

Deutsche Messe expands CeMAT portfolio

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- **CeMAT SOUTHEAST ASIA debuts in Indonesia in February 2017**
- **Parallel events TransAsia Jakarta and ColdChain Indonesia**
- **Cooperation with UK-based trade fair company ITE**

Deutsche Messe and international trade fair company ITE Group are co-organizing the premier of CeMAT SOUTHEAST ASIA from 28 February to 3 March 2017. CeMAT SOUTHEAST ASIA runs parallel to TransAsia Jakarta and ColdChain Indonesia at the Indonesia Convention Exhibition Center (ICE) in Jakarta. ICE is operated by Deutsche Messe and comprises 10 exhibition halls on 50,000 square meters, a 50,000-square-meter open-air site, a 4,000-square-meter convention hall, and a 12,000-square-meter pre-function lobby.

"With ICE, Deutsche Messe operates Southeast Asia's biggest and most modern exhibition facility. Over the years, the region has developed into one of the world's most important logistics hubs and offers outstanding business opportunities to logistics companies," said Dr. Andreas Gruchow, member of the managing board at Deutsche Messe. "CeMAT SOUTHEAST ASIA marks a continuation of our international expansion program and also the first time that we have staged a CeMAT event parallel to additional logistics fairs. Together with TransAsia Jakarta and ColdChain Indonesia we showcase the entire logistics value chain."

CeMAT SOUTHEAST ASIA, TransAsia and Cold Chain Indonesia are expected to attract more than 200 exhibitors on 5,000 square meters of display area. The exhibit program features industrial trucks, complete logistics systems, rack and warehousing systems, cranes and lifting equipment, access platforms, auto ID systems, robotic logistics solutions, and packaging technology as well as logistics services such as freight forwarding, terminal operation, transport infrastructure, transport vehicles, and CEP services. Visitors will come from all over Southeast Asia.

Deutsche Messe organizes CeMAT SOUTHEAST ASIA, TransAsia Jakarta and ColdChain Indonesia in partnership with the UK-based trade fair company ITE. "We already collaborate with ITE on CeMAT RUSSIA, which works well, and we are delighted to now extend our partnership to Indonesia," said Gruchow.

Laurent Noel, Industry Director Transport & Logistics of ITE Group Plc: "I am very excited to bring together the international expertise of two world-leading trade show organizers – ITE in the transport logistics sector and

Deutsche Messe in the materials handling and intralogistics sectors. The three fairs we are co-staging in Jakarta will provide an outstanding business platform for the entire logistics industry in Southeast Asia. And the timing couldn't be better, considering that in 2017 the Indonesian government will be completing the first of its new infrastructure projects in Java, Sumatra and Borneo, which will provide a major boost to the local economy."

CeMAT SOUTHEAST ASIA will be supported by Indonesia's leading business and government organizations – the Ministry of Trade, the Ministry of Transportation, the Ministry of Public Works and Housing, and APINDO (The Employers Association of Indonesia) – as well as the European Federation of Materials Handling (FEM) and the German Engineering Federation (VDMA).

"The CeMAT network has just added an important location for all of Southeast Asia. For Germany this region is very exciting even though China dominates the market. CeMAT SOUTHEAST ASIA is a good opportunity to get a foot in the door," said Sascha Schmel, general manager of the VDMA's materials handling and intralogistics division.

"ASEAN proves that a single, integrated regional market positively impacts trade performance. Logistics play a crucial role in this free flow of goods and services. CeMAT SOUTHEAST ASIA, TransAsia Jakarta and ColdChain Indonesia provide a platform where Southeast Asia's logistics industry can evaluate trends, network and conduct business," said M. Basuki Hadimuljono, Indonesia's Minister for Public Works and Housing.

Source: Deutsche Messe AG, Hannover Fairs International GmbH.