

2-6 May
CeMAT 2011
HANNOVER • GERMANY
The world's leading fair for intralogistics.

CeMAT
NETWORK 

Site allocation now under way!
70% of display space
already booked.
Don't miss out, register now!

Intralogistics on the move: CeMAT showcases efficiency innovations

To survive in today's market, companies have to be lean and efficient. The experts will show you how at the world's leading fair for intralogistics in Hannover.



70 percent of display space at CeMAT 2011 already booked

Things are looking up for the intralogistics sector – and hence also for the triennial CeMAT show, the world's leading fair for intralogistics, which will next be held from 2 to 6 May 2011. Display space allocation for the event is well under way, with some 70 percent of the total exhibition area of 80,000 square meters (860,000 sq. ft) already booked.

Intralogistics sector optimistic – over 50% of companies expect upswing

The intralogistics sector is upbeat about the future. Logistics consulting firm IWL AG recently conducted a survey of more than 120 German intralogistics-sector companies, including both intralogistics providers and users. It reveals that following a

major slump in sales during the economic crisis, more than 50 percent of these companies now anticipate a slight or significant improvement in their business. Among intralogistics users, this figure is even higher: over 60 percent.

Over one third of respondents expect an increase in capital spending.

Other positive signs include expectations of increased outsourcing, strengthening sales & marketing programs and measures by firms to enhance their ability to cope with future crises.

The world of intralogistics meets in Hannover

CeMAT 2011 is an unrivalled opportunity for visitors and exhibitors to forge new contacts, broaden their networks and learn about the latest innovations – all under one roof. It is a information-rich mix of high-

caliber workshops, forums, conferences, group exhibits, special displays and exhibitions of state-of-the-art products, systems and software, combined with exciting insights into the future of materials handling courtesy of research institutions and universities. It profiles all the latest intralogistics technologies and plays a key role in shaping the trends of tomorrow.

Boosting productivity through automation and system optimization the key to future competitiveness

Intralogistics companies, the movers and shakers of industry, are facing major challenges. To prevail in today's tough competitive environment, they have to quickly and flexibly respond to fundamental changes in their business environment occasioned by issues such as resource scarcity, globalization and innovation. This means continuously improving productivity through increased automation and systems optimization.

Competitive edge built and maintained through innovation

The U.S., France and China rank among the biggest markets for German intralogistics companies, which, on average, generate over 50 percent of their sales from exports. However, experts warn that in the long term German intralogistics providers must also keep a strong focus on innovation in their own production processes if they are to maintain and expand their competitive lead. In 2011, CeMAT will explore the power of innovation in a number of new themed exhibits, such as the "Logistics Factory – Automation in the Logistics Sector" platform (page 2), and in its specially extended supporting program (page 4).

CeMAT Preview debuts in 2011

In 2011, CeMAT exhibitors will for the first time have an exclusive opportunity to present their innovations to local and international journalists well in advance of the fair.

The **CeMAT Preview** will be held on **16 February 2011 in Hannover.**

Use this unique opportunity to set yourself apart from your competitors! Contact:

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For further information, visit
cemat.com

Interview with Marijn Nijhof



"I believe CeMAT offers the best opportunity worldwide for customers to gain a complete overview of the materials handling market."



Marijn Nijhof,
Marketing
Communications
Coordinator,
Mitsubishi Forklift
Trucks

How did the last CeMAT show benefit your company?

"Market research shows encouraging growth in awareness of Mitsubishi Forklift Trucks in the German market during the last few years. There are many reasons for this, but our participation at CeMAT was certainly a major factor in the rise we saw in 2008. **Because of its size and worldwide focus, the CeMAT exhibition is a perfect way of making the global market aware of our strategy, our capabilities and our products.**"

What's the atmosphere like in the forklift business and what are the trends?

"It's definitely a buyer's market at present. Suppliers are keen to move their excess stock and are competing strongly with each other on price. Large suppliers are increasingly joining the competition for small accounts to keep up their sales figures. As a result of all this, customers are tending to shop around more than usual.

At Mitsubishi we are noticing slight increases in enquiries and investment in our market. **The market has actually grown by about 30 percent compared to 2009. We expect to see steady but modest growth over the next three or four years.**

Key investment trends for manufacturers at the moment include the move towards cleaner and more efficient engines, largely in response to stricter regulation of NOx and soot emissions. There is also an increasing focus on ergonomics, operator comfort and safety. Mitsubishi has anticipated these trends well in advance, so our products continue to comply with the latest legislation and satisfy customers' expectations."

What are your best-selling products?

"Our biggest seller, the new GRENDIA ES, meets

the needs of the 1.5 to 3.5 tonne IC engine counterbalance sector – which continues to be the biggest global market by far. Over many years, successive generations of this Mitsubishi truck have set high standards and have done much to establish the enviable reputation of our products for reliability. Meanwhile, we have been increasing our sales in the expanding electric counterbalance and warehouse equipment markets. We are confident that our comprehensive range delivers the same high standards of quality, reliability and value for money in every application."

