

LET- a CeMAT ASIA event

29 - 31 May 2019

China Import & Export Complex (Guangzhou)

Hall 9.1 / 10.1 / 11.1

After Show Report

www.chinalet.cn



Deutsche Messe



FIERA MILANO



a
CeMAT ASIA
event





Exhibition area: nearly
30,000 m²



Number of visitors:
38,065



Forums: **10**



Number of exhibitors:
373



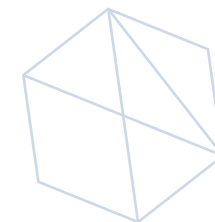
Buyer group:
238



The 2019 LET-a CeMAT ASIA event was successfully held at Hall B, China Import & Export Complex (Guangzhou). LET-a CeMAT ASIA event 2019 is the first Guangzhou logistics exhibition hosted by Hannover Milano Best Exhibition (Guangzhou) Co., Ltd., a joint venture established by Guangzhou Best Exhibition Co., Ltd. and Hannover Milano Fairs Shanghai Ltd. The year of 2019 coincides with the 20th anniversary of Hannover Milano Fairs Shanghai Ltd.'s entering China. LET China, which has been held in Guangzhou for ten consecutive years, was particularly eye-catching this year. The exhibition has an area of nearly 30,000 m² for display, and 373 exhibitors and 38,065 trade visitors witnessed a grand event in the field of logistics equipment. This exhibition enabled Hannover Milano Best Exhibition (Guangzhou) Co., Ltd. to establish a high-level communication and cooperation platform for both the supply and demand sides.

Mr. Liu Guoliang, Chairman of Hannover Milano Best Exhibition (Guangzhou) Co., Ltd., pointed out that there was still much room for development of the Chinese market in this regard. "Hannover Milano Best Exhibition (Guangzhou) Co., Ltd. hopes to do its part for the intelligent development of China's logistics equipment industry. In the future, we will continue to work hard to continuously improve the platform we build for our colleagues in the industry and provide them with better channels for communication."

The success of LET-a CeMAT ASIA event 2019 enables us to see a logistics equipment carrier in the South China market slowly setting sail. I believe that in the next a few years, more companies and trade visitors will come here to present a beautiful picture of automated, intelligent logistics for us in Guangzhou.



CeMAT ASIA + LET -- Win-win cooperation, north-south linkage, creating a new pattern in logistics industry

As Guangzhou Best Exhibition Co., Ltd. and Hannover Milano Fairs Shanghai Ltd. jointly established Hannover Milano Best Exhibition (Guangzhou) Co., Ltd., LET-a CeMAT ASIA event and CeMAT ASIA will form a new pattern of south-north linkage, and the introduction of advanced resources from Germany will amplify the effect of linkage and propel the more vigorous development of the logistics industry in South China. In the future, the LET-a CeMAT ASIA event held in Guangzhou in the spring and the CeMAT ASIA held in Shanghai in the autumn will provide comprehensive platforms for Chinese customers, especially overseas companies, to expand the domestic market and create a new trend in the logistics industry throughout the year.

Well-known industry business associations are closely linked to bring together industry push power

Co-organized by Guangzhou Logistics Profession Association and supported by China Association of Warehousing and Distribution, Guangdong Light Industrial Council, Guangdong Manufacturers Association, Guangdong Association for the Production of Industrial Development, Guangdong Chamber of Daily Used Chemicals, Guangdong Paper Association, etc., more opportunities and resources have been provided besides the sales exhibition to help exhibitors develop their business in the local market, thereby pushing the buyers' industries towards a upgrade towards intelligent manufacturing.



Boost the Guangdong-Hong Kong-Macao Greater Bay Area, respond to the Belt and Road Initiative national call, and connect domestic and international logistics

Under the impetus of the Belt and Road Initiative, "Made in China 2025", "Guangdong-Hong Kong-Macao Greater Bay Area" and other national policies, the manufacturing industry, centered on South China and Asia Pacific, is facing transformation and upgrading in all aspects; the demand for factory renovation, production logistics, automated logistics, supply chain logistics, etc. surges, and local leading brands are competing with internationally renowned enterprises for opportunities. Moreover, LET-a CeMAT ASIA event will expand its influence to countries along the BRI, such as Indonesia, India, Thailand, Vietnam, Malaysia, Turkey, Pakistan, Iran, etc., gather global brand effect and strong strength to break down the exchange barriers between domestic and international logistics industries and thereby benefit both enterprises and buyers.



