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APRIL/MAY 2008

CeMAT 2008

THE WORLD'S LEADING FAIR
FOR INTRALOGISTICS

27–31 May 2008, Hannover · Germany

A service
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Deutsche Messe



Support for your promotion activities: the new Visitor Promotion Brochure

The **Visitor Promotion Brochure** is a new Deutsche Messe service that gives you a comprehensive overview of all topics, tools, services and contacts you might need for your trade fair marketing and visitor promotion activities.

The Visitor Promotion Brochure is in the form of a handy on-line **E-Book**, so you can

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Use the new **PREMIUM PASS**,
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tomers! See page 4 for details

FUTURE OF LOGISTICS

Preview the mega-trends of 2025 at the
international CeMAT Conference 2008



What will the world of logistics look like in 2025? On 26 May, one day before CeMAT opens its gates, leading thinkers from the international business, government and R&D sectors will be exploring the future of logistics up to 2025. The very first **FUTURE OF LOGISTICS**, an international conference to be held in the Convention Center on the Hannover Exhibition Grounds, will field around 300 participants. It is the big highlight of this year's CeMAT, the leading fair for intralogistics.

Keynote speakers

Prof. Anil K. Gupta of the Indian Institute of Management Ahmedabad (IIMA) will be profiling innovative methods of providing development aid and illustrating how innovative logistics can help change tomorrow's world.

Ms. Fundafunda, who is in charge of the Zambian Ministry of Health's Drug Supply Budget Line, will be joined by **Prof. Prashant Yadav** from the MIT-Zaragoza Logistics Center and **Paul S. Lalvani**, Advisor to the Bill and Melinda Gates

Foundation, in a presentation on health care and medicine supply chains in developing nations. **Prof. Klaus Mangold**, Chairman of the German Committee on Eastern European Economic Relations (Ostausschuss) and **Dr. Christian Ketels** of the Harvard Business School's Institute for Strategy and Competitiveness will examine the future significance of clusters for global competitiveness.

You can help shape conference topics

The conference centers around a Delphi study on the future of logistics up to 2025 conducted by the Supply Management Institute (SMI) of the European Business School (EBS) in association with Future-ManagementGroup AG and published by Deutscher Verkehrs-Verlag.

Up until 30 April 2008, all registered FUTURE OF LOGISTICS conference participants can help shape the central topics for the conference by taking part in an online, real-time Delphi study. The results of the study will be discussed at the conference.

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CeMAT 2008 shows strong growth

1,100 exhibitors showcase products spanning the complete global intralogistics market

With sales of EUR 836 billion annually, the logistics industry is the third largest in Europe. The driving force behind this industry is the intralogistics segment, which in recent years has enjoyed double-digit growth rates thanks to its hi-tech systems and innovative equipment. These innovations will be on show at CeMAT 2008, which runs on 27 to 31 May at the Hannover Exhibition Center, Germany. The fair is a global who's who of the intralogistics industry, with about 50 percent of the exhibitor pool coming from beyond Germany. CeMAT 2008 will feature some 1,100 exhibitors on 80,000 sqm (over 861,100 sq. ft) of net display space, up from 948 exhibitors on 72,400 sqm (about 779,300 sq. ft) in 2005 – an increase of over 10 percent.

Industrial trucks, forklifts and accessories will account for the biggest display



areas at the fair, alongside complete handling/conveyer systems, rack systems, warehousing systems and software. Other keynote themes include the role of software solutions in ensuring seamless integration

along the logistics chain, wireless communications, energy efficiency, robotics and RFID solutions.

> **Further information:**

www.cemat.de/homepage_e

AutoID for Packaging and Transport

Special display demonstrates the seamless integration of different ID technologies



One of the big highlights at CeMAT 2008 is the special "AutoID for Packaging and Transport" display, organized and run by the German Institute for Distribution and Trade Logistics (IDH). This extraordinary cooperative venture between multiple companies profiles the integration of materials and information flow processes along the entire intralogistics process chain right up

to the crossover point with distribution logistics. The display features a broad arrange of identification technologies.