Do you already know which innovative products you will bring to CeMAT 2011?

"Absolutely! We will have a lot to show next year! GRENDIA ES will be joined by its new 'big brother' GRENDIA EX (4.0 to 5.5 tonnes). These models will have all the latest features and options – including FlexControl intelligent truck protection. We will also be revealing some exciting new products which have not yet been announced."

Why do your clients and visitors in general value CeMAT?

"I believe CeMAT offers the best opportunity worldwide for customers to gain a complete overview of the materials handling market. With everything gathered into one place, visitors find it easier to see and compare what the major manufacturers have to offer, discover the latest developments and trends, ask questions and make decisions based on the most up-to-date information. I think it's an experience they find both useful and enjoyable."

When will you start preparing for CeMAT 2011?

"**At Mitsubishi Forklift Trucks, the CeMAT train is already running at full speed!** We take the CeMAT exhibition very seriously, which is why we start planning at least one year ahead. To make it a successful week for our company and – more importantly – for our visitors, it is very important that we consider our objectives carefully and devise an appropriate strategy before working on the practical issues."



Auto ID and Packaging Logistics

Organized by the Dortmund-based Institute for Distribution and Trade Logistics (IDH), the 1,000 square meter (10,760 sq. ft) Auto ID and Packaging Logistics special group exhibit in Hall 12 will feature a comprehensive range of packaging technologies. The 25 participating companies will showcase innovative solutions covering a range of areas, including product protection, handling, identification and security. The group display will include a live demonstration showing the entire packaging process, from primary packaging, labeling, transport packaging, palletizing into loading units, and stretch wrapping. It will also host a high-level expert forum on innovations in the packaging industry. In addition, visitors to the display will get a close-up view of the latest forklift trucks, pallet trucks, conveyor belts, and marking and labeling machines.

For further information, please contact

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Logistics Factory – Automation in the Logistics Sector

Logistics Factory – Automation in the Logistics Sector is a platform for research institutes and industrial companies organized by fairworldwide/Alesja Alewelt in association with the Bremen Institute for Production and Logistics (BIBA). Occupying 200 square meters (2,150 sq. ft) of display space in Hall 27, the platform spans the entire logistics chain, from seaport to intralogistics. It includes a series of seminars and panel discussions, in which invited experts will discuss the challenges and opportunities associated with automation in the logistics sector.

BIBA's Logistics Factory department has three core fields of research: Dialogue, Research and Transfer. Together, they facilitate the sustainable development and market launch of innovative products, from idea to market-ready product.

For further information, please contact

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CeMAT Network at German Logistics Congress: Come see us!



“Growing intelligently” is the keynote theme of the 27th German Logistics Congress, to be held from 20 to 22 October 2010 in Berlin. The Congress, which is organized by the German Logistics Association (BVL), ranks among the premier events for the European logistics industry. For the second time running, the Congress will be staged in partnership with the CeMAT Network, an intelligent network set up to help exhibitors with their marketing investment

decisions. The Congress is an integrated platform where logistics associations and key players in the logistics business can stage quality events, conferences and forums that cover the whole gamut of logistics themes. It is where logistics professionals go to keep abreast of the latest industry developments and trends.

Interested? Your contacts at this year's CeMAT Network stand (PV 07) are ...

- Wolfgang Pech
- Manfred Kutzinski
- Brigitte Mahnken-Brandhorst
- Thomas Bothor
- Torsten Weiss

We look forward to seeing you!



cemat-network.com

Premiere of CeMAT Russia

CeMAT RUSSIA premieres this year in Moscow. The fair will run alongside MDA RUSSIA (Motion, Drive & Automation), IA RUSSIA (Industrial Automation) and Surface RUSSIA (Surface Technology) under the “Industrial Trade Fair Moscow” umbrella brand from 28 September to 1 October 2010. 270 companies will be exhibiting at the All Russian Exhibition Center, one of Moscow's top three tradeshow venues, on a total of 10,000 square meters (107,600 sq. ft) of gross display space.

CeMAT RUSSIA will feature the full range of the latest intralogistics innovations, from materials handling and storage technology, packaging and order picking systems, materials flow solutions, warehousing systems and workshop equipment, through to packaging systems, transport systems, software logistics services and outsourcing solutions.

Among the companies who have registered exhibition space at the debut event are key market play-

ers, such as Jungheinrich, STILL, Knapp, Stöcklin, viastore and SSI Schäfer. CeMAT Russia will have a strong array of group displays and national pavilions – in keeping with the format used by its sister fairs, CeMAT ASIA (25 to 28 October 2010), CeMAT INDIA (15 to 18 December 2010) and the other newcomer to Deutsche Messe's CeMAT portfolio, CeMAT SOUTH AMERICA (4 to 7 April 2011). Deutsche Messe's CeMAT RUSSIA project team will also have a presence at the show, in the exhibition hall's management office.

