



THINK TECH,
THINK INNOVATION

New Business
New Customers
New Markets
New Networks

CeMAT INDIA

6th International Trade Fair for

- Materials Handling
- Storage Systems and Logistic Services

THE INDUSTRY'S PLATFORM FOR LOGISTICS
21-24 November 2012 · India Expo Centre, Delhi NCR

CeMAT
INDIA

CeMAT INDIA 2012

- CeMAT INDIA 2012 is the window for latest trends and technologies in materials handling, storage and logistics sectors, which is sure to attract decision makers from diverse user industries.
- ONE STOP SHOP for the Automotive and Transport, Infrastructure, Manufacturing, Pharmaceuticals, Dry Ports, Steel and Food Processing sectors.
- Concurrent shows generate powerful synergies and increased visitor traffic at your booth ensuring significant ROI.
- Introducing “Logistic Infrastructure Pavilion”, a dedicated theme pavilion coinciding with CeMAT INDIA 2012. It aims to bring in the companies engaged in planning, designing and setting up the warehousing and logistic park facilities along with the owners and operators of such facilities to showcase their products and services.

Visitor Sectors

- Automotive
- Infrastructure
- Pharmaceutical, Chemical and Process Industries
- Defence
- Railways, Airport Authorities
- Mining and Construction
- Plastic and Rubber Industries
- Ports and Airports
- Retailers and Wholesalers
- Electrical and Electronics
- Food Processing and Packaging Industries
- Textile Industry
- Diverse Manufacturing
- Services

Visitor Profile

- Managing Directors
- CTOs / COO / Directors
- General Managers
- Purchase Managers
- Design Engineers
- Production Managers
- Wholesalers
- Government Institutions
- Retail chains
- Software Engineers
- Consultants
- Service providers

Five simultaneous trade fairs

Four concurrent trade fairs will be taking place along with CeMAT INDIA at the same time - with unique synergistic benefits for exhibitors and visitors alike.



Motion Drive and Automation
(Hydraulics & Pneumatics,
Electro Mechanical Transmission)



Process and Production Automation
and Industrial Building Automation



Surface Technology



Laser Systems and Laser
Technology for Manufacturing



CeMAT INDIA in New Delhi: Key Benefits

New Business

- The core theme of CeMAT INDIA is to connect participants to NEW BUSINESS. This pure B2B TRADE event will host your key new business partners ensuring a high ROI on your participation.

New Customers

- Cultivate your existing contacts and establish new contacts with senior decision-makers in all the key technology sectors.

New Markets

- In 2012, CeMAT INDIA will open up the North of India for your business. In addition to this, the TOP BUYERS from across the sub continent will attend the show.

New Networks

- Get talking to professionals from the worlds of private, government, science and research, as well as exhibitors from your own sector and users of MHE industry. Your network of contacts will get much larger at CeMAT INDIA 2012.



Glimpse of Success at Bangalore Show



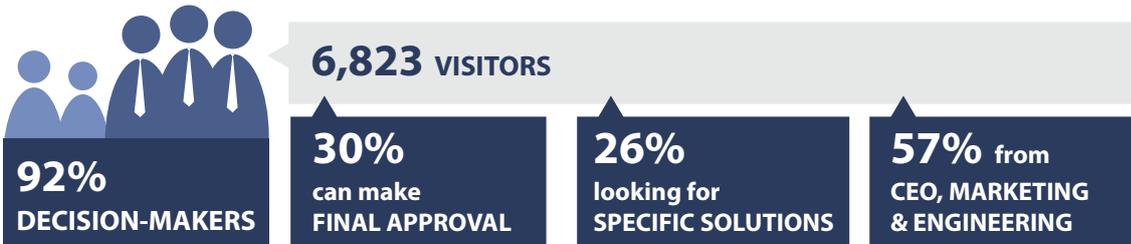
Key Exhibitors at Bangalore Show





Bangalore Show 2011

Meet influential decision-makers with definite investment plan - Visitor Facts



Manufacturing	33%
Automobiles	29%
Electrical & Electronics	15%
Construction & Mining	14%
Aviation & Defence	9%



CeMAT INDIA Exhibit Profile

Mechanical handling

- Cranes
- Accessories for cranes, lifting equipment
- Series lifting equipment, lifting platforms
- Hoistable man platforms, scissor lifts
- Continuous mechanical handling equipment, monorail conveyors, conveyor belts
- Accessories for continuous mechanical handling equipment
- Industrial trucks, fork lift trucks, stackers, accessories
- Driverless transport systems, storage and retrieval equipment for shelves and racks
- Manual trolleys
- Lifts, elevators, escalators, moving pavements, cable cars
- Accessories for lifts and elevators
- Accessories for all mechanical handling

Storage, warehousing technology and workshop equipment

- Warehouse systems, automated storage and retrieval systems (ASRC)
- Racking and shelving systems
- Factory equipment, workshop equipment
- Pallets, bins and containers
- Industrial doors and gates
- Cleaning systems for warehouse and storage facilities
- Warehousing accessories, general

Packing and order picking equipment

- Packaging equipment for warehouse and shop floors
- Weighers and metering devices
- Packaging and order picking systems

Loading technology

- Dock levelers
- Loading ramps, platforms and bridges
- Loading equipment, bulk material, containers, mixed cargo

