

ALL WAYS.  
THE RIGHT PLACE.



**transport logistic China · Forum 2019**

**April 15-17, 2019**

**Shanghai New International Expo Centre**

**>>> [smart.tl-c.cn](http://smart.tl-c.cn)**

**tlc transport  
logistic**  
**CHINA · FORUM**

**conference and exhibition**

# Strong growth in smart logistics Opens New Era in China

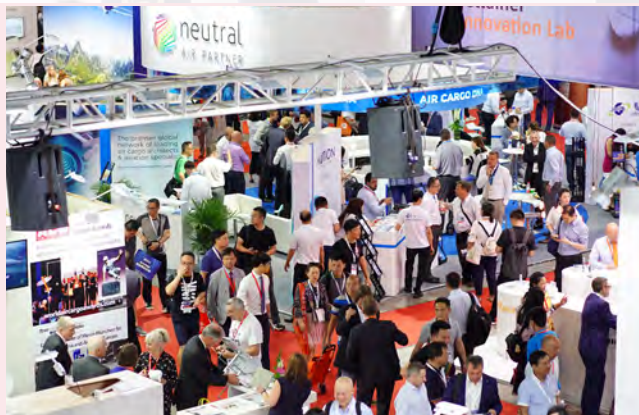


A new round of technology revolution is under way with the Industry 4.0 and Made in China 2025 initiatives: Big Data, cloud computation, Artificial intelligence and block chain technology are increasingly used; new trade and new business models are emerging. As a result, smart logistics has become mainstream, owing to its strong growth and increasing capabilities.

Through AI, IoT and Big Data technologies, smart logistics has made significant progress in its capabilities in systematic analysis, decision-making and execution. They have also made the entire logistics system more intelligent and automatic. It is expected that by 2025, the smart logistics market will exceed RMB 1,000 billion.

As response to the new opportunities and market demands, transport logistic China, the leading event for transport, logistics and supply chain, will start a new branch – transport logistic China 2019 at Shanghai New International Expo Centre on April 15 – 17, 2019.

The exhibition will focus on “smart logistics” and made a full coverage on the applications of smart and IT-supported logistics technology in the complete transport and logistics industries. In conjunction with perilog-fresh logistics Asia and LogiMAT China, the three exhibitions, with the area of 40,000 square meters in total, are expected to gather around 500 exhibitors and 18,000 visitors.



## Estimated Scale

**500** Exhibitors



**18,000** Visitors



**40,000** m<sup>2</sup> Exhibition Space



transport  
logistic

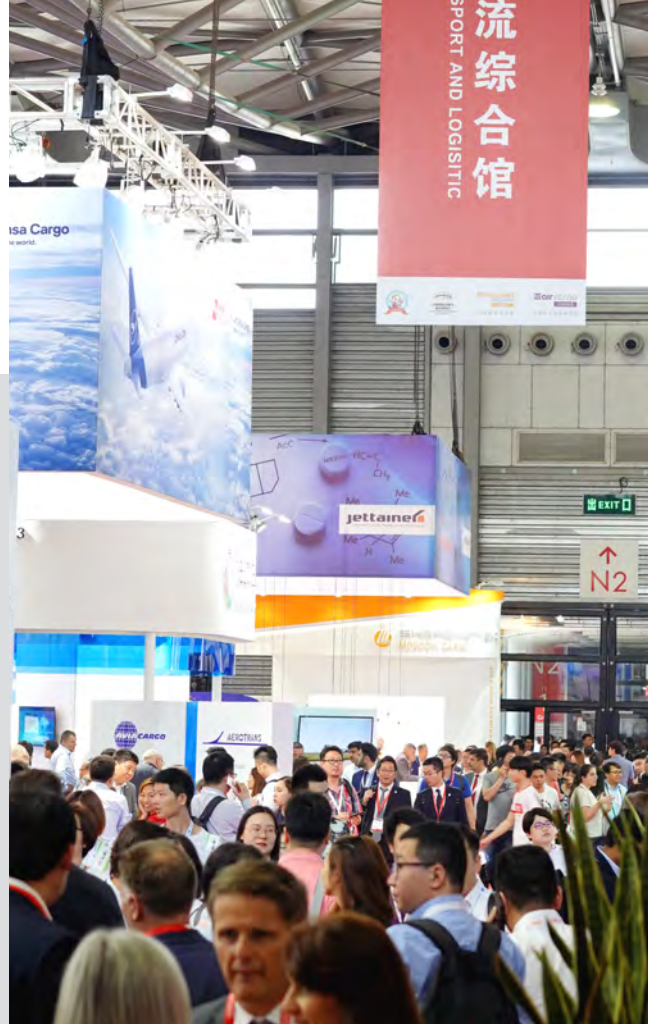
# 4 Highlights create ideal B2B industry platform Find your chance here

## 01 Focus on smart logistics and new trends

The Conference + Exhibition setup enables a full display of the innovations in smart logistics and in-depth discussion on the methods to reduce costs and increase efficiency and energize the growth of new retailing, new manufacturing and new economy.

