



Messe München
International

Information for exhibitors

5th International Exhibition for Logistics, Telematics and Transport



transport logisticchina

including



connecting business

5-7 June 2012

Shanghai New International Expo Centre

www.transportlogistic-china.com
www.AirCargoChina.com

Your gateway to the Asian market

Take advantage of the benefits
of transport logistic China

Number one for Asia

transport logistic China is the most important exhibition for logistics, telematics and transport for China and all of Asia. Instead of concentrating solely on products, technologies and services, it also revolves around key-decision makers. By completely integrating everyone who is involved in logistics, telematics and transport networks, it shows the potential that collaboration has to offer and promotes a constructive exchange of innovative concepts.

► **In short: Perfect prerequisites for expanding your network—in China and around the world.**

Record number of visitors and exhibitors

The number of visitors and exhibitors, which have been growing since the first edition in 2004, underscores the success story of logistics in China. Besides continuous increases in the number of global players for whom this exhibition is now an absolute must, the share of

local and foreign invested enterprises has increased considerably—proof of this exhibition's importance at the national and regional level.

► **For you, that means more contacts and even more opportunities for new business.**

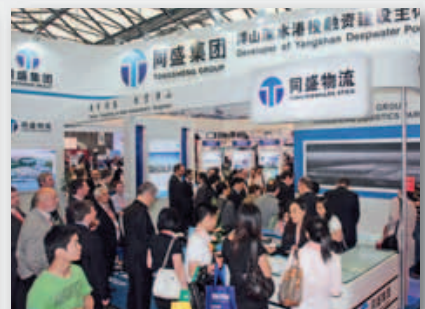
An excellent exhibition concept

As the leading exhibition in Asia, the fact that makes **transport logistic China** so convincing to exhibitors and visitors alike is its outstanding organisation—based on the global network of Messe München International and the tried-and-tested concept of **transport logistic** in Munich. Both its distinguished programme of related events including conferences and specials on the industry's latest hot topics and **Air Cargo China**, which is integrated into the exhibition, contribute considerably to the success of this concept.

► **Showcase your company perfectly: at transport logistic China 2012.**

Take advantage of the opportunities that the largest growth market in the world has to offer: Register now for **transport logistic China 2012**.

Application forms:
www.transportlogistic-china.com/application



Excerpt of exhibitors in 2010 (in alphabetical order)

The 5th **transport logistic China** takes place at the Shanghai New International Expo Centre from **June 5–7, 2012**. Please also refer to our website for further information:

www.transportlogistic-china.com



China: A key market

The global economy is on the upswing again—and so is the international transport and logistics industry. And China plays a very special role in this regard: The country with the largest population on Earth is one of the most important growth markets in the world. During the past five years, the industry has grown at a rate of up to 15 percent per year—and the trend continues to increase. At the same time, the transport and logistics sector is a long way from exhausting the potential that it has to offer. That makes China to a key country for the international transport and logistics community.

► **Think strategically: Use your access to the logistics market of the future.**

The international gathering for your business success

The large share of international exhibitors and visitors at **transport logistic China** reflects the strategic significance of the Chinese market to the international logistics community. After all, the “Who’s Who” of the entire industry gathers here to present innovations, make contacts with potential business partners, cultivate existing business contacts or search for specific products and services. No other exhibition in the Asian region offers such a comprehensive range of possibilities in the logistics, transport, telematics and air-cargo sectors.

► **The perfect platform for cultivating business contacts and initiating new business**

*“In China there is for us only one exhibition to be at and that is **transport logistic China**. China is our first market, we need to be here.”*

Bruno Le Gurun, Area Manager China,
Port of Le Havre, France

Your advantages at a glance: transport logistic China gives you ...