Logistics - Systems and software

- Computer systems and control systems for material flow and intralogistics, tracking systems
- Identification technology, auto ID systems, sensor for intralogistics, automated data capture
- Application software and solutions for intralogistics and transportation logistics
- Branch-specific solutions for intralogistics and transport

Entire systems for material handling technology, warehousing technology, logistics

- Entire conveying systems
- Turnkey systems for logistics
- Entire supply-chain management
- Entire robot and handling systems

Traffic engineering

- Road vehicles, commercial vehicles and accessories
- Rail vehicles
- Railway equipment
- Shipbuilding
- Road maintenance equipment
- Multi-storey car park and parking equipment
- Traffic control technology and systems
- Integrated traffic systems
- Ports and terminals

Logistics services and outsourcing

- Logistics management
- Transport logistics
- Logistics and intralogistics services
- Joint / system services for logistics
- eLogistics services
- Consulting, planning, financing and project management services
- Maintenance services
- Publishers
- Associations

Marketing & Promotional Plan

An aggressive 360 degree marketing and promotional plan, targeted at all spectrums of buyers will create visibility for the show across India. The promotional activities spread-out for a period of 9 months, will commence in March 2012. The plan is divided in three stages:

<p>Phase 1: March - May: Creating awareness and interest amongst key influencers and mavens.</p>	<p>Phase 2: June - August: Generating awareness amongst user industry group.</p>	<p>Phase 3: September - November: Attracting the buyers, Scheduling B2B meetings and Promote your presence at CeMAT INDIA</p>
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Visitor Acquisition Plan:

Activities	Activity period	Reach
Print Advertising	March - November	15,00,000
Magazine Partner Promotions	March - November	1,00,000
Online Advertising	March - November	1,00,000
Social Marketing + Viral Marketing	March - November	1,00,000
Satellite Events	April - October	10,000
PR Activity	June - November	5,00,000
Direct e-Marketing	July - November	1,00,000
Direct Print based Marketing	September - November	1,00,000
BTL Activities	September - November	1,00,000
Outdoor Activities	October - November	2,00,000
SMS Campaign	November	10,000
Total		28,20,000





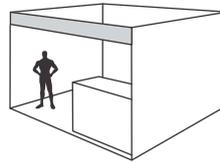
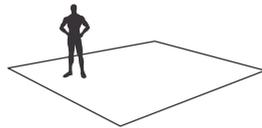
Why New Delhi

- Proximity to Industrial Areas like Okhla Industrial Area, Noida Industrial Area, UPSIDC, Sikandrabad, Faridabad Industrial Area, Ghaziabad Industrial Area, Gurgaon, Ludhiana, Manesar, Jaipur (RIICO), Baddi, IIE- Uttrakhand, Haridwar.
- Delhi is also hub for some of the largest warehouses and transit point for Export/Import cargo having very large dry ports- ICD Tughlakabad, ICD Dadri.
- Industrial sectors like Automotive, Auto parts and Component, Electronic and Electrical Goods, Engineering Goods, Mining Industry, Pharmaceutical, Agro and Food Processing Industry.
- Decision makers for Govt procurements like Defence, Airlines, Railways, Public Sector Undertakings of Central and State Govts are based in New Delhi.
- India Expo Center is among the world's best when it comes to hosting exhibitions, conferences, meetings, seminars, and other special events.



Participation Charges

Stand Options	Raw Space	Shell Scheme	International Pavilion
Investment	Rs 10000/- per sq.m or € 195/- per sq.m + Service Tax	Rs 11000/- per sq.m or € 220/- per sq.m + Service Tax	Rs 15900/- per sq.m or € 265/- per sq.m + Service Tax
Deliverables	Stand area (minimum 18 sq.m)	Stand area (minimum 9 sq.m) Back walls and side walls(white) Carpeting 1 reception desk 2 chairs 1 electric socket (220v) 1 company sign (English) 2 spot lights (100w)	Stand area (minimum 9 sq. m) Wall panels Carpeting 1 table 4 chairs 1 info counter 3 spotlights (100 W) 1 electric socket (230 V) 1 company sign (English) 1 lockable cabinet with 2 shelves and a coat hanger 1 waste paper basket



Additional Services

A service centre will provide the following services to all exhibitors at the group stand:

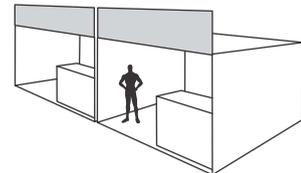
- Information counter
- Contact person on site during the whole event
- Snacks and drinks
- Kitchen area
- Lounge area (tables and chairs)

General free services for all exhibitors

- Standard Catalogue entry
- Listing on the show website
- Visitor Invitations
- Individual support services provided by the organizers on site

Register by 15 May 2012 to receive an EARLY BIRD DISCOUNT of 5%

For more investment options, contact our Marketing Team:
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Use the opportunity to present your products and solutions to audiences worldwide.



19-22 Mar. 2013
São Paulo, Brasil



25-28 Sept. 2012
Moscow, Russia



29 Oct.-1 Nov. 2012
Shanghai, P.R. China



21-24 Mar. 2013
Istanbul, Turkey

Association Partners



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