



Report of China (Shenzhen) International Material Handling Exhibition 2009

By Shenzhen Logistics and Supply Chain Management Association

May 31, 2009

Date: May 23-25, 2009

Venue: Hall 6 of Shenzhen Convention & Exhibition Center

Host: Shenzhen Logistics and Supply Chain Management Association

Shenzhen Jintianwo Exhibition Co., Ltd.

Organizer: Shenzhen Jintianwo Exhibition Co., Ltd.

General Information

China (Shenzhen) International Material Handling Exhibition 2009 (hereinafter referred as AsiaMat 2009) lasted for three days. The theme of AsiaMat 2009 was *Develop Green Logistics, Motivate Industry Upgrade*. With 7,500 sqm exhibition area, AsiaMat 2009 attracted more than 150 exhibitors from home and abroad and 31,000 professional visitors from over 10 countries and regions. Over 300 purchasers came in time and the Order and Procurement Meeting received strong response.

AsiaMat 2009 brought together well-known enterprises from many countries and received popularity from the whole world. It overcame the negative impacts brought about by the financial crisis, marched forward against difficult times, and made new

breakthrough in many aspects.

Exhibitor Analysis

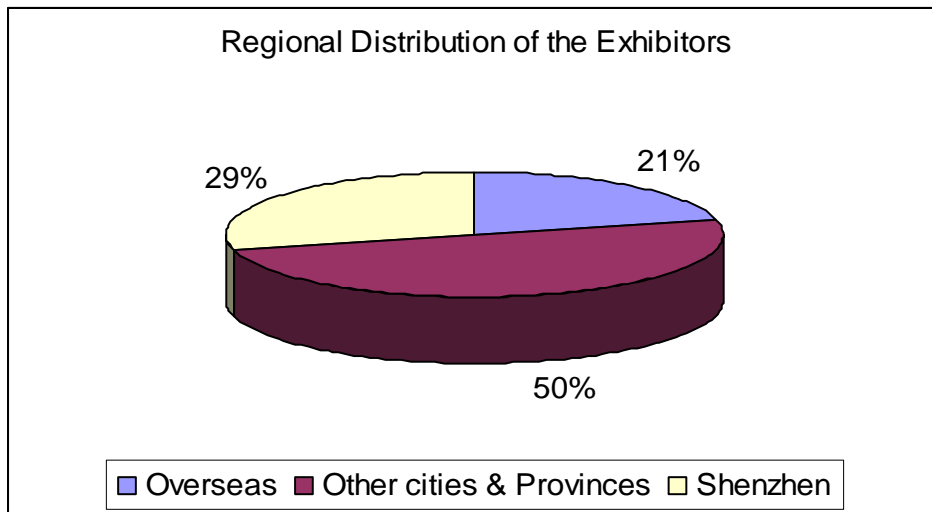
I . General Information about the Exhibitors

1. The exhibitors mainly showcased new equipment and new technologies at AsiaMat 2009. 78.8% of the exhibitors made use of AsiaMat to conduct marketing promotion and to look for new partners. This showed the practical purpose the exhibitors aiming at, therefore laying a foundation for the successful holding of this professional exhibition and becoming an attraction for professional purchasers.

2. The exhibitors were high-quality, making AsiaMat a high-level, famous-enterprise-attracted international event. Among the exhibitors, overseas exhibitors were Scania, Youngman, Chongqing Hongyan, Futian Auman; local old brands included FAW, Dongfeng Motor, Shenyang Jinbei Auto, North Benz, Shenyang Aircraft Industry etc.; rising stars like Veshai Handling Equipment, Tohnicchi also showed up at AsiaMat 2009.

