

CeMAT and "transport logistic" team up

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Hannover, Germany. Deutsche Messe and Messe München International have announced a new form of collaboration with regard to the staging of their world-leading (intra)logistics events, CeMAT and "transport logistic". "We are committed to pooling our strengths: As of 2013 Deutsche Messe will be contributing its CeMAT expertise and leveraging its industry contacts for the staging of an intralogistics showcase within "transport logistics" in Munich, while our Munich partners will be mounting a display of "transport logistic" themes at CeMAT in Hannover. Thanks to our collaboration, each of the two trade shows can provide coverage of the entire logistics value chain. It will also give our respective exhibitor bases greater and more continuous market exposure and put them in touch with a significantly wider array of potential customers," commented Dr. Andreas Gruchow, Member of the Managing Board at Deutsche Messe AG.

Dr. Wolf-Dietrich Müller, Executive Director at Messe München GmbH, underscored Gruchow's assessment by adding: "CeMAT and 'transport logistic' complement each other perfectly. All around the globe, logistics is playing an ever more pivotal role, and this is leading to a major upswing in the demand for logistics equipment and solutions. Our cooperation means added value and new market opportunities for our customers. At the same time we will be helping Germany to increase its competitive edge in the international logistics marketplace."

Intralogistics showcase within "transport logistic"

At the next staging of "transport logistics" (4 to 7 June 2013), CeMAT content will enhance the show's coverage of intralogistics themes. At the next CeMAT (19 to 23 May 2014), the makers of "transport logistics" will reciprocate and round CeMAT off with full coverage of up- and downstream topics such as logistics, mobility, IT and supply chain management. The makers of both trade fairs are expecting the new cooperation to yield a great deal of long-term mutual benefit and enable them to reach out to new groups of potential exhibitors and visitors.

About CeMAT

CeMAT - the world 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).

About "transport logistic"

"transport logistic", the world's leading trade fair for logistics, mobility, IT and supply chain management, will next be held from 4 to 7 June 2013 at Messe München International's exhibition site in Munich. transport logistic is the world's biggest trade show for all facets of freight transport by road, rail, sea and air. Its exhibition portfolio spans logistics and freight transport, telematics, in-house logistics and materials handling. The show also encompasses Air Cargo Europe, an exhibition for the global air freight industry. transport logistic/Air Cargo Europe 2011 attracted over 51,000 qualified trade visitors from 137 countries had featured 1,893 exhibitors from 59 countries. transport logistic has two sister events outside of Germany: **transport logistic China/Air Cargo China** (next held from 5 to 7 June 2012 in Shanghai) and **logitrans Transport Logistics Exhibition** (next held from 15 to 17 November 2012 in Istanbul).