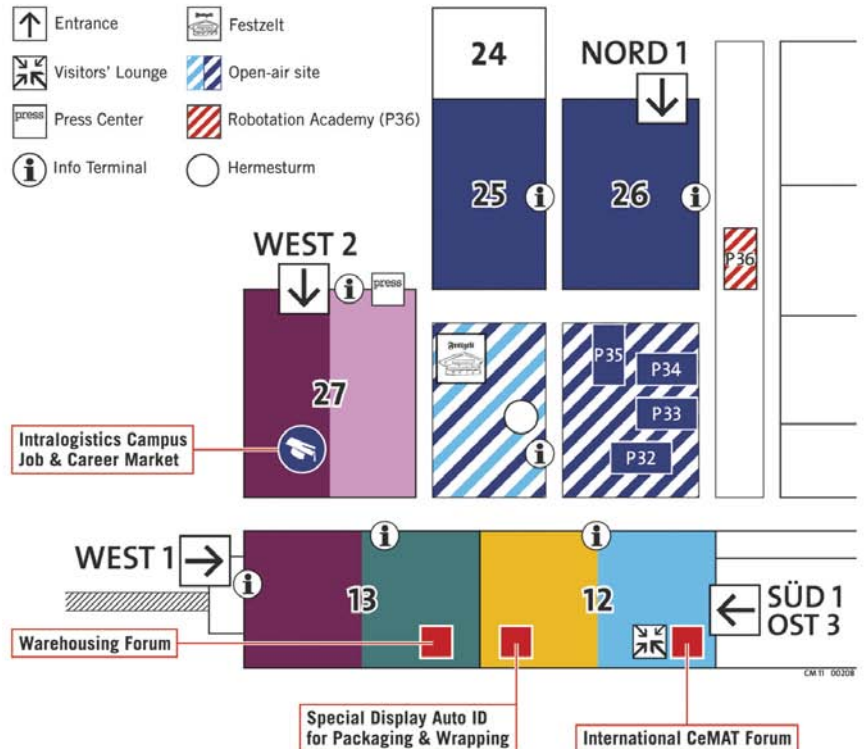
“Growing intelligently” is the central theme for the 27th German Logistics Conference, to be held from 20 to 22 October 2010 in Berlin. The Congress is organized by the German Logistics Association, a partner of the CeMAT Network, and will focus on innovations, risk management, networks, communication and HR development.

The guest regions at this year’s Congress are Denmark, Finland, Iceland, Norway and Sweden. Faced with their own unique challenges, these Nordic countries are at the forefront of a number of pioneering logistics solutions. Efficient logistical systems forge linkages between interfaces and use resources sustainably, thereby creating scope for sustainable

innovation. This is one of the keynote themes at the Congress. Another keynote theme, humanitarian logistics, is aimed at initiating quality dialogue on advanced logistics concepts for developing and newly industrialized countries with a view to identifying and solving logistical problems faced by aid and relief operations. This includes supporting humanitarian disaster relief measures and helping poorer regions overcome chronic shortages of food and medicines. The long-term objective is to improve economic and social conditions in underdeveloped countries. The Congress will also host the awards ceremonies for the German Logistics Award and the Media Award for Logistics.



- Complete plant installations, systems and accessories, continuous handling systems, robot logistics. Halls 13, 27
- Cranes, lifting platforms, access platforms, hoisting gear, port logistics
Hall 12, Open-air site
- Logistics management, Auto ID systems, software, hardware, services, e-logistics, procurement. Hall 27
- Warehousing systems and equipment, factory equipment
Hall 13
- Industrial trucks and accessories, port handling equipment, transport systems
Halls 25, 26, Pavilions 32–35, Open-air site
- Order-picking and packaging systems, transport services, loading equipment, contract logistics, telematics, financing, logistics real estate, logistics locations, logistics planning. Hall 12



Online Business Service (OBS)

Smart business people know the importance of forward planning in staying ahead of the competition. So start planning and costing your CeMAT 2011 showcase now using the Online Business Service (OBS).



The OBS system is a convenient, transparent and obligation-free way of exploring your exhibition options for CeMAT 2011. In a matter of minutes, it allows you to plan, compare and cost display space and display stand systems, as well as services like advertising, technical and press support.

If you have any questions about the OBS system or your access data, feel free to contact the OBS team on **+49-511/89-37000** or via email at obs@messe.de.

Further information:
obs.messe.de

fair package – the package that pays

Our “fair package” turnkey solutions enable you to book all-inclusive trade fair packages that include display space, modular stands and a wide range of services. Simply use the “fair package” order form to record your company details for your catalogue, Internet and PR listings and display signage, and to specify your preferred carpet color. All the

other services in the package will be provided automatically. For an additional charge you can, of course, tailor your fair package by adding additional items and services. A fair package is the perfect solution if you want budgetary certainty but don't want to spend too much time organizing your showcase.



Deutsche Messe
Hannover · Germany

Deutsche Messe
Messegelände
30521 Hannover
Germany

Tel.: +49 511 89-0
Fax: +49 511 89-32626
cemat@messe.de
www.cemat.de/homepage_e

Co-promoter:



**Materials Handling and
Logistic Systems Association**

YOUR CONTACTS

Wolfgang Pech, Senior Vice President

Manfred Kutzinski, Director
manfred.kutzinski@messe.de

Thomas Bothor, Project Manager
Tel.: +49 511 89-32124
Fax: +49 511 89-32564
thomas.bothor@messe.de

Torsten Weiss, Project Manager
Tel.: +49 511 89-31153
Fax: +49 511 89-39654
torsten.weiss@messe.de

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