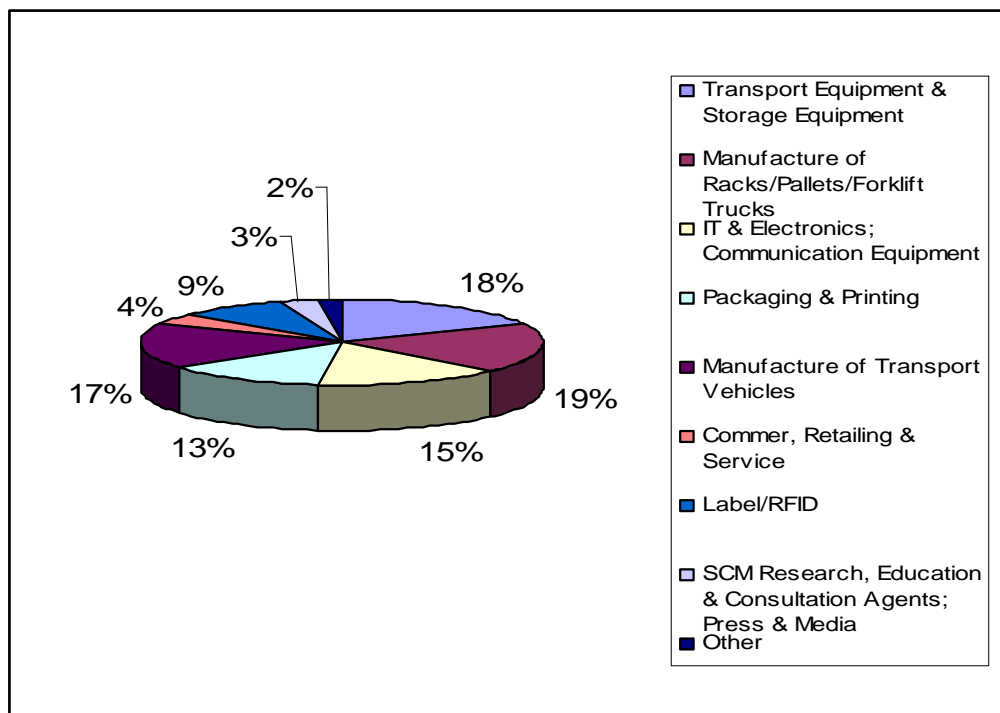
II . Regional Distribution of the Exhibitors

AsiaMat 2009 overcame the impacts brought about by the financial crisis and attracted 31 overseas exhibitors from the United States, Germany, Sweden, Poland, Australia, Hong Kong and Taiwan, taking up 21% of the total number of the exhibitors. 50% of the exhibitors came from other cities and provinces in the country while 29% from Shenzhen.



III. Analysis of the Exhibitors from Different Industries

The exhibitors of AsiaMat 2009 came from more than 10 countries and regions, covering many industries like manufacture of transport/storage equipment, manufacture of transport motors, label/RFID, manufacture of racks/pallets/forklift trucks, and SCM research institutes etc.



IV. Exhibitor Responses

1. Professional positioning was accepted by the exhibitors. AsiaMat provided with the exhibitors a platform to showcase their core competitiveness, to realize technical exchanges and cooperation talks.
2. Result-oriented is the primary purpose for exhibitors to participate in CILF. For the exhibitors, the primary purpose of participating in AsiaMat was to explore markets and promote products, and the secondary purpose was to increase enterprise awareness. This showed the exhibitors' purposes of participating in this exhibition became more practical and the exhibitors paid more attention to the substantial results from the exhibition.
3. Order and Procurement Meeting won popularity. Survey showed that the Order and Procurement Meeting won much popularity among exhibitors. The Order and Procurement Meeting held during AsiaMat 2009 attracted many mainstay enterprises in the industry and enabled impressive procurement volume. The four meetings attracted large capacity crowds.
4. Favorable comments of the quantity and quality of visitors and the thoughtful, first-class service of the audience organizing work were unanimously recognized by the exhibitors. Through industrial websites, professional purchaser database, overseas and domestic promotion meetings, media partners, printed invitations and other promotion materials, the organizing committee of AsiaMat delivered all the information to the industrial visitors, ensuring the quantity and the quality of professional visitors during AsiaMat.
5. Intention of participation in AsiaMat 2010. In the survey among the exhibitors, 96% of the exhibitors expressed their willingness of participation in AsiaMat in 2010 and 46% of them said they would enlarge their exhibition space. After visiting the exhibition site, many enterprises regretted not registering AsiaMat in time. The host of AsiaMat also received positive feedback from non-involved enterprises.

According to the on-site survey and telephone survey after the show, more than 90% enterprises said they would consider participating in the next AsiaMat.