- ... a comprehensive look at the value chain for transport and logistics
- ... contact to important decision-makers
- ... access to the upcoming Chinese market
- ... constant increases in the number of visitors
- ... an informative programme of related events
- ... nationally sponsored country pavilions
- ... comprehensive communications channels for effective visitor promotion
- ... individual support to ensure the success of your exhibit

The business platform that sets new records

Even greater opportunities
for your company

transport logistic China 2010

Despite the decline of the global economy in 2009, **transport logistic China 2010** managed yet again to set new records and to further strengthen its position as the leading exhibition in the Asian region: 440 exhibitors from 42 countries presented their products, services and solutions in 2010—setting another new record. The number of visitors experienced even stronger growth, with 13,501 visitors from 69 countries: 20 % more than in 2008.

► **Numbers that speak for themselves—and for your prospects for success.**

Exhibitors at transport logistic China 2010

- **440** exhibitors
- From **42** countries around the world
- **15,000 m²** of exhibition space

From around the world:

Top 10 exhibitor countries

- China
- Germany
- Netherlands
- France
- Italy
- United States
- United Kingdom
- Russia
- Latvia
- Spain

Combined strength:

The 8 country pavilions

-  Czech Republic
-  France
-  Germany
-  Italy
-  Latvia
-  Netherlands
-  Russia
-  Spain

Enthusiastic exhibitors:

Share of exhibitors who gave the following aspects a rating of good to excellent

83 % Overall assessment

81 % Completeness and breadth of product range

76 % Character as leading exhibition

76 % Maintain existing business relationships



"transport logistic China has been a superbly efficient platform for international networking. The quality of the visitors was very good."

Markus Muecke, Corporate Commercial Air Manager and Senior Vice President, Panalpina Air & Ocean, Switzerland



Visitors at transport logistic China 2010

More contacts, more attention:
Increase in the number of visitors

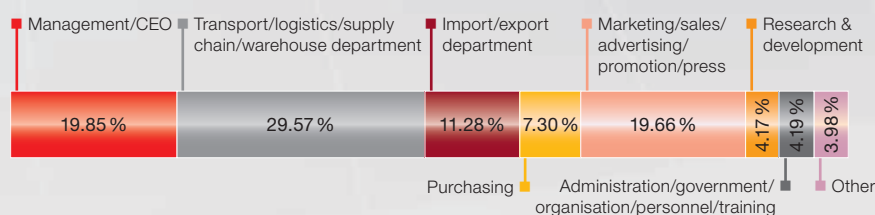


Extremely international:
Visitors' countries of origin



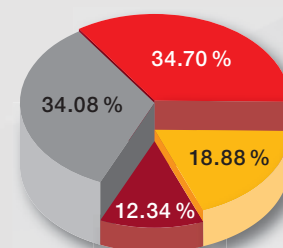
The 2010 show attracted visitors from 69 countries.

All target groups represented:
Visitors' profile by area of responsibility



Impressed visitors:

Share of visitors who gave the following aspects a rating of good to excellent



Excellent visitor quality:

Large share of decision-makers

- Decision maker/final authority
- Decide jointly
- Advisory capacity
- Not involved

The entire industry on location

Join us

A comprehensive range of exhibits

transport logistic China features an enormous range of solutions from all sectors of the logistics, telematics, transport and air-cargo industry. That is one of the reasons why the leading exhibition in Asia continues to attract more trade visitors and decision-makers who are willing to invest from China and around the world. Clearly structured exhibition sectors ensure that interested visitors find your company quickly and easily.

► **Discover the great business potential that this popular event has to offer.**

All exhibition sectors at a glance

Telematics (ITS), logistics, e-commerce (communications, data processing, control)

- **Communications systems**
 - Work-station systems for communications technology
 - Digital radio communications systems
 - Networked communications systems
 - Mobile communications systems
 - Display and information systems and installations
- **Data processing systems**
 - DP systems for logistics and transport
 - Databases and information systems
 - On-board computers and their peripherals
 - Identification and coding system
 - Route planning
 - IT security
- **E-commerce and e-business systems**
 - E-procurement
 - CRM (Customer Relationship Management)
 - ECR (Efficient Consumer Response)

Transport control and DP systems

- Receiving, storage and distribution of goods
- Transport scheduling
- Provision, maintenance and repair of transport equipment
- DP equipment and control systems in ports, airports, terminals and in the infrastructure
- Systems and installations for automatic identification (of containers, vehicles, loading/unloading equipment)
- Location and navigation systems