The close integration of materials and information flows makes it possible to track packages, containers and palletized loads at all times. This is powerful testimony to

the benefits of the system-wide implementation of AutoID solutions. The display is supported by a practically oriented forum program.

Hall 12, Stand F 04

> **For full details of the display, visit**

www.cemat.de/vta_e

FUTURE OF LOGISTICS

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The FUTURE OF LOGISTICS conference is organized by Deutsche Messe, Hannover. Planning input and scientific backing for the conference is provided by the Supply Management Institute (SMI) in association with the German Engineering Federation (VDMA).

As a CeMAT exhibitor, you are eligible to take part in this unparalleled conference at a specially discounted rate. For information on the conference, the full program and registration forms, go to

> www.future-of-logistics.com

Practice-based expertise

INTERNATIONAL CeMAT FORUM celebrates its premiere

The INTERNATIONAL CeMAT FORUM in Hall 12 (Stand F70), that will be celebrating its premiere at this year's show, will offer visitors a glimpse of the future of intralogistics. On each of the five days of the show, the Forum will focus on a different branch of industry / cross-sectoral logistics theme. Here, trade visitors will get a concise overview of the practical applications of modern intralogistics systems. All presentations will be translated into German / English.



Following is a list of the key themes that will be featured on each day of the show:

- Tuesday, 27 May:
Chemical and pharma logistics
- Wednesday, 28 May:
Warehousing and warehouse logistics
- Thursday, 29 May:
Port and Eastern European logistics
- Friday, 30 May:
6. Logistics Network Congress
Themes: logistics management, logistics for industry and trade, e-logistics, ATLAS customs software, closing panel discussion
- Saturday, 31 May:
"Enjoy logistics – career prospects in the logistics business"
Representatives from institutions of higher education and logistical services companies will inform potential career starters about the various job options and associated career prospects in the logistics business.

> For a detailed program, visit www.cemat.de/icf_de

NEW! Port handling technology

Innovative technology for a booming market



Port handling technology is one of the new display themes at this year's CeMAT. The dynamic growth of the large sea and inland ports, the ever-shorter transshipment times and continuously increasing shipping volumes can only be handled with state-of-the-art technology and sophisticated logistics systems. The optimization potential from automation is particularly high as far as cargo handling within the port confines is concerned. CeMAT exhibitors who will be displaying innovations in the area of transshipment at their stands include the following: CVS Ferrari, Demag Cranes, Gottwald Port Technology, Fantuzzi, Hyster, Jungheinrich, Kalmar, Konecranes Lift-truck, Linde, Still and Toyota.

29 May: Port Day at CeMAT

For the first time, Deutsche Messe, the German Federal Association of Public Inland Ports (BÖB) and the Central Association of German Sea Ports (ZDS) will jointly be staging a Port Forum at CeMAT. The media partner for this project is the German trade publication "Schiffahrt Hafen Bahn und Technik". The Port Day on 29 May is part of the International CeMAT Forum in Hall 12 (see box). Discussion at the Port Forum will focus on key issues such as capacity bottlenecks, possible forms of cooperation, hinterland transport hubs and systems as well as bulk cargo

volumes and the project business. The half-day Port Forum will be followed by a panel discussion on the potential opportunities and limits of cooperative ventures between inland and sea ports.

> For a detailed program, visit www.cemat.de/icf_e

NEW! Logistics real estate

Rising demand vs. short supply

Logistics companies need to be based in the right buildings in key locations in order to survive in today's tough competitive environment. Unfortunately, the sustained growth enjoyed by the logistics sector means that demand for special-purpose buildings in prime locations is now starting to outstrip supply, especially in the main population centers. In Germany, for example, logistics companies are already looking closely at sites in neighboring countries, such as Poland, Austria and the Czech Republic.