Attached is spot check among the exhibitors:

1. Are you interested in taking part in the AsiaMat in 2010?

Yes – 85% I will think it over – 14%

2. What was your level of satisfaction with AsiaMat 2009?

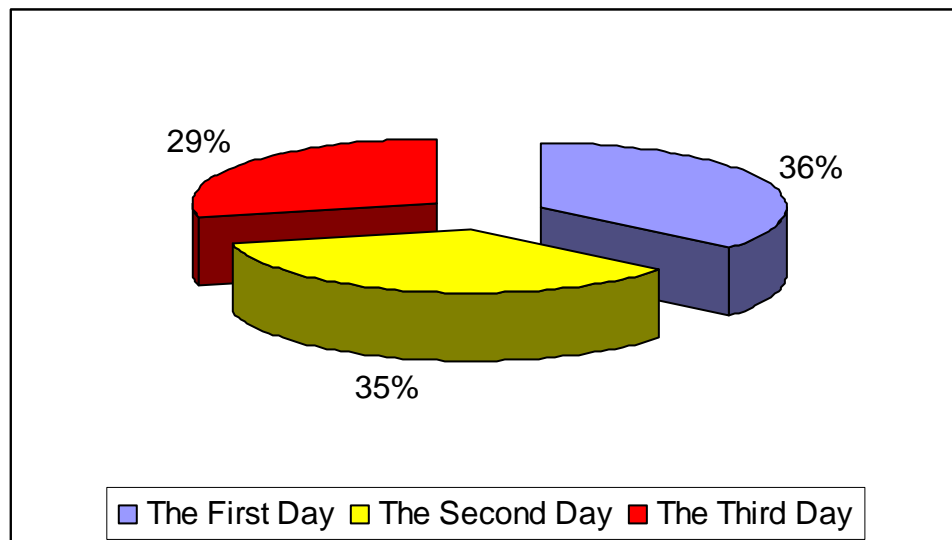
Satisfied – 87% Somewhat Satisfied – 12% Not Satisfied – 1%

3. What was your level of satisfaction with the purchasers and visitors?

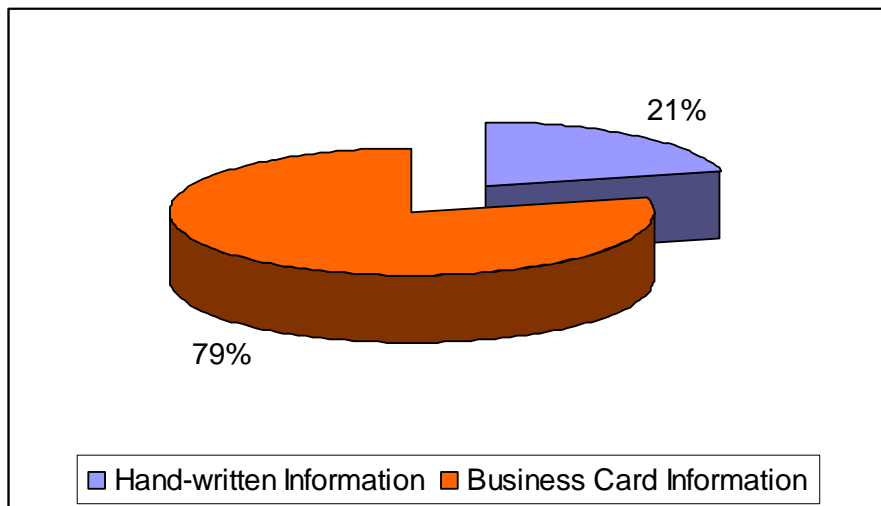
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Visitor Analysis