Professional partition of exhibits, showing cutting-edge technologies and cases of the logistics industry

The brand new LET-a CeMAT ASIA event will take logistics technology innovation as the entry point, and fully present the industry's cutting-edge technologies and the trend of high-tech artificial intelligence, besides demonstrating the on-going intelligent cases that use the logistics equipment and technologies. LET-a CeMAT ASIA event, which gathers new strengths, consists of the following sections: Logistics system integration, information communication, conveyor sorting, production control and robotics, AGV, forklifts and accessories, packaging equipment and materials, warehouse and operating equipment, supply chain management, etc.



Attract a large number of trade visitors from South China, and provide tailored logistics solutions

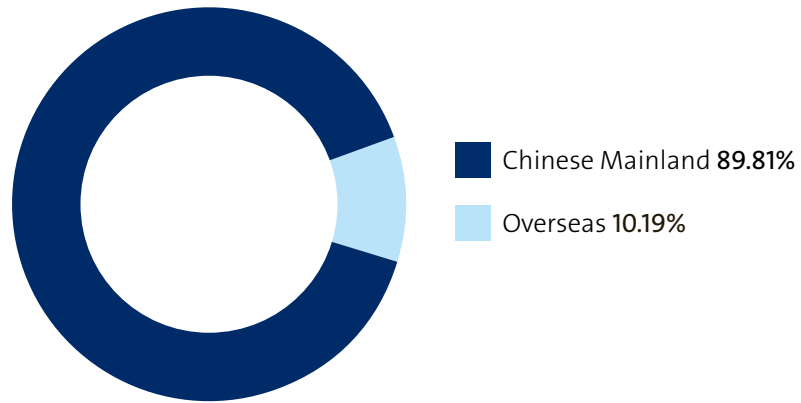
As China's most important manufacturing base, South China has gathered many important end-user enterprises, covering 3C electronics, automobiles, home appliances, LED lighting, furniture, building materials, household supplies, e-commerce, food, medicine, new energy, toys and other industries. Over the past two years, the numbers of trade visitors and buyers attending the LET-a CeMAT ASIA event have increased rapidly. The sponsor invited well-known chambers of commerce and associations of the user industry, dug deep into the needs of the logistics industry in South China, and organized high-quality buyer groups to the exhibition. According to the demand characteristics of users in the South China market, we also provided these users with tailored application technology solutions and worked together with them to present a feast of logistics technology application in South China.

To keep pace with the “Made in China 2025”, with the theme of “Intelligent Manufacturing and Efficient Logistics”, LET-a CeMAT ASIA event 2019’s concurrent activities invited many well-known scholars, experts and industry leaders from home and abroad to gather together. More than 65 industry elites from industry leading enterprises and well-known domestic organizations shared views and discussed hot topics such as the Belt and Road Initiative international logistics, intelligent supply chain, shoes & clothing logistics, home appliance logistics, and cross-border e-commerce logistics. The ten forums, with different themes, lasted three days; presentations and discussions across different industries cover the latest products, technologies and concepts in the current logistics industry, providing cases and solutions of advanced production, intelligent manufacturing, production logistics, warehousing logistics, supply chain logistics and information application; at these forums, hosts/speakers and audience interacted actively, and the warm atmosphere attracted more than 4,000 listeners to jointly present a future feast of intelligent manufacturing-smart logistics.

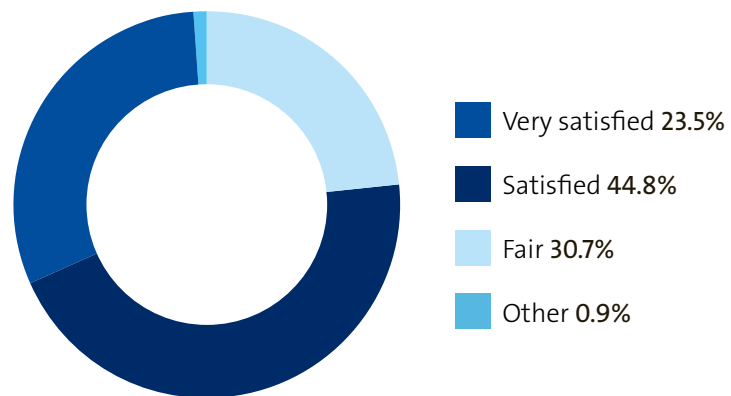


Exhibitor Analysis

Exhibitor country distribution

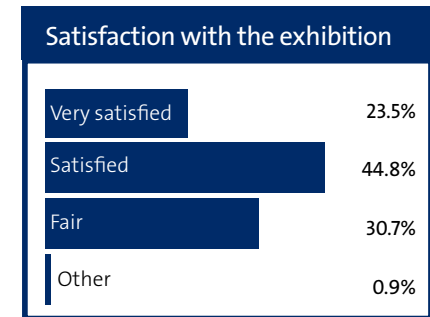
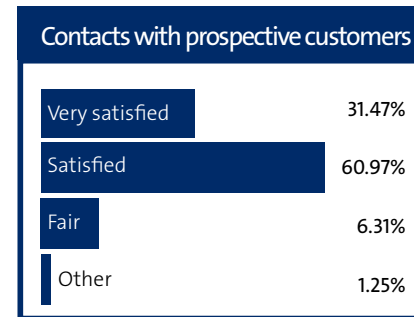
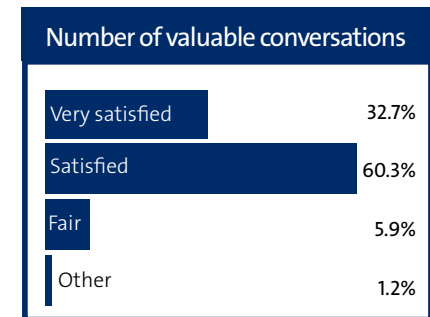
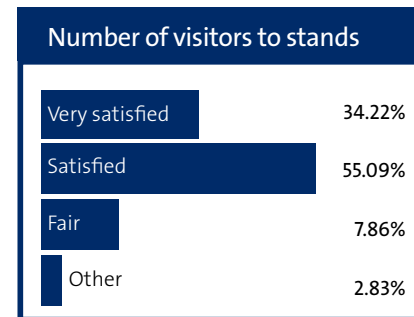


Overseas exhibitor distribution



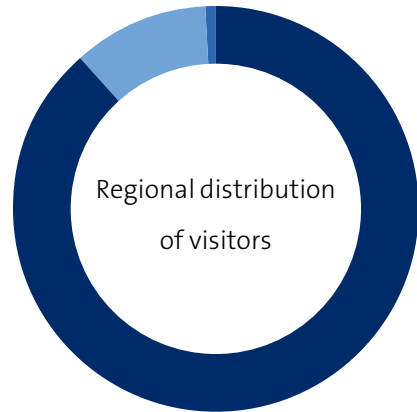
On-site satisfaction distribution

Over **84%** of exhibitors made successful sales and closed deals onsite.

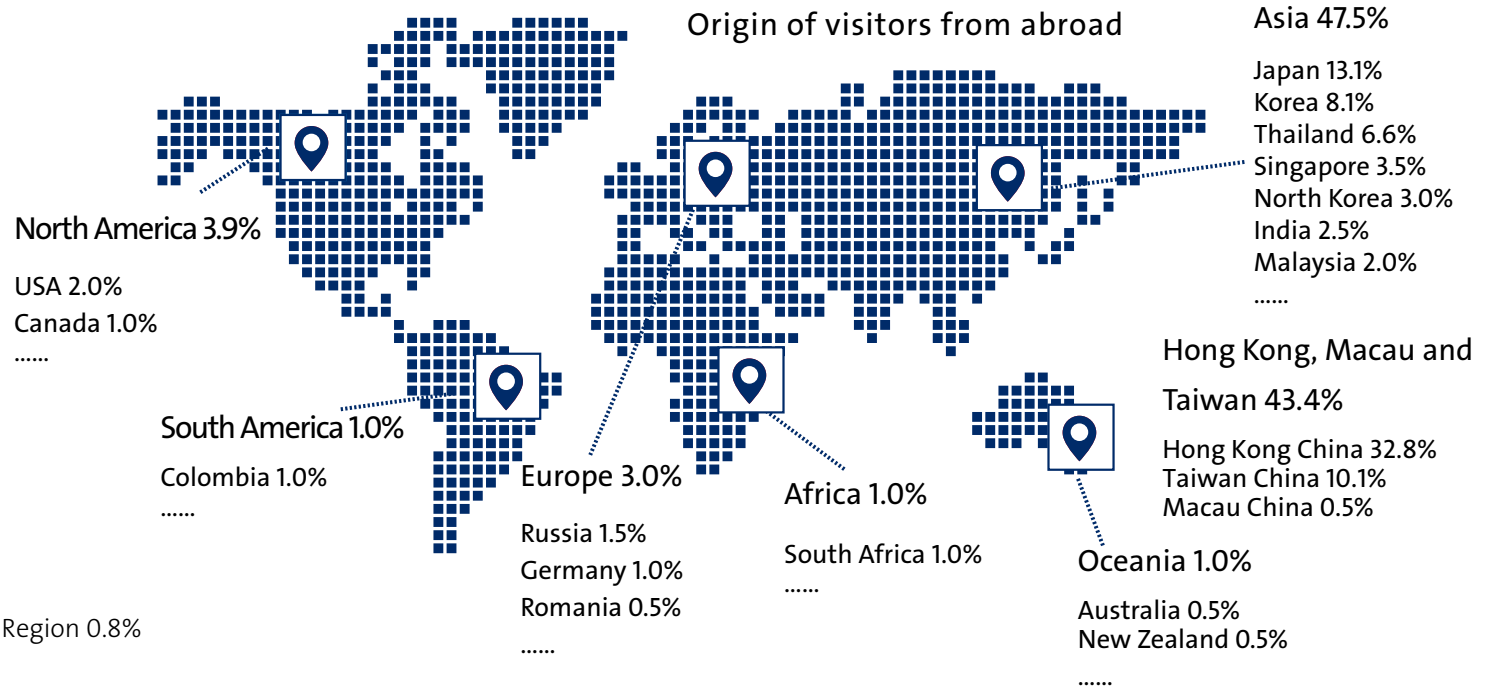


Visitor analysis

Visitor origin countries



- Chinese Mainland 88.5%
- Overseas 10.7%
- Hong Kong, Macao and Taiwan Region 0.8%



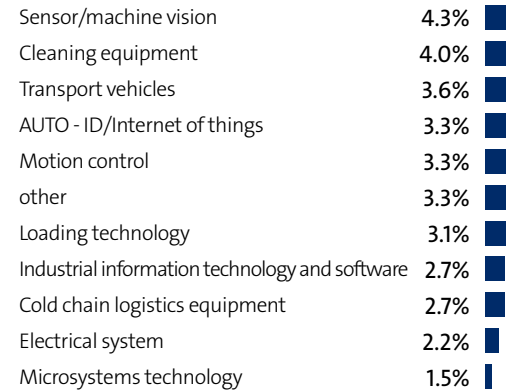
- Local 83.6%
- Non-local 16.4%



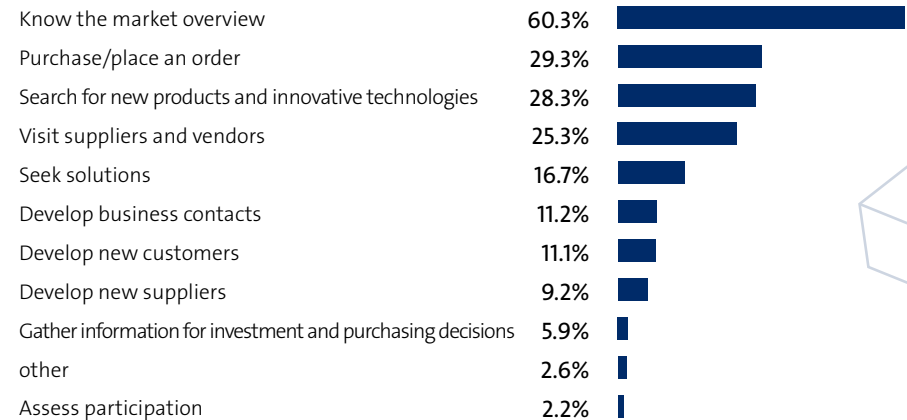
- South China 83.56%
- East China 8.94%
- North China 2.65%
- Central China 1.73%
- Overseas 1.66%
- Southwest China 0.67%
- Northeast China 0.56%
- Northwest China 0.23%

Visitor analysis

■ Vistor industries



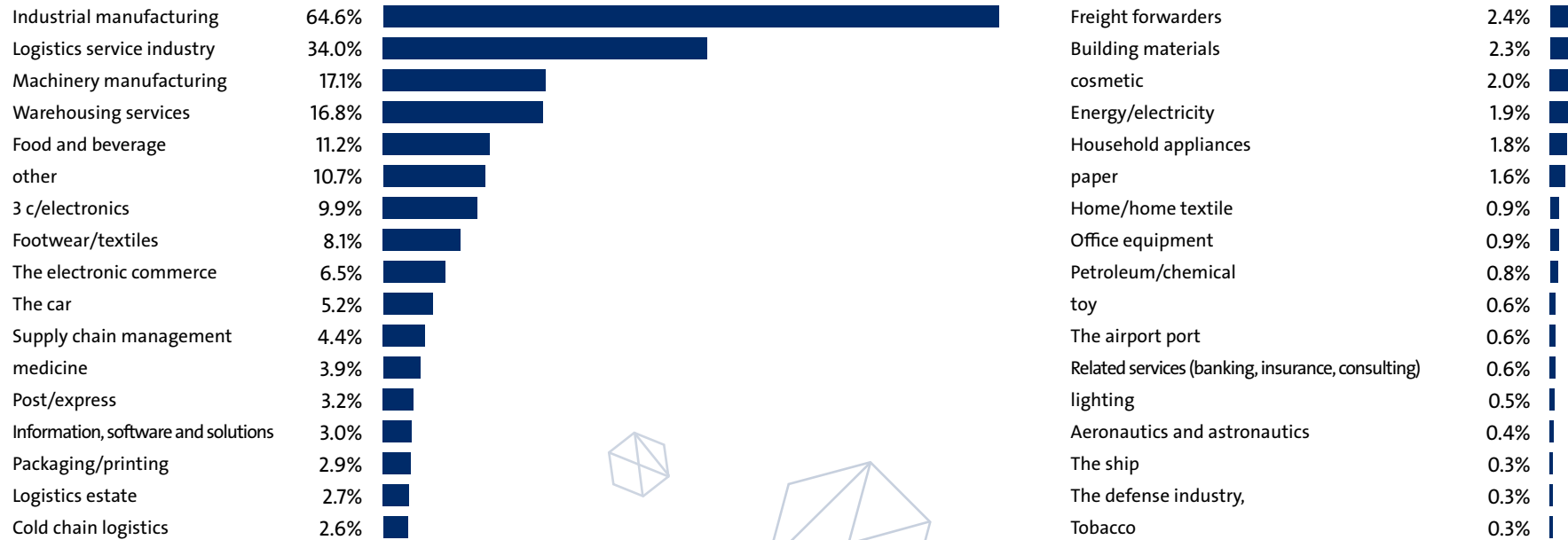
■ Purpose of visit



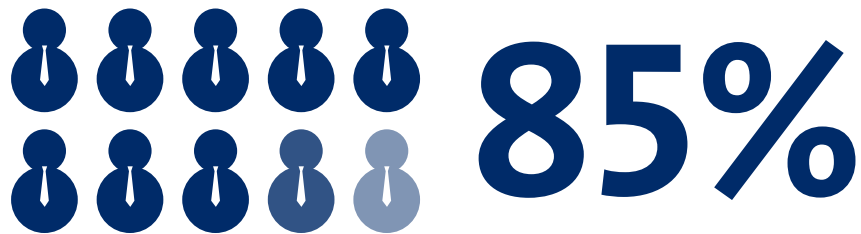
* the percentage is based on the number of people who answered this question. Due to the multiple choices of some audiences, the total percentage is greater than 100%

Visitor analysis

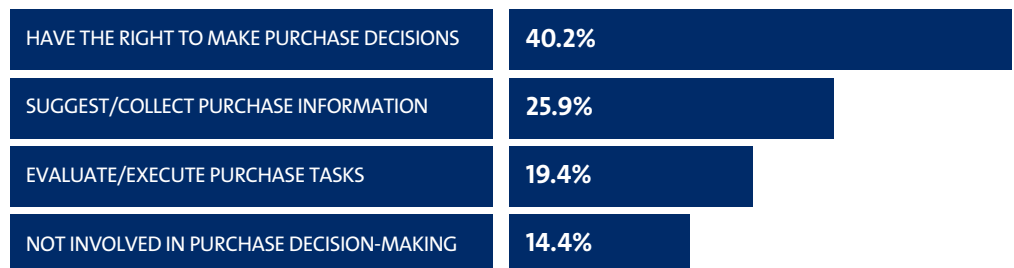
Audience industry analysis



Right to make purchase decisions



More than 85% of the audience were involved in purchasing or related.



* the percentage is based on the number of people who answered this question. Due to the multiple choices of some audiences, the total percentage is greater than 100%

Visitor testimonials

UNIQLO - FAST RETAILING (CHINA) TRADING CO., LTD. **Mr Li, Head of Strategic Logistics and Optimization**

First of all, I would like to extend my warmest congratulations to the successful conclusion of this LET-a CeMAT ASIA event! The visit was very good, very rewarding and helpful. It enables us to have a good understanding of the latest trends of logistics and information about new technologies and new equipment! The LET-a CeMAT ASIA event has gathered global logistics system integrators and all major AGV manufacturers. Intelligent logistics improves efficiency and reduces costs. Many thanks to the organizing committee for providing such an excellent platform.



xiaohongshu.com **Mr. Luo, Head of Logistics in South China**

I would like to thank the organizing committee for the invitation. The visit to LET-a CeMAT ASIA event lets us know the rise and development of various smart enterprises, and learn more about cutting-edge logistics technologies, including material handling technology, warehousing technology and logistics system, packaging and order picking equipment, logistics system integration, AGV and accessories, logistics robots and smart factories, as well as new inspiration for intelligent logistics product solutions and intelligent results, which is very helpful for our enterprise's management of logistics & warehousing, and can help us achieve technological upgrade, reduce costs and increase efficiency. Thanks again to the organizing committee, and I wish the exhibition a better and bright future!

Visitor testimonials



China Wonderland Nurserygoods Co., Ltd. Mr. Cai, Head of Logistics

It's very good. New products, new ideas and new technologies gathers here. The exhibition is very well arranged. For us, this is a very good platform and can effectively boost communication between suppliers and users and help improve our own logistics system. We mainly focus on AGV, charger, forklift and battery. The exhibition is very rewarding. Many thanks to the organizing committee!

Guangdong Marco Polo Ceramics Co., Ltd. Mr Li, Head of Logistics

The exhibition is very rewarding. With logistics technology innovation as the entry point, the exhibition fully showed the on-going intelligent cases that use the logistics equipment and technologies, which lets us have a better understanding of the industry's cutting-edge technologies as well as the latest development and new trend of high-tech AI. Besides, we have paid attention to intelligent warehousing logistics, which is very helpful for the development of our enterprise; we also found equipment related to intelligent logistics, such as cleaning equipment and packaging equipment, at the exhibition, which are now under negotiation. Many thanks to the organizing committee for providing us with such a good platform!