Deutsche Messe has therefore decided to include logistics real estate as a theme in this year's CeMAT program. In Halls 12 and 13 at the fair, developers, real estate providers, investors, and specialist planners and builders of logistics halls will be giving presentations on existing and planned projects and market conditions in individual regions.

How important is CeMAT for your company?

> Interview with Manfred Schmidt, Managing Director, FKI Logistex, Kettering/Großbritannien

“Central Europe, and particularly Germany, are seen as important and fast-growing markets for FKI Logistex. Many leading local companies have been quick to recognise the major operating and cost benefits offered by our unrivalled design and installation expertise. Therefore, we see CeMAT as an important exhibition, where we can meet existing and potential customers to discuss their requirements and the latest developments in automated handling systems. FKI Logistex plans three major product launches at CeMAT, including a groundbreaking, newly-developed case conveyor and two next-generation, high-speed sortation systems. We will also highlight the range and versatility of our products, which include robotic and conventional palletisers, AS/RS systems, picking systems, order fulfilment systems, RFID implementation, EDS integration, baggage, cargo and parcel handling systems, warehouse control systems, warehouse management systems and total material handling automation.”



> Interview with Matthias Kramm, Managing Director, Vanderlande Industries, Mönchengladbach

“We will be at this year’s CeMAT because, as a major international player in the field of intralogistics, we simply have to have a presence at this leading international trade fair for our industry. Vanderlande Industries will use a specially-created model and video presentations to introduce its new, ergonomically-designed order picking station – built to meet the highest standards in terms of performance and reliability. After all, the holistic design of workstations will become increasingly important in future. We will furthermore be running an interdisciplinary discussion forum in Hall 27, which will cover a number of highly topical subjects, such as energy and market trends and developments. The motto we chose for our presentation this year, ‘Brains in materials handling’, is intended to highlight the fact that our business is not just about nuts and bolts, but increasingly also about holistic solutions and ‘intellectual HP’.”



The PREMIUM PASS for top customers

The exclusive ticket to CeMAT 2008

Send your customers a personal invitation. With our **“All you can meet” flat-rate scheme** you can invite as many guests as you wish without incurring an extra charge.

And for your top customers, Deutsche Messe has a special treat in store: the new **PREMIUM PASS**, an exclusive ticket to CeMAT 2008.

PREMIUM PASS holders not only get free access to the showgrounds for the entire duration of the fair, but also benefit from a number of exclusive, additional services:

- Use of the “Fast Lane” at all entrances
- Gratis use of cloakroom and luggage storage facilities
- A showground shuttle service that can be ordered via the Shuttle Hotline
- Access to the PREMIUM LOUNGE in Hall 13 as well as the Brasserie restaurant for work stations, snacks and beverages plus expert advice on the offering at this year’s CeMAT.



These services are also available to one more accompanying person. PREMIUM PASSES cost 100 euros each. Any passes that are not used will only be charged at 50 percent of the total cost.

> For PREMIUM PASS-related enquiries and orders, please call this number – **Tel. +49 511 89-31168** – or send an email: **PremiumPass_CeMAT@messe.de**

Daily tradeshow newspaper

The official tradeshow newspaper will in 2008 again be published under the name “CeMAT.Live”. On each of the five days of the fair, CeMAT.Live will be reporting in both English and German on all major events being staged in association with the show. The gratis publication, which has a circulation of 15,000, will be distributed all around the showgrounds. It is also available as an E-Paper under **www.cemat-live.de**. The newspaper will again be produced by the editors of Munich-based trade and business magazine “LOGISTIK inside” in cooperation with Deutsche Messe.

Party on in the Maifest tent

It’s springtime at CeMAT. This year, guests will again be able to party up in grand style in an 800-person spring festival tent on the open-air site. The evenings will feature brass band music and traditional Bavarian fare.

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