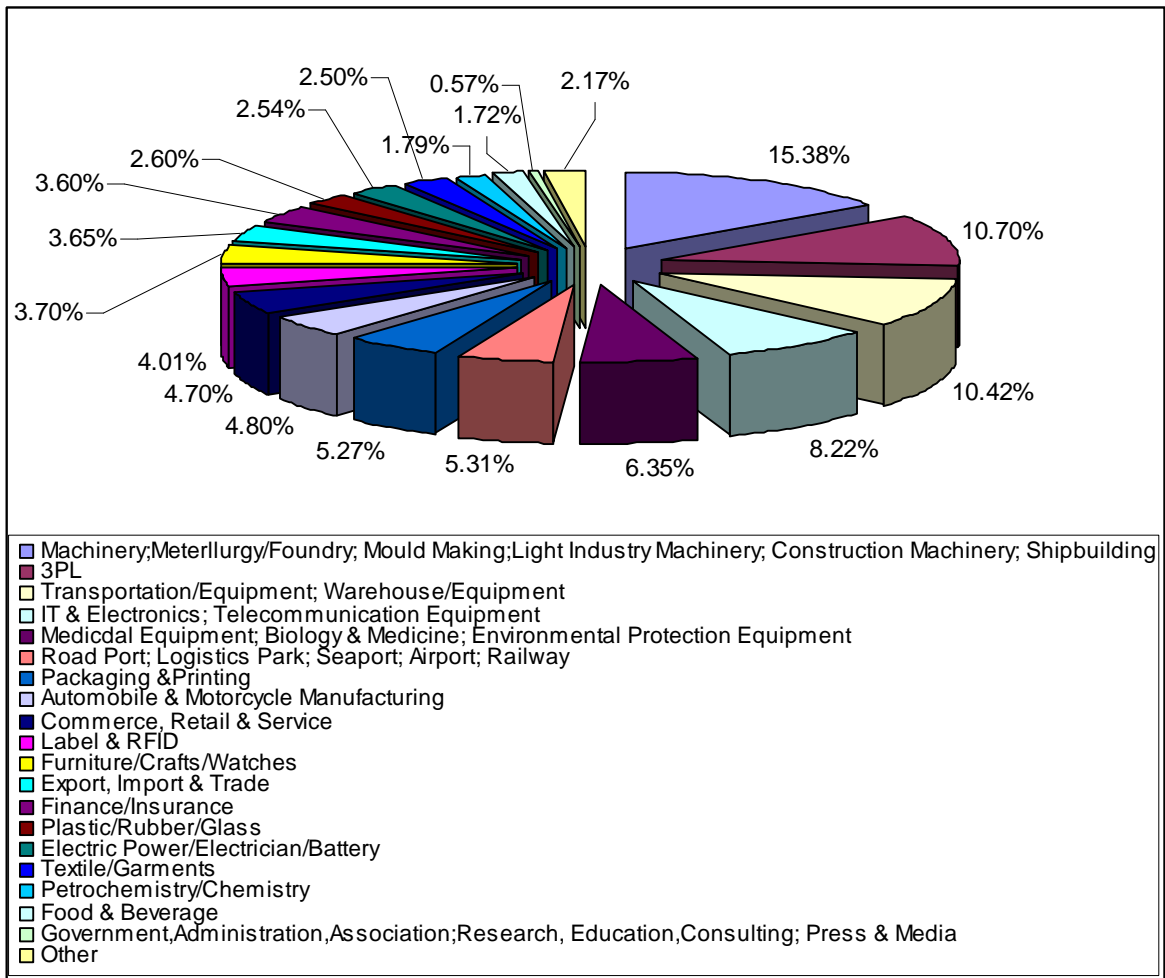
I . Analysis of the Professional Visitors