Integrated traffic management systems

- Operational and planning systems
- Route and information systems
- Systems for freight traffic management
- Operational and communications systems for rail traffic
- Information/control centers for traffic management

Research and development

Intralogistics, warehouse management systems, auto ID, packaging

Transport packaging, freight securing

- Transport packaging for all types of freight
- Palletizing and securing of load units with straps, bands, ropes, chains, shrink films and anti-slip materials
- Instruments for measuring transport stress

Storage, conveying and distribution facilities

- Warehouses
- Storage techniques and equipment
- Process control for storage and distribution systems
- Warehouse vehicles
- Automation and control
- Conveyor systems
- Process control for conveyor systems
- Distribution and loading facilities
- Coding, labelling, marking, reading
- Weighing systems



HAMBURG SÜD



Hapag-Lloyd



InterBulk GROUP

ITCO



"transport logistic China surpassed the last shows in many aspects. The international exhibitors are of a larger scale and higher level; many local companies joined the show for the first time, which is really positive for the Chinese domestic industry."

Solomon Cai, CEO, Globelink China Logistics Co. Ltd., China



- ▶ **Facilities for loading bays and terminals (interfaces between internal and external materials flow)**
- ▶ Ramps and ramp equipment
- ▶ Loading and unloading equipment
- ▶ Cranes and crane accessories
- ▶ Straddle loaders
- ▶ Terminal tractors

▶ **Research and development**

Freight transport systems

- ▶ **Road vehicles**
- ▶ Motor trucks, semi-trailer tractor units, heavy goods vehicles
- ▶ Vans and delivery trucks
- ▶ Trailers and semi-trailers
- ▶ Vehicle bodies/superstructures
- ▶ Equipment and accessories
- ▶ **Rail vehicles**
- ▶ Locomotives
- ▶ Open and covered standard freight wagons
- ▶ Special freight wagons
- ▶ Special superstructures
- ▶ Equipment and accessories for rail vehicles
- ▶ **Combined transport systems**
- ▶ Pallets
- ▶ Containers
- ▶ Tank and special containers
- ▶ Interchangeable containers and superstructures
- ▶ Small and medium-sized containers
- ▶ Air freight pallets
- ▶ Accessories

- ▶ Road vehicles for transporting containers and interchangeable containers
- ▶ Rail vehicles for transporting semi-trailers, swap trailers and containers
- ▶ Rail vehicles for transporting articulated vehicles
- ▶ Dual-mode transport systems
- ▶ Roll-on/roll-off service and ferry transport
- ▶ System solutions for combined transport

- ▶ **Logistics systems for ports and navigation**
- ▶ **Logistics systems for the air cargo industry**
- ▶ **Pipeline transport and power transmission systems**
- ▶ **Maintenance and repairs**
- ▶ **Filling-station equipment**
- ▶ **Security systems**
- ▶ **Transport refrigeration/cold-chain management**
- ▶ **Research and development**

Freight transport and logistics services

- ▶ **Road transport companies**
- ▶ **Forwarding agents**
- ▶ **Railways**
- ▶ **Combined transport organizations**
- ▶ **Inland shipping companies**
- ▶ **Ocean shipping lines (general cargo, container transport, roll-on/roll-off transport, bulk cargoes, refrigerated cargo, short-sea shipping)**
- ▶ **Inland ports**
- ▶ **Maritime ports**

- ▶ **Airlines**
- ▶ **Airports**
- ▶ **Services for the air cargo industry**
- ▶ **Express, parcel and courier services**
- ▶ **Postal services**
- ▶ **Freight centers/terminal operators**
- ▶ **Transshipment, warehouse and cargo handling companies**
- ▶ **Packaging companies**
- ▶ **Container hire and leasing companies**
- ▶ **Pallet logistics, loading-equipment suppliers**
- ▶ **Waste disposal logistics, recycling**
- ▶ **E-commerce service providers, fulfillment**
- ▶ **Logistics providers**
- ▶ **Charter brokers**
- ▶ **General sales agents**
- ▶ **Consulting, planning, logistics consulting**
- ▶ **Organizations, trade associations**
- ▶ **Banks, insurance companies, customs**
- ▶ **Leasing and rental companies**
- ▶ **Personnel leasing/personnel service**
- ▶ **Training for careers in transport and logistics**
- ▶ **Fuels, filling-station credit cards, AdBlue technology**
- ▶ **Infrastructure providers**
- ▶ **Logistics real estate, logistics facilities**
- ▶ **Security services**
- ▶ **Truck models/promotional items**
- ▶ **Trade/speciality literature**
- ▶ **Research and development**