Visit by major trade delegation from Lower Saxony confirmed: Lower Saxony's economics minister Jörg Bode, will attend the Industrial Trade Fair Moscow 2010 to mark the premiere of CeMAT Russia. He will head a trade delegation of entrepreneurs and senior executives from Lower Saxony interested in gathering information about the Russian market and forging local contacts.



Three questions for ...



Michael Baranowski,
managing director

How did TEAM become one of Germany's leading logistics software companies?

“Our success is due to our customer-oriented approach to software development, as well as our very high-performance standard Pro-Store® software platform. TEAM's primary focus when it comes to devising logistics solutions is on maximizing customer benefit. Our software development is centered on implementing functional standards while at the same time ensuring that our customers' individual requirements are fully met – which is not always easy, as you can imagine. We are currently exploring the new possibilities for enhancing functionality that have been opened up by the latest developments in **intelligent and multi-modal voice solutions and RFID-based forklift truck positioning systems.**”







Why are you planning to exhibit at CeMAT 2011?

“We value CeMAT because of its comprehensive format. No other fair provides a comparable overview of all areas of intralogistics and their many interfaces. CeMAT's high level of international participation and the quality and sheer number of innovations on show make it an absolute must for both visitors and exhibitors.”

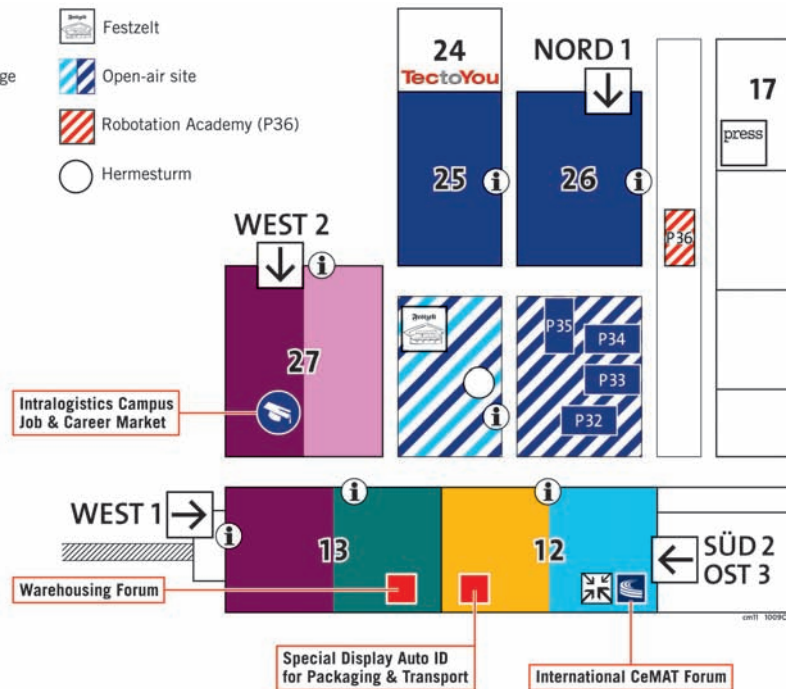
Looking ahead, what is your vision of software-based logistics in the year 2020?

“We will see solutions that are **more customizable, flexible, powerful and cost-efficient.** Software solutions will be more quickly adaptable to customers' individual requirements. Functionality will be easier to configure and costs will reflect actual usage. I expect that many of the principles of today's i-generation, such as the delivery of new functionality through apps, will also be applied in the logistics software business.”

Map of the showgrounds

-  Complete plant installations, systems and accessories, continuous handling systems, robot logistics
Halls 13, 27
-  Cranes, lifting platforms, access platforms, hoisting gear, port handling and distribution 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 equipment, transport services, loading equipment, contract logistics, telematics, financing, logistics real estate, logistics locations
Hall 12

-  Entrance
-  Visitors' Lounge
-  Press Center
-  Info Terminal
-  Festzelt
-  Open-air site
-  Robotation Academy (P36)
-  Hermesturm



Attention all educational institutions!

Our new full-service Campus package for educational institutions makes trade fair participation easy and affordable. It consists of a fully equipped, 12-square meter (130 sq. ft) stand (see photo above) plus a range of support services. Take advantage of this unique opportunity to dialogue with exhibitors, trade visitors, school and university students.

For further information, contact martina.rueger@messe.de
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or visit cemat.de/campus_intralogistics_e

fair package: everything you need

Deutsche Messe's handy **fair package** consists of individually-tailored display areas equipped with modular stands plus an extensive range of services. It's the ideal solution for exhibitors who wish to focus their limited resources on their customers, products and market-

ing activities rather than on organizing their trade fair showcase. **fair package comes in three variants, each with a different scope of services.**

For further information, visit cemat.de/fairpackage_e



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Published by Deutsche Messe
Messegelände
30521 Hannover, Germany
Manfred Kutzinski (responsible)
Content & design:
media consulting hannover GmbH & Co. KG
Translation: Down Under Translation, New Zealand
Photos: Deutsche Messe, BVL, Fotolia.com
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Date of issue: 9/2010 • Modifications reserved.