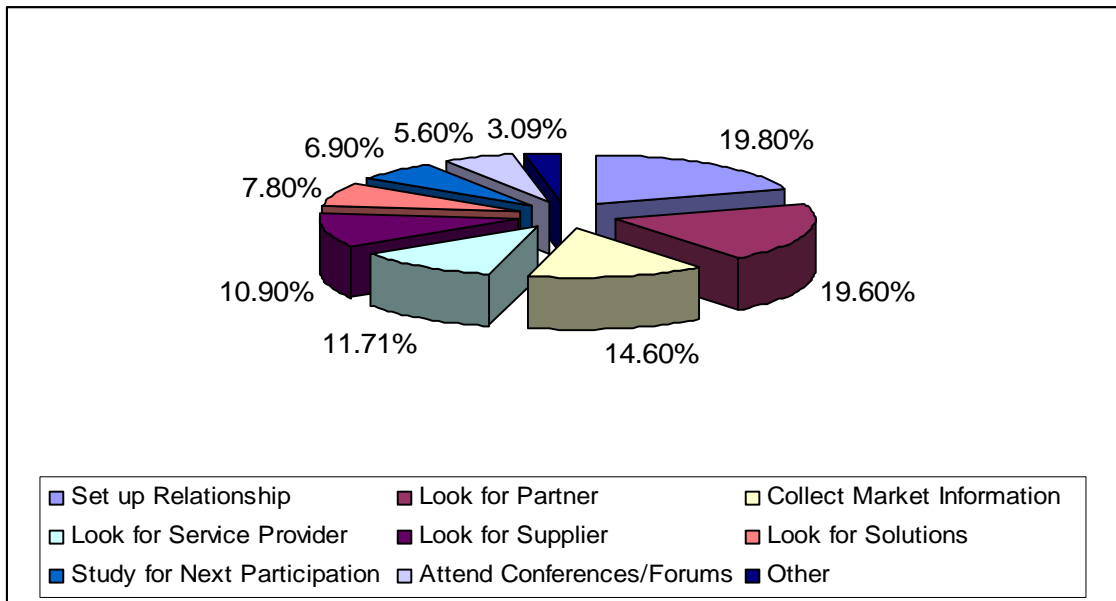
II . Analysis of Information Quality of the Professional Visitors



III . Analysis of Professional Visitors from Different Industries



IV. Analysis of Professional Visitors' Intention



Features and Harvest of AsiaMat 2009

I . Marched forward against difficult times, ensuring the quantity and quality of exhibitors and visitors

Although the global logistics industry was still experiencing the test brought about by the financial crisis, AsiaMat 2009 marched forward against the hard times and finished 100% of the booth sales work. 12 famous transportation vehicle brands in the country exhibited together at AsiaMat 2009; they were Scania, Chongqing Hongyan, Futian Auman, FAW, Youngman, Shenyang Jinbei Auto, Guoshun Jiangling, Transit, North Benz, Dongfeng Motor, Dasheng Automobile, Nanjing Iveco etc; logistics technological enterprises included Futuo Technology, Tohnichi, Ayma, Darveen Technology, Heyinxin Industry, SNSOFT, Innotelli Systems Limited., Boke Soft, BIS Tech, Zhiruan Soft, Just Communications, Yuyitong Tech, Urovo etc.

Professional purchasers are the lifeline of AsiaMat. Therefore, the Organizing

Committee of AsiaMat tried every possible method to invite 100,000 purchasers from home and abroad by sending one-to-one invitations. Those coming to and purchasing at the event site were 19,000, from more than 10 countries and regions including Europe, America, Asia, Oceania, South America, Africa and over 30 cities and provinces including Hong Kong, Beijing, Shanghai, Jilin, Shandong, Zhejiang, Sichuan, Jiangxi, Hunan, Fujian etc. The Order and Procurement Meeting during AsiaMat attracted thousands of purchasers and suppliers in logistics and related industry. More over, many enterprises in commerce, trade & circulation industry from home and abroad tried all means to join in AsiaMat to purchase equipment and technologies; multinational corporations were Port of Rotterdam, Port of Hamburg, Port of Antwerp, Port of Kobe from Japan, Port of Incheon from South Korea, Port San Antonio and Ryder from the U.S., ProLogis, APL, CN International, Maersk, Fedex, DHL, UPS, TNT etc.; domestic coastal ports included Dachan Bay Terminal, Dalian Port etc.; other enterprises included Wal-mart, Carrefour, China Resources Vanguard, Shirble, Renrenle, Gome, Suning, Sundan etc. The equipment and technologies purchased covered the whole logistics industry chain with a large demand.

II . Booming of Supply and Purchase: Hot Responses at the Order and Procurement Meeting

In order to make AsiaMat a practical event, there were altogether 4 Order and Procurement Meetings during Asiamat 2009, which enabled one-to-one and one-to-multi deals between suppliers and purchasers of equipment and technologies. The release meetings were divided into three special sectors, namely vehicles, technologies, and equipment, attracting nearly 100 enterprises to release procurement information on site, like Yantian Port, Foxccon Tech, China Aviation,

TCL, COSCO, China Shipping, SinoTrans, China Merchants Group, Eternal Asia, Feima Int'l, and China South International Industrial Materials City etc. The release meetings provided a timely, accurate, complete and high-efficient service platform to suppliers and purchasers. Many purchasers took this opportunity to select the best among the excellent, to promote business, enhance brand awareness, and to taste the first benefits. The Order and Procurement Meetings enabled the face-to-face communication between purchasers and suppliers, reduced intermediate segments and reached the best results, winning great favor among exhibitors and purchasers.

