

Deutsche Messe announces CeMAT AUSTRALIA in Sydney

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Hannover/Sydney. Deutsche Messe AG is further expanding its international intralogistics portfolio with the launch of CeMAT AUSTRALIA, which will run parallel to CeBIT AUSTRALIA from 5 to 7 May 2015 at Sydney Olympic Park. "There are lots of synergies between these two fairs, because global intralogistics processes can only be controlled with the proper software. CeMAT AUSTRALIA and CeBIT AUSTRALIA complement each other perfectly and will benefit equally from the big interest in IT," said Dr. Andreas Gruchow, member of the managing board at Deutsche Messe AG. CeBIT AUSTRALIA hosted 30,000 visitors in 2013.

Dr. Christoph Beumer, Chairman of the Beumer Group GmbH & Co. KG, welcomed the new CeMAT in Australia, stating, "Australia is an important market, above all for the transport of raw materials and the required bulk-cargo technology, but also for airport logistics, the mail order business and consumer goods transshipment. New ideas and technologies are therefore in demand. We have had a branch office there for years, and we are pleased with this further opportunity to meet customers. We see a growing market in Australia for our conveying, loading, pallet, packaging, sorting, and distribution technologies as well as our new bagging unit BEUMER fillpac."

Companies exhibiting at CeMAT Australia will present the complete logistics value chain. According to Germany Trade & Invest, the business success of Australia's logistics sector is closely tied to the economic condition of the mining industry, where coal transports are especially important. However, it is crucial that Australia expand its infrastructure in order to keep pace with the desired economic growth. Consequently, CeMAT AUSTRALIA's supporting program will feature discussions about the quality of roadways, airports, harbors, and railways.

Australia already plays an important role for German providers of intralogistics products. According to the German Engineering Federation (VDMA), they exported to Australia goods valued at EUR 290 million between October 2012 and September 2013.

About CeMAT

CeMAT will run 19–23 May 2014 in Hannover, Germany. The world's leading trade fair for intralogistics takes place every two years at the Hannover Exhibition Center. Due to CeMAT's importance to the global intralogistics branch, five additional CeMAT events are now staged in the big growth markets: CeMAT RUSSIA (23–26 September 2014 in Moscow), CeMAT ASIA (27–30 October 2014 in Shanghai), CeMAT INDIA (10–13

December 2014 in Delhi), CeMAT AUSTRALIA (5–7 May 2015 in Sydney) and CeMAT SOUTH AMERICA (30 June–3 July 2015 in São Paulo, Brazil). Furthermore, Deutsche Messe organizes MATERIALS HANDLING EURASIA (19–22 March 2015 in Istanbul) and INTRALOGISTICA ITALIA (19–23 May 2015 in Milan).

Source: Deutsche Messe AG, Hannover Fairs International GmbH.