Focus on the industry's latest topics

Increase your know-how

A renowned conference programme

The informative conferences at **transport logistic China** give participants a chance to expand their industry-related knowledge and exchange information on the industry's latest hot topics. In 2010, 74 % of all participants gave the accompanying programme a rating of important to very important.

► **Stay up to date: through expert presentations and an exchange of technical information**

The German Logistics Association (BVL) is hosting a series of presentations with subsequent panel discussions.



Air Cargo China Exhibition and Conference

Air Cargo China 2012, which is part of **transport logistic China** for the fifth time, is an important highlight. Tailored to the needs of the global air-cargo industry, it focuses on the latest products, services and trends and features the unrivalled attendance of key decision-makers.

The exhibition is being held in conjunction with a high-profile conference with experts covering the latest developments and trends in the air-cargo sector, with special reference to the Asian market.



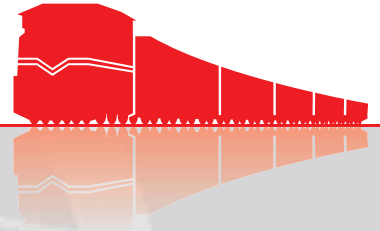
Exhibitors' Night

Messe München International invites you to attend an extraordinary event on **5 June 2012**. Exhibitors' Night is the perfect place to cultivate contacts in a relaxed atmosphere and expand your network at the local and international levels. This event is free of charge for all exhibitors participating in **transport logistic China** and **Air Cargo China**.



Full support guaranteed

Everything for your success



100 % service

Everything from advertising campaigns at the international level to professional stand construction and reserving your hotel room prior to the exhibition: **transport logistic China** offers an extensive range of exhibition services to ensure that you receive all the support you need prior to and during the exhibition—with services that are tailored to meet your exact needs.

► **Tell us what you need. We will make it happen.**

Exhibitor services

- Stand construction, furnishings and equipment
- Service staff, translators
- Telephone, fax and Internet at the stand or in the Business Centre
- Conference rooms and offices
- Stand catering, cleaning and waste disposal

Marketing services

- Attractive exhibitor advertising materials such as visitor brochures, stickers, guest tickets, etc.
- Ads in trade publications
- PR activities such as press releases, conferences and a press road show
- Individual promotion activities

Online services

- All information regarding applications, rates and organisation
- Exhibitor directory
- Information brochures for visitors
- Press portal
- Photo gallery and multimedia downloads
- Online visitor services

Travel services

- Visa and travel information for China and Shanghai
- Hotel accommodations
- Plans and information about the SNIEC fairgrounds and Shanghai

*"For us there was no doubt we would participate in **transport logistic China**, even though the decision had to be taken during the recession of 2009."*

Birgit Kastner-Simon, Division Manager
Corporate Marketing, Dachser, Germany

All information is available at
**[www.transportlogistic-china.com/
services](http://www.transportlogistic-china.com/services)**



Welcome to China's central hub

The perfect backdrop for your exhibit

Shanghai—the business metropolis

The business metropolis at the mouth of the Yangtze River is more than just an important international industrial and commercial centre with the second-largest container port in the world. The most important hub in China is also quick and easy to reach for visitors and exhibitors from around the world. The city also has plenty to offer its guests following the exhibition: Chinese culture, attractive museums, impressive buildings and a dynamic nightlife will make your stay an unforgettable cultural experience.

