

CeMAT AUSTRALIA helping to future proof the warehousing and intralogistics industry

Melbourne was the focus for innovation in intralogistics and materials handling last week, with over 2,500 renowned industry leaders and delegates converging for CeMAT AUSTRALIA from 24-26 July at MCEC. Comprising of three full days of expert learning, networking and industry insights, CeMAT is the world's leading trade fair for materials handling, intralogistics and supply chain management. Over 25 high-profile experts presented exclusively at the conference, with executives and decision makers attending from across Australia to hear the latest on 'industry 4.0' in intralogistics, materials handling and the supply chain. Two exemplary sessions during the Knowledge Program offered relevant case studies providing the audience with practical applications to take away: Rod Barnes, General Manager Delivery, Australia Post, examined how Australia Post is collaborating with local retailers to meet fast-paced online shopping demands in his presentation, 'A look at how market dynamics have changed in recent years and how Australia Post is working with major eCommerce businesses to fulfil their supply chain demand' Kevin Gunn, General Manager Supply Chain, Coles, discussed the retail giant's internal experience in 'Intralogistics optimising at Coles: Improving efficiencies throughout the warehouse to ensure customers have great availability and fresh product every day' Daniel Mortimer, Event Director, Hannover Fairs, commented on the success of the Knowledge Program offering insights into industry trends, product innovations and customer case studies. "Inviting both vendors and end users to speak on the program allowed for CeMAT visitors to have a well-rounded opinion on the current state of the intralogistics industry. It proved to be highly effective, with a number of presentations having standing room only," said Mortimer. The 105 exhibitors at the event collectively reported positive feedback about the quality of visitors on the showfloor, after networking and showcasing first-hand their latest products. Exhibitors included the likes of; C.H. Robinson, Vanderlande, KNAPP, Panasonic Business, Paperless Warehousing Group, Swisslog, Dematic and CHEP. Greg Perrot, Managing Director at Cowin Global said, "Cowin Global Australia exhibited at CeMