

World fair for intralogistics features several enhancements

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Hannover, Germany. The next CeMAT - to be staged in Hannover, Germany from 19 to 23 May 2014 - will feature an even more wide-reaching lineup of themes and a new cluster approach shaped around user industries.

"The intralogistics industry is highly innovative and serves a global market. It therefore needs a major international B2B platform which is in tune with market requirements at locations spread around the world. This is precisely what CeMAT offers. The show's new topic clusters and extended coverage will further enhance its value for intralogistics players," remarked Dr. Andreas Gruchow, Member of the Managing Board at Deutsche Messe.

New: Five main topic clusters

To make it easier for visitors to zero in on the topics and exhibitors of greatest interest to them, the displays at CeMAT 2014 have been regrouped into five main clusters: Move & Lift, Pick & Pack, Store & Load, Logistics IT and Manage & Service.

The MOVE & LIFT section is dedicated to innovations from the fields of materials handling and lifting technology, including industrial trucks, cranes and hoisting equipment, aerial work platforms, continuous handling systems and port handling equipment. The STORE & LOAD section puts the spotlight on automated storage and warehousing systems, featuring exhibits of rack systems, factory equipment, pallets, containers, loading and unloading equipment and complete warehousing and loading systems. In the PICK & PACK technology section, visitors will find order-picking and packing solutions, including measuring, weighing and metering equipment, while the LOGISTICS IT section is all about warehouse management systems, control and tracking technology, sensors and identification systems. And last, but by no means least, the MANAGE & SERVICE section will give logistics advisors and service providers a platform where they can present their latest ideas and solutions, including logistics real estate, finance and transport.

Special emphasis on topics of importance to specific users

In 2014, CeMAT will place added emphasis on a number of selected topics such as port handling systems, retail logistics, bulk goods, packaged goods, pharmaceuticals, hazardous goods and disposal. Production logistics solutions will likewise receive additional coverage. "The chosen topics are geared to the needs of specific user industries. They give exhibitors new product presentation options, while at the same time drawing the attention of trade visitors to specific solution areas relevant to their industries," Gruchow explained.

One of the topic clusters to be addressed in 2014 covers education, training, young talent and careers.

"Recruitment is a universal theme that we are addressing in partnership with recruitment experts at several of our other trade fairs in Hannover. We will thus be bringing a great deal of valuable experience and expertise to bear at CeMAT," commented Gruchow.

About CeMAT

CeMAT - the world's leading trade fair for intralogistics - is staged in Hannover, Germany. The next CeMAT will be held from 19 to 23 May 2014. The most recent CeMAT (2011) featured more than 1,000 exhibitors from 39 countries and attracted some 53,500 trade visitors from around the world. Half of the exhibitors and a third of the visitors were from outside Germany. CeMAT is now so important to the international logistics industry that its organizers, Deutsche Messe, have taken the CeMAT format to four of the world's fastest-growing regions: **CeMAT RUSSIA** (25 to 28 September 2012 in Moscow), **CeMAT ASIA** (29 October to 1 November 2012 in Shanghai), **CeMAT INDIA** (21 to 24 November 2012 in Delhi) and **CeMAT SOUTH AMERICA** (19 to 22 March 2013 in Sao Paulo). Deutsche Messe also stages a thematically related event: **MATERIALS HANDLING EURASIA** (29 March to 1 April 2013 in Istanbul).