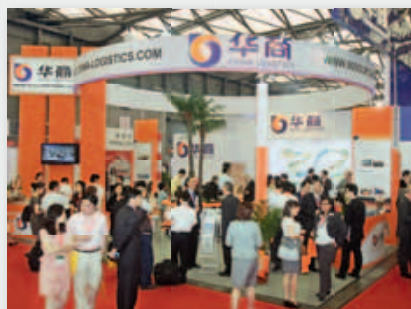
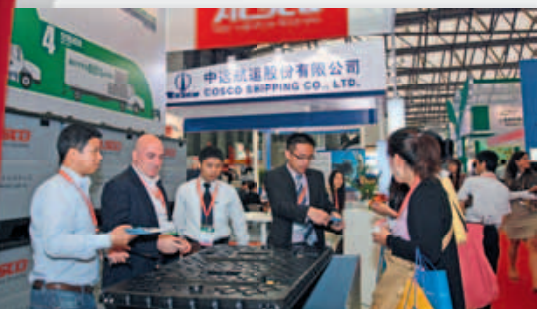
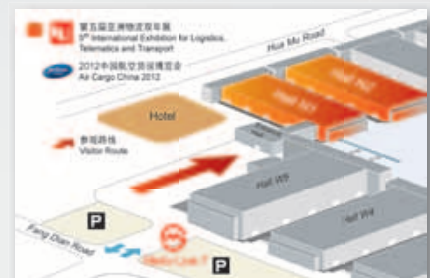
► **Experience a dynamic business atmosphere that only Shanghai can offer.**

The Shanghai New International Expo Centre (SNIEC)

More than 60 different exhibitions per year make the Shanghai New International Expo Centre the most important exhibition venue in Eastern Asia. A state-of-the-art infrastructure on 200,000 m² of space creates the perfect backdrop for your successful exhibit. Optimum accessibility using all forms of transport ensures that everyone participating in the exhibition can reach the fairgrounds quickly and easily from both airports.

► **Take advantage of the benefits that this unique exhibition venue has to offer.**

Fairgrounds map



The most important information at a glance

Your dates and contacts

All important information about **transport logistic China 2012** is available here. If you have any questions or suggestions, please feel free to contact us.

► **Please do not hesitate to contact us at any time.**

Organizers

► Messe München International



► MMI (Shanghai) Co., Ltd.

Exhibition management

► MMI (Shanghai) Co., Ltd.

Cooperating partners

► The German Logistics Association supports transport logistic China.



► The German Association for Freight Forwarding and Logistics (DSLVL) is supporting the exhibition and will organise the German pavilion.



Chinese supporters

► China Association of warehouse and storage (CAWS)



► China International Freight Forwarders Association (CIFA)



Premium partner

► Global Supply Chain Council (GSCC)



In partnership with

► JitLogistics



Contact

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E-mail
info@transportlogistic-china.com

Key dates

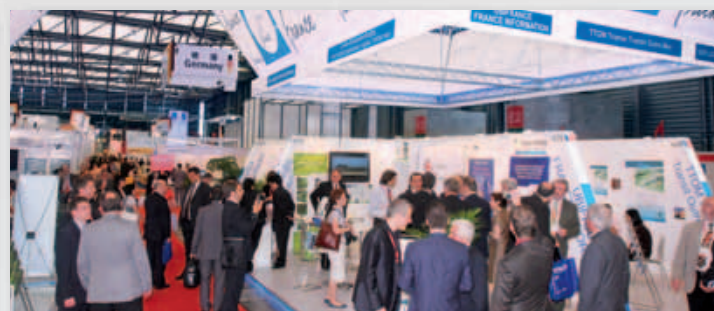
Exhibition dates **5–7 June 2012**

Hours
Tuesday–Thursday, 9 a.m.–5 p.m.

Free admission
Visitor registration is mandatory

Allocation of stand space
Beginning December 2011

Registration deadline
29 February 2012





Messe München
International



transport logisticchina

including



connecting business

5-7 June 2012

Shanghai New International Expo Centre

www.transportlogistic-china.com

www.AirCargoChina.com

Venue

Shanghai New International Expo Centre
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