III . Meticulous and Early Organization, Full Efforts of Promotion, and Obvious Publicity Effects

In order to make AsiaMat 2009 a great exhibition, the whole staff of AsiaMat worked cooperatively with clear division of labor; they overcame many difficulties, kept working day and night, made a lot of careful and detailed preparations in every links of work including booth sales, promotion and publicity, and booth layout etc., and achieved great results.

Firstly, grasping market opportunities and meeting enterprises' needs. In recent years, as the fast development of China logistics industry, the demand for logistics equipment and technologies grew tremendously. Early in the opening of China (Shenzhen) International Logistic and Transportation Fair in 2007, many exhibitors and professional visitors expressed their urgent demand in logistics equipment and technologies. To meet enterprises' needs, Shenzhen Logistics and Supply Chain Management Association (LSCMA) took the opportunity, started to build the Top 1 Logistics Equipment Exhibition in China with three-year experience in holding CILF and the three advantages of AsiaMat – *Market, International and Standardized*. It

provided a most direct and effective platform for procurement, trade, showcase and exchange to exhibitors who were stuck in the global economic crisis, helping enterprises better their supply chain management and strengthen their core competitiveness.

Secondly, marching forward against difficulties, turning crisis into opportunity by using professional advantages. The financial crisis brought about by the sub-prime mortgage crisis broke out worldwide, and gradually penetrated into the entity economy, affecting all walks of life in the society. The Organizing Committee, however, still marched forward against all these difficulties. The Organizing Committee made full use of its professional advantages, carefully organized the exhibition, overcame the negative impacts brought about by the financial crisis and fully completed booth sales work. First, the Organizing Committee used the database of more than 100,000 professional visitors collected during the past three CILFs, integrated all kinds of available resources, set up a special team to carry out booth sales work; meanwhile the Committee also took many effective measures like making phone calls, sending e-mails, releasing press conferences and carrying out overseas promotions and so on, which helped send one-to-one, one-to-multi, and multi-to multi invitations to suppliers and purchasers of logistics equipment and technologies at home and abroad. Second, the Organizing Committee took advantages of LSCMA's professional advantages and the 7 overseas offices established by the Shenzhen Municipal Government and the Organizing Committee of CILF, and worked with more than 80 governmental agencies and associations in Europe, North America, Asia, Australia, and Middle East, to hold many promotion meetings in advanced logistics countries in Europe and America through various platforms and methods. All this work made AsiaMat spread into Europe (the Netherlands, Germany, France, Spain, and Belgium etc.), America (the United States, Canada), Asia (Japan and India) and Australia and so on. Third, under the

limited expense in media publicity, AsiaMat 2009 managed to work with media at home and overseas in various cooperative ways. According to statistics, there were nearly 100 major overseas media, over 100 mainstream media from home, more than 150 magazines and over 400 online media, forming a strong publicity union and promoting AsiaMat in a 3-D and overall way.

Thirdly, planning in a careful way and improving overall level of booth layout. To improve the overall level of booth layout of AsiaMat, the Organizing Committee planned very carefully in booth layout design, featuring at the professional and practical characteristics of AsiaMat 2009. The high level of international, professional and practical was accepted by both exhibitors and visitors, and also turned the visitor Uni-Packing into a exhibitor on site.

Prospect of Next AsiaMat

Working with all professional media, associations and organizations, AsiaMat 2009 attracted 31,000 professional visitors and logistics equipment and technology users including senior personnel, technical engineers and purchasers from home and abroad. It not only provided good chances to exhibitors to show their core competitive strengths and to explore emerging markets, it also built a stage for exhibitors to establish contacts with visitors and to look for cooperation. This AsiaMat was an industrial gathering combined exhibition with procurement. The sights of logistics flourishing and trade booming at AsiaMat 2009 make us believe that we are surely to build a brighter and better future for the logistics and related industries.