

# Shanghai to hold massive logistics exhibition

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Shanghai will host Asia's largest logistics exhibition from June 17-19 at the New International Expo Center as part of its strategy to develop the local logistics industry.

Logistics has been considered as an integral part of the city's effort to develop into an international shipping center, analysts said.

Organized by Messe München International (MMI), the biannual exhibition, also known as transport logistic China 2014, will offer participants and visitors an inside look at the logistics industry and an opportunity to obtain the most up-to-date information about the industry chain in China.

More than 800 exhibitors are expected at tIC and Metro + Rail China, which will have an exhibition area of 50,000 square meters.

## Highlights of tIC 2014

As tIC is Asia's prominent logistics event, the organizers are sparing no efforts in making tIC a successful and industry leading exhibition.

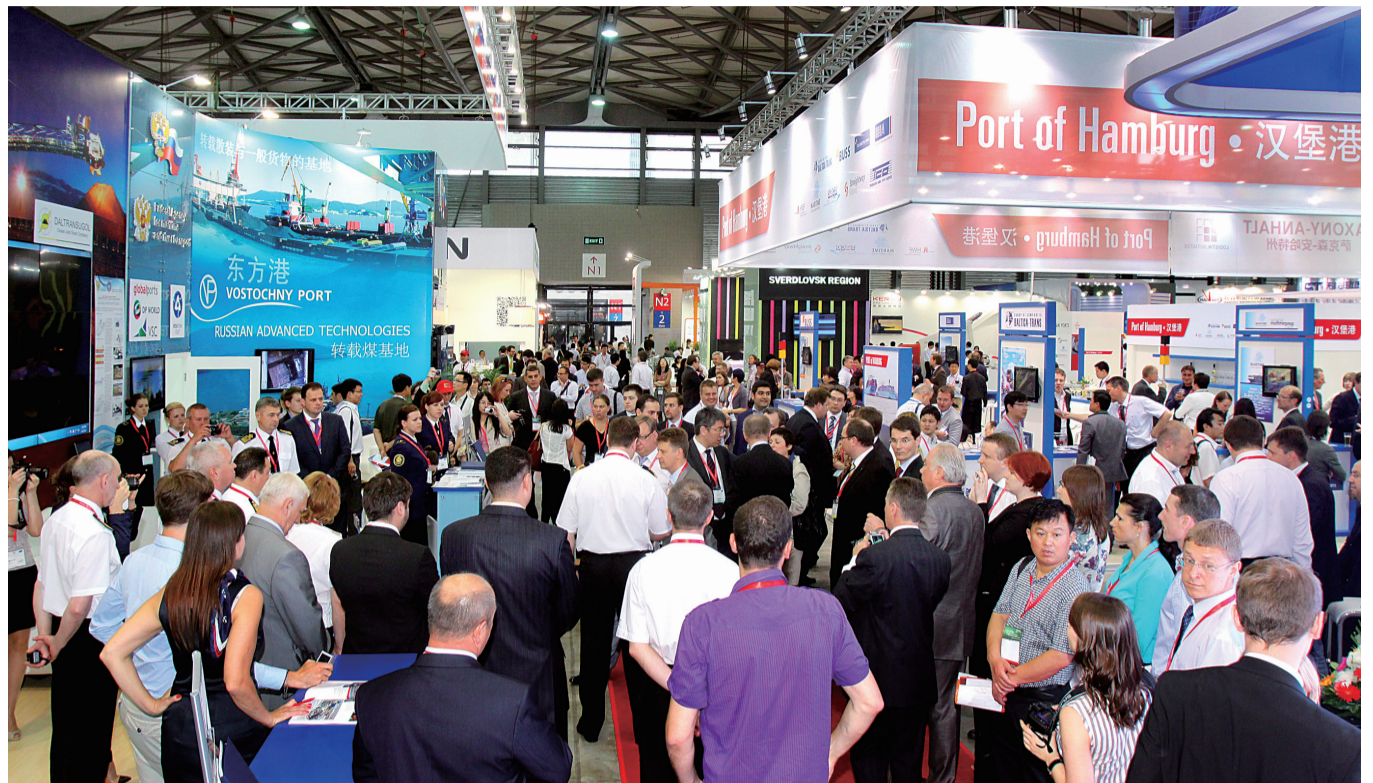
In 2014, tIC will join hands with Rail+Metro China to give visitors important rail-related information. Rail+Metro China made its debut in 2002 and has become an important platform for rail firms to demonstrate their technologies and achievements.

Air Cargo China will also continue to be an integrated part of tIC in 2014.

It is the first time the three exhibitions will be held together and their combined areas will reach more than 50,000 square meters. The three exhibitions will cover logistic services, logistic property, air cargo transport, rail and road transport, ports and shipping services, logistics equipments and fresh food delivery services.

The fresh food delivery business will be another highlight at tIC 2014. It will give visitors detailed information about the whole business chain. It is the first time in tIC to have a demonstration area for fresh food delivery.

In the fresh food delivery demonstration area, visitors can find detailed information about cold-chain equipment, delivery services, transportation equipment and information systems and have chance to talk with some leading online fresh food traders.



Visitors at the transport logistics China exhibition. PROVIDED TO CHINA DAILY

Organizers of tIC said the exhibition area has attracted considerable attention from major online fresh food traders. Participants from this industry include sfbest.com, jd.com, tootoo.cn, fruitday.com and xiangguomai.com.