## 02 High-quality visitors

Developed by transport logistics China, a recognized exhibition brand with 14 years of experience in the Chinese logistics market, transport logistic China 2019 will invite visitors with real needs from the food, catering, retailing, e-commerce, manufacturing, logistics and transportation industries.



## 03 New development of smart logistics live demo zone

The exhibition site will demonstrate the application scenarios of smart logistics technology in the manufacturing, e-commerce and logistics services industries. Realizing the value of products with application scenarios.

## 04 Trustworthy exhibition brand offers global resources

As a branch of transport logistic, transport logistic China 2019 will benefit from its brand value and the support from a global network that covers Germany, Turkey and India.

# Smart Logistics Live Demo Zone: Applicate scenarios to showcase product values

## Tailored Customer Services

Messe Muenchen Shanghai Co., Ltd. is experienced in the organization of large-scale events. With valuable resources of its visitors, media and the industry as well as a professional marketing team, Messe Muenchen Shanghai Co., Ltd. offers customized marketing services to plan and carry out efficient campaigns before, during and after the exhibition.

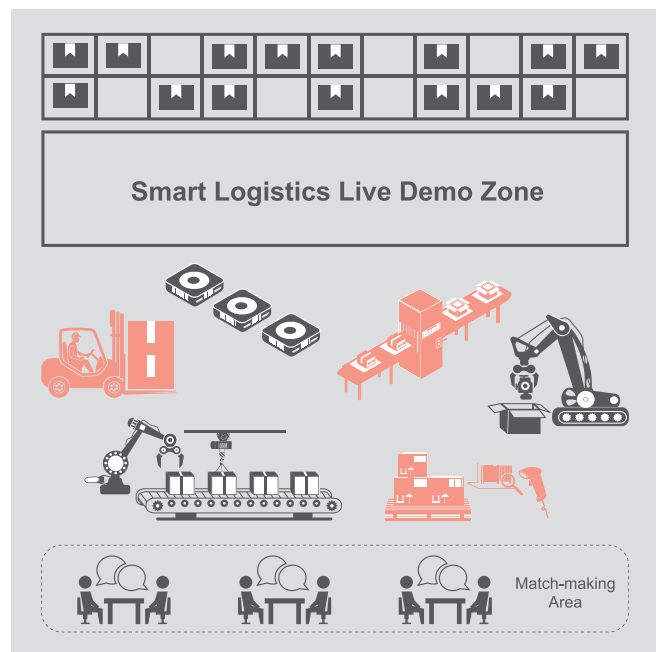


## Smart Logistics Live Demo Zone

The smart logistics live demo zone is a highlight of transport logistic China · Forum 2019. It will focus on the application scenarios of smart logistics technology in the manufacturing, e-commerce and logistics services industries. It congregates the cutting-edge technologies, innovative ideas and services, e.g. the logistic information technology, logistics and warehousing equipment, logistics and transportation equipment, and logistics services. Displayed in a real scene, the live demo zone enables a user-friendly experience of the equipment and systems.

### 4 Highlights of the Zone

- **Easy Exhibition**  
Bring your product information materials and both static and dynamic exhibitions are possible.
- **High Visibility**  
A carefully designed closed-ring exhibition zone of the entire industry chain.
- **Easy Visiting**  
All innovative logistics equipment and solutions in one place.
- **Tailored Services**  
Exclusive promotion services, theme forums and invited VIP buyer groups.



## Package Includes

- Demo Zone upgrade construction
- Information counter
- Poster Display area
- Dynamic Demonstration period
- Onsite Match-making area
- Lunch voucher
- Exclusive promotion services



# Conference: a gathering of industry leaders and knowledge

## Estimated Scale

700 Participants

50+ Sponsors

40+ Speakers



## Conference Themes

➤ Logistics Innovations under Manufacturing & New Retailing

## Target Visitors from



## Conference Schedule

		➤ <b>AM</b>
Apr.	15	Theme Forum: Smart Logistics Innovation Forum 2019
Month	Date	
		➤ <b>PM</b>
		Sub-Forum: Smart logistics-new opportunities in the manufacturing & e-commerce industry
Apr.	16	Smart fresh logistics Forum
Month	Date	
Apr.	17	Field visits of intelligent logistics companies
Month	Date	

# transport logistic China 2018 Review

## Exhibitors

- **47,000** m<sup>2</sup> Exhibition Space
- **667** Exhibitors
- **65** Countries and Regions
- **7** Pavilions

## Exhibitors' Satisfaction

**94%**

Concluded the exhibition result from satisfactory to very fruitful

**92%**

Agreed the visitors' quality from satisfactory to excellent

**86%**

Recommended exhibiting at transport logistic China to peers

**84%**

Intended to participate in next show

## Benefits for Exhibitors

**88%** Built new business and discover potential customers / partners

**92%** Maintained existing business relationships

**97%** Presentation of new products and services

**86%** Promoted company / products and display brand image

**86%** Studied the competition

## Previous TOP Exhibitors



## Statements about the Fair

### JD Logistics

transport logistic China is very influential in the industry and has strong brand recognition and support from the government. It is very helpful for exhibitors to improve their recognition and image in the industry. This is the third time we exhibit at transport logistic China. We find that the visitor quality is constantly improving. We made contact with many professional visitors, which is very important for us to expand our business.