Exhibitor testimonials

ANJI Technology Co., Ltd. Jin Bin, CEO

LET-a CeMAT ASIA event is one of the largest logistics industry exhibitions in South China, where major international exhibitors showcase their latest cutting-edge international technologies, products, application systems and solutions. For the positioning of the South China market, Jin Bin, CEO of ANJI Technology, said, "We attach great importance to the huge development prospects of the South China market. This is where high-tech enterprises converge. We hope to expand the influence of our company and increase the awareness of our brand by participating in such exhibitions."

Shanghai Quicktron Intelligent Technology Co., Ltd. Sun Di, Market Director

This is the third time that Quicktron has participated in LET-a CeMAT ASIA event. During this exhibition, we have had a lot of exchanges. We are very glad to see the great development and changes of this year's LET. We have seen a lot of new ideas, new layouts and new technologies in warehousing logistics applications, which are sure to be very helpful for manufacturing companies to improve production levels and quality. It is worth mentioning that the on-site service quality and service facilities of LET-a CeMAT ASIA event organizing committee are very good. I hope that the organizing committee will continue to provide more professional and higher-end exhibition services for exhibitors and visitors.



Daifuku (China) Logistics Equipment Co., Ltd. Xiao Guanqun, Deputy Director of System Sales, Greater China/Head of Business Department, South China

This is the second time that Daifuku has participated in the exhibition. Last time, the exhibitors were all from South China, while this time, exhibitors are from across the country and have increased a lot in number. We have had plenty of negotiations at the exhibition and feel Daifuku's brand awareness has been improved accordingly. In the future, we will continue to work hard to expand the market of Daifuku China.

Geek+ Inc. Sun Yadong, Market Manager

As the world's top logistics exhibition company, CeMAT has an influence renowned to the world. This LET-a CeMAT ASIA event has still embodied the consistent style of Hannover's exhibition. It has created a new situation through fully opening up the upstream and the downstream of the supply chain, and combining the position advantages of manufacturing and logistics in South China. This exhibition focuses on the two themes of intelligent manufacturing and intelligent logistics, and integrates Industry 4.0 and logistics technology innovation, bringing brand new experience to all participants. Wish LET-a CeMAT ASIA event a greater success in the future.

JD Logistics -- Guangdong Jingbangda Supply Chain Technology Co., Ltd.
Huawei Machinery Co., Ltd.
OPPEIN Furniture Group Co., Ltd.
Guangdong Dinghu Mountain Spring Co., Ltd.
Lee Kum Kee (Xinhui) Food Co., Ltd.
Guangdong Esquel Textiles Co., Ltd.
Gree Electric Appliances Inc. of Zhuhai
Siemens Transformer (Guangzhou) Co., Ltd.
TCL Electronics Holdings Co., Ltd.
GAC Business Logistics (Guangzhou) Co., Ltd.
KYOCERA Document Technology (Dongguan) Co., Ltd.
Midea Group
Toshiba HA Manufacturing (Nanhai) Co., Ltd.
Guangzhou Blue Moon Industry Co., Ltd.
Guangzhou Liby (Panyu) Co., Ltd.
VIVO Mobile Communications Co., Ltd.
Zhongxing Telecommunication Equipment Corporation
Supply Chain Department of Best Logistics Guangdong Branch

Guangdong OPPO Mobile Telecommunications Corp., Ltd.
Guangdong Jiangmen Lihua Industry Co., Ltd.
Chinese Mechanical Engineering Society Logistics Engineering Institution
(supply chain profession, CNSEA)
Philips Household Appliances Co., Ltd. of the Zhuhai Special Economic Zone
Foxconn Technology Group
Denso (Guangzhou Nansha) Co., Ltd.
South Korea DONGSUNG Shipping
Guangzhou Airmail Processing Center, EMS Co., Ltd.
Guangzhou Uniasia Cosmetics Technology Co., Ltd.
Guangzhou Holike Creative Home Co., Ltd.
Guangzhou Parkshop Co., Ltd.
China Resources Sanjiu Medical & Pharmaceutical Co., Ltd.
Rifeng Enterprise Group Co., Ltd.
Li-Ning (China) Sports Goods Co., Ltd.
Guangzhou Distribution Center of Walmart (China) Investment Co., Ltd.
Colgate-Palmolive (China) Co., Ltd.
Shenzhen Chenguang Dairy Co., Ltd.