## Participants and visitors

Developed in China for a decade, tIC has established strong brand awareness in the world's second-largest economy. In 2014, of the 800 companies participating in the two exhibitions, 60 percent will be domestic. World logistics giants also consider the exhibition as an important platform.

Companies participating in the exhibition include SinoTrans & CSC, China Railway Express Co, SF Express, Speed Fresh Logistic, Schenker, CMAL, TNT Airway, Sky Team Cargo, Air China Cargo, Munich Airport, Global Logistic Properties, Prologis, BYD Folk Lifts, Siemens and many more.

Its international outlook has established strong brand loyalty among global group participants. In 2014, business groups from 7 countries and international organization will participate: Germany,

the Czech Republic, Italy, Russia, ITCO, the Republic of Latvia and the Netherlands.

In addition to service providers, global buyers are also keen on visiting tIC 2014 and 30 percent more have registered compared with 2012. They include BMW, General Electric, Midea, yhd.com, DHL, Maersk Line, Schneider, Honeywell, BASF and many more.

The number of visitors attending tIC is also expected to increase significantly this year. According to the organizers, the number of visitors registering online is increasing at a double-digit rate daily.

To boost the number of visitors, MMI is working closely with local governments in Shanghai, Zhejiang and Jiangsu provinces. They have successfully invited more than 30 buyer groups to the exhibition. The professional buyers are formed by companies from different industries such as food and beverage, toxic chemicals, automotive, online retailing and textile manufacturing.

To give participants and visitors up-to-date industry information, more than 30 forums covering 10 themes will be held during the exhibition period. The topics include changes in goods transportation, logistic

systems of e-commerce operators, cold-chain logistics and supply chain finance.

In addition, several discussion salons will be held concerning Shanghai Free Trade Zone policies and innovation in supply chain finance.

## Positive outlook

Meanwhile, although growth in China's domestic logistics market slowed in the first quarter of 2014, experts said the outlook for the sector remains positive, as the central government recently announced plans to accelerate the development of production-oriented service industries, including logistics.

Figures from the China Federation of Logistic and Purchasing showed the total value of logistics goods was 4.78 trillion yuan in the first quarter of this year, an increase of 8.6 percent year-on-year. The growth rate was 0.8 percent lower than the same period in 2013.

Combined logistics expenditures in the first quarter of this year totaled 2.3 trillion yuan, up 8.1 percent from a year ago. The sector accounted for 17.9 percent of China's GDP in the same period.

**FMCG/Retailer Best Practice: Growing Your Business with the Right Multimodal Transportation Solution to Drive Revenue**

Venue: Meeting Room: N1-M40, SNIIEC, Pudong Date: 2014.06.17 (14:00-16:00)

**Organizer:** Cargonews Asia

### Speakers Info Collection:

**Speaker:** Aymeric Chandavoine, Vice President, Consumer & Retail, Asia Pacific, CEVA Logistics

**Speaker:** Bruno Selmoni, Our Head of Road Freight and Multimodal, Asia-Pacific, DHL Global Forwarding

**Speaker:** Guhan Periasamy, Senior VP, Asia Pacific & Japan, Kewill

### Air Cargo China Forum

Venue: Meeting Room: N1-B2, SNIIEC, Pudong Date: 2014.06.18 (09:30-12:00)

**Organizer:** Messe München International

### Conference Introduction:

**Session 1:** Creating talent: Attracting, Nurturing and Retaining the Best

**Session 2:** The Asean Economic Community: Implications for Air Freight and the e-AWB

### Pujiang Development Forum 2014: Cold-Chain and Capital

Venue: Meeting Room: N1 Forum Area 2F, SNIIEC, Pudong Date: 2014.06.18 (09:30-16:30)

**Moderator:** Richard Tsai, Vice Chairman & Secretary General of Asia Council of Supply Chain

### Topic: Prospect of International Cold Chain Logistics Development

**Speaker:** Yang Joe Wai, Cold Chain Logistics Expert, Senior Advisor, Chamber of Hong Kong Logistics Industry

### Topic: Venture Investment & Cold Chain Market

**Topic:** Express, Delivery and Cold Chain Distribution

**Speaker:** Liu Renqin, COO, President Collect Service Corp

### Topic: Cold Chain Logistics Development Powered by International Capital: Shanghai Zhengming Modern Logistics Co., Ltd.

**Speaker:** Huang Zhengming, President, Shanghai Zhengming Modern Logistics Co., Ltd.

### Topic: Cold Chain Logistics & Food Security

**Speaker:** Jin Xiling, President, Shanghai Jinjiang International Cold Logistics Development Co., Ltd.

### Topic: Equipment Technology Application on Cold Chain Logistics

**Speaker:** Hsu Chih-Ming, Vice President, Cheng Shin Tire Group

### Topic: Cloud Systems Integration & Cold Chain Enterprise Management

**Speaker:** Maggie Chen, President, SinoServices International Technologies Co., Ltd.

### Topic: Food Circulation & Cold Fresh Distribution

**Speaker:** Liu Peijun, President, Beijing Express Channel Food Logistics Co., Ltd.

### Topic: Practice and Thinking of Cross-Strait Cold Chain Industry Cooperation

**Speaker:** Jack Yu, Chairman, The Global Logistics Council of Taiwan (GLCT)