### Sinotrans Limited

We have exhibited at transport logistic China for several times consecutively. The exhibition is more international this year. We saw a lot of international leading companies. It shows that transport logistic China is a truly international, first-class open platform. Its influence and recognition in the logistic industry has been greatly improved. We meet world-leading partners and peers here, so it is very helpful for us to expand the overseas market.

### G7

We have taken part in transport logistic China for three times in a row. This year we see more trade visitors. Through talks to exhibitors and visitors, we can, on the one hand, present ourselves better, and on the other hand get to know the customers' needs. We chose transport logistic China as the venue to release our new image, which shows how important it is to us.

### Transfar Zhilian Co., Ltd.

We are exhibiting at transport logistic China for the first time. The scale of the exhibition is great. We are satisfied with its influence, visitor quantity and the resources exhibited. It is an inclusive platform with products and services from the manufacturing and trading fields and agencies. Through transport logistic China 2018, we presented all our key products. More customers came to visit us and got to know us. The result met our expectations.

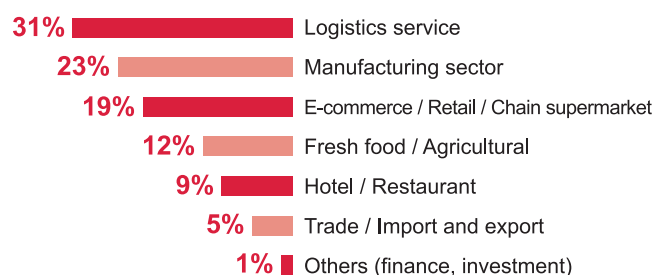
## Professional Visitors

- **26,300** Visitors
- **148** Key Buyers Delegation
- **67** Countries and Regions

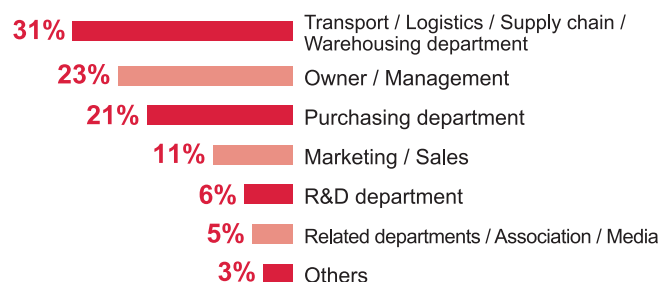
### Visitors' Satisfaction



### Visitor Profile by Industry



### Visitor Profile by Position



### Visiting Purpose TOP5



## Key Buyers Gathering



### Retail / Chain supermarket



### Manufacturing sector



### E-commerce



## Fairground Map

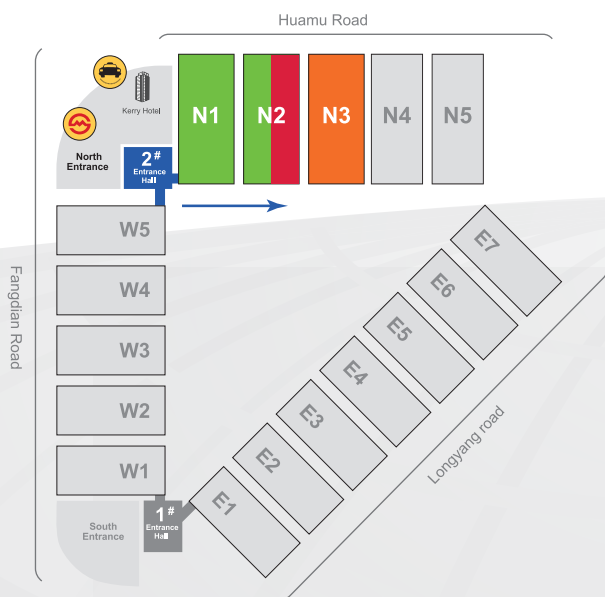
transport logistic  
China · Forum 2019



fresh logistics Asia



LogiMAT China



## Organizers

Messe München GmbH  
Messe Muenchen Shanghai Co., Ltd.

## Partners

Importer Specialized Committee  
Shanghai Entry-Exit Inspection and Quarantine Association  
Shanghai Logistics Association  
Shenzhen UAV Industry Association  
Agricultural food branch of China Electronic Commerce Association  
Material Flow

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