

## Final Report

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## transport logistic China 2014: Ten's Anniversary of the show Spurs Strong Energy in China's Market

- **16,800 visitors from 69 countries and regions, increased by 12%**
- **Biggest ever conference programs with over 4,500 delegates**
- **Domestic exhibition area increased by 34%, more local-based**

The 6<sup>th</sup> International Exhibition for Logistics, Mobility, IT and Supply Chain Management (transport logistic China 2014) has taken place successfully at the Shanghai New International Expo Center from June 17 – 19, 2014. The three-day event attracted 492 exhibitors from 47 countries and 16,800 visitors from 69 countries and regions.

Mr. Eugen Egetenmeir, Managing Director of Messe München International, expressed his satisfaction towards the exhibition, "China is one of the world's most dynamic logistic markets. The unparalleled participation results this year clearly showed this. The professionals in China's logistic market highly appreciate transport logistic China to promote themselves, share opinions and seek cooperation."

As the leading trade fair for transport and logistics in Asia, transport logistic China 2014, together with the integrated Air Cargo China, showcased the entire industry chain ranging from logistic services, to warehouses, cold chain, equipment, transport, air cargo, ports, shipping services and more. "As the biggest logistics event in Asia, transport logistic China has acted as an important bridge for international logistics technology transfer and business cooperation. It is a window for logistics companies to cross national boundaries and enter the international market," said Zai Zheng, Executive Vice Secretary General of Central City



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Transportation Committee of China Communications and Transportation Association at the opening ceremony.

The show also raised the interest of the politicians. Maxim Sokolov, Minister of Transport of the Russian Federation, Minister Francois Bausch, Ministry of Sustainable Development and Infrastructures, Luxembourg and Mengyong Weng, Vice Minister of Ministry of Transport of the People's Republic of China all paid visits to transport logistic China. Minister Sokolov commented, "The high level of the exhibition and forum we are participating at transport logistic China allows us to hope for a fruitful cooperation between Russia and China in a very challenging aim of infrastructure development of our countries."

For a decade, the show has adjusted itself to develop in China and to suit the needs of the market in China. This year, among the 492 exhibitors, 55 percent are Chinese exhibitors. Their exhibition area are grown by 34 percent comparing to the number in the last show. This shows the positive outlook of the Chinese logistic market and the strong business demands of China's logistics providers. The leading Chinese players participating in the trade show included SinoTrans & CSC, China Railway Express, CIMC, Air China Cargo, SF Express, Speed Fresh Logistic, CMAL, Yantian Port, BYD Frklift and many others. John Cooper, Director Commercial of TNT Airways S.A. said, "It is the first time for TNT Airways to join transport logistic China. The show, like transport logistic in Munich, is a great place to catch up with the industry. At this show, we met a lot of Chinese interests, especially from the freight forwarding community, air cargo airlines, etc."

International exhibitors showed great interest in the Chinese market as well. Seven national pavilions and international association groups were represented at the show this year. They are: Germany, the Czech Republic, Italy, Latvia, Russia, Spain and ITCO (International Tank Container Organization). Heike Clausen, President of the International Tank Container Organization stated, "This is our third time attending transport logistic China. Compared to previous shows, this year we have a lot of business coming to the stands."

Top-tier visitors, an indicator for show quality, have experienced a considerable growth in numbers this year. 16,800 visitors (2012: 15,000) enjoyed 12 percent



growth. In collaboration with local authorities and industry associations from Shanghai, Sichuan, Zhengzhou, Changzhou, Ningbo, etc., the show organized around 25 delegations from all over China. As Qian Wang, Supervisor of Brand Management of SINOTRANS & CSC Holdings Co., Ltd. stated, “Our most prominent impression about transport logistic China is its strong commercial atmosphere. The visitors are very professional. We meet customers from the chemical engineering, engineering, automobile, consumer goods, cold chain, supply chain, shipping, railroad transport and many other fields.”

The show was accompanied by its biggest ever conference programs. Around 34 conferences covered hot topics, e.g. silk-road logistic route, multi-modal transport, supply chain financing, e-commerce logistics, cold-chain logistics, interlink between manufacturing and logistics. A total of 102 high-caliber speakers, including industry experts, business owners and government authorities, lectured to an audience of more than 4,500.

**The next transport logistic China will take place from 14 to 16 June 2016 in Shanghai.**

**Further information about transport logistic China is available online at:**

**[www.transportlogistic-china.com](http://www.transportlogistic-china.com)**

### **Messe München International**

Messe München International is one of the world's leading trade show companies. In Munich alone it organizes around 40 trade shows for capital and consumer goods, and key high tech industries. Each year more than 30,000 exhibitors and around two million visitors take part in the events held at the Messe München exhibition center, the ICM – International Congress Center München, and in the MOC Veranstaltungszentrum München. The leading international trade fairs of Messe München International are all independently audited.

In addition, Messe München International organizes trade shows in China, India, Turkey and South Africa. With a combination of affiliates abroad – in Europe, Asia and in Africa – and over 60 foreign representatives actively serving over 100 countries, Messe München International has a worldwide business network. The Group also takes a pioneering role as regards sustainability: It is the first trade-fair company to be awarded energy-efficiency certification from the technical inspection authorities TÜV SÜD.