Mars Wrigley Confectionery (China) Co., Ltd.
Guangzhou P&G Co., Ltd.
Guangzhou Wanglaoji Pharmaceutical Company Limited
Guangdong Marco Polo Ceramics Co., Ltd.
Guangdong Camel Clothing Co., Ltd.
Guangdong PEPCO Clothing Co., Ltd.
Yihai Kerry (Guangzhou) Logistics Supply Chain Co., Ltd.
Foshan Bufeng Lianhua Management Consultation Co., Ltd.
Guangzhou Restaurant Group Likoufu Foodstuff Co., Ltd.
Guangdong Galanz Microwave Life Electric Appliance Manufacturing Co., Ltd.
Garden Food Trading (China) Co., Ltd.
Infinitus (China) Co., Ltd.
C&S Paper Co., Ltd.
Carlsberg China
Guangzhou Baiyunshan Qixing Pharmaceutical Co., Ltd.
L'oreal - Buycoor
Honda Automobile (China) Co., Ltd.
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Buyer delegations

Promotion Channels



• Baidu

Home page impression **120,804** Hits **8,139**



• toutiao.com

Home page impression **2,654,328**
Hits **17,397**



• E-mail marketing:

Successfully sent **1.1+ million** emails
to related users



• Ads in WeChat Moments:

Ads impression **2,821,039** Hits **42,872**



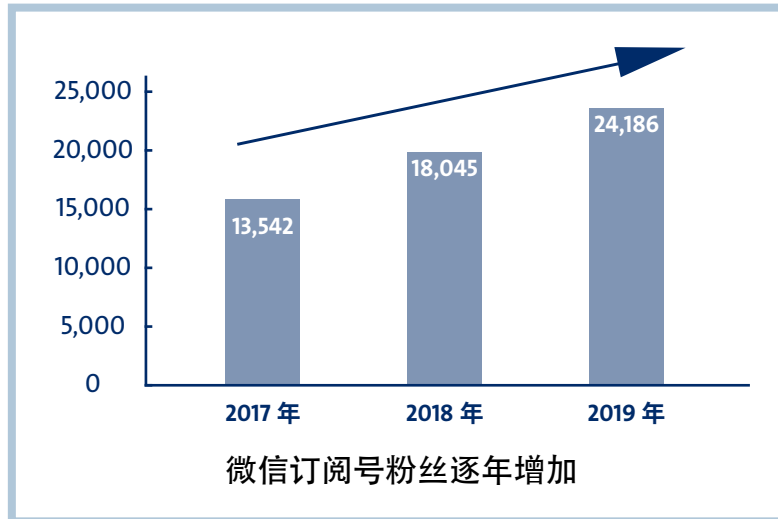
• Ads at subways

New media promotion

■ WeChat

This year, the LET-a CeMAT ASIA event has opened a WeChat official account called "LET China", which is used exclusively to release information about exhibitors as well as industry news. Every week, the sponsor promoted and publicized the exhibition at the WeChat official accounts of "LET China" and "Online Logistics Equipment" -- a new media. Before the exhibition kicked off, some warm-up activities such as preview of concurrent events and pre-registration visit were arranged. These were browsed and highly praised by the fans.

Since the 2nd half of 2018, the sponsor has released more than 200 times articles on WeChat to promote the exhibition. WeChat has become the main channel for exhibition promotion and industrial information release, as well as a significant platform offering access to exhibition developments for the majority of audience and exhibitors.



■ New media promotion - Mini Programs

The sponsor promoted the WeChat Mini Programs for visitor preregistration before the exhibition, and attracted users to pre-register and voluntarily participate in the invitation through rich and varied gifts, so as to achieve the fission of number of visitors.





Media partners

Sponsors 2019



Media cooperations & websites



Supporting media



* The logos are displayed in random order without any prioritization.





LET-a CeMAT ASIA event

China Import & Export Complex (Guangzhou) 26 - 28 May 2020

www.chinalet.cn