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## Press Release

### LogiMAT China 2019 in Shanghai—Wrap-Up Report

### **LogiMAT China a big hit in Shanghai: attendees impressed by new location offering unique synergies**

**LogiMAT China 2019, which ends on April 17, drew impressive numbers of exhibitors and visitors following its move from Nanjing to Shanghai. The idea to host the intralogistics trade show alongside transport logistic China forum, organized by Messe Muenchen, at the Shanghai New International Expo Centre (SNIEC) proved to be very popular with the public. An impressive slate of leading European and Chinese intralogistics brands coupled with a high-quality accompanying program have earned LogiMAT China, now in its fifth year, a reputation as a leading international market-oriented B2B platform for innovative intralogistics, systems and solutions.**

The numbers are in, and the organizers of LogiMAT China can report very positive growth for the three-day event: 109 international exhibitors covering 12.000 square meters of exhibit space and welcoming 25.080 visitors. Nearly half the visitors came from within a radius of 150 km—the region directly surrounding Shanghai and the province Jiangsu—while another 23 percent traveled 300 km or more. The event organizer EUROEXPO Messe- und Kongress-GmbH from Munich, together with its partner Landesmesse Stuttgart GmbH and Nanjing



Stuttgart Joint Exhibition Ltd., were successful early on in booking long-standing exhibitors from LogiMAT Stuttgart to come to Shanghai as well, including such leading European names as Ambaflex, Cognex, Crown, Hubtex, Jungheinrich, Kardex, Knapp, Konecranes, Metroplan, Miebach, TVH, Vahle, Wanzl and Wubump. They were joined by key Chinese exhibitors such as Hangzhou Hikrobot Technology, Hangzhou YOUNGSUN Intelligent Equipment, NOBLELIFT Intelligent Equipment, Shanghai JINGXING Storage Equipment and Zhejiang Damon Industrial Equipment. The lineup also included smaller startups such as ProGlove, winner of the BEST PRODUCT Award at LogiMAT 2018 in Stuttgart, who showed up to present side by side with the big global players. Top executives from the Chinese business community came to the event, which combines a trade show with a networking platform where specific projects are pitched and an educational event featuring expert forums. More than 70 percent of the visitors report having sole or joint decision-making authority.

China is a global leader in digitization and the associated technological developments. The Chinese government's counterpart to Germany's "Industry 4.0" campaign is "Made in China 2025," with the ambitious goal of transforming the country's economy. And so business professionals used LogiMAT China for the express purpose of educating themselves about the possibilities of digitization and artificial intelligence in their industries through expert forums targeted to such areas as food & beverage, home & living, pharmaceuticals, automotive, fashion, and e-commerce. More than 53 experts shared their views and opinions with the 25,080 visitors on two forum platforms in the center of the hall. All the forums drew big crowds to hear the top international and native speakers from leading industry associations, universities, and the private sector.

"Moving from Nanjing to the Shanghai New International Expo Centre (SNIEC) to host LogiMAT China parallel to transport logistic China turned out to be the right move," reflects Peter Kazander, Managing Director of EUROEXPO Messe- und Kongress-GmbH. We were successful in establishing LogiMAT China in the new location as a leading international event for the B2B sector. Visitors were the big winners, gaining access to two events covering more



than 40,000 square meters with a single ticket. This gave them the opportunity to learn how to streamline their intralogistical processes and discover optimized transport routes and means all at once. The result was unique synergies for both events.”

The next LogiMAT China will grow significantly and will take place in Shanghai from June 16 to 18, 2020, once again coinciding with transport logistic China.

### **About LogiMAT**

The next LogiMAT, the 18<sup>th</sup> International Trade Show for Intralogistics Solutions and Process Management, takes place March 10–12, 2020, on the grounds of Messe Stuttgart. LogiMAT, the world’s most important intralogistics trade show, offers a comprehensive overview of everything driving the intralogistics industry, from procurement to production to shipping. International exhibitors gather early in the year to showcase innovative technologies, products, systems, and solutions for streamlining operations, optimizing processes, and cutting costs in a company’s internal logistics.

### **About EUROEXPO Messe- und Kongress-GmbH**

EUROEXPO Messe- und Kongress-GmbH, founded in 1996 and headquartered in Munich, organizes LogiMAT, the International Trade Show for Intralogistics Solutions and Process Management in Stuttgart, Germany. EUROEXPO has also partnered with Landesmesse Stuttgart since 2014 to present the annual LogiMAT China, first in Nanjing and now in Shanghai as of 2019.

Media contacts:

For more information, please visit our official WeChat account (logimat\_china) and website (www.logimat.cn).

Your contact for booth reservations and project partnerships:

Larry Chen | [larry.chen@messenanjing.cn](mailto:larry.chen@messenanjing.cn) | +86 21 5081 0233

EUROEXPO Messe- und Kongress-GmbH

Peter Kazander | [peter.kazander@euroexpo.de](mailto:peter.kazander@euroexpo.de) | +49 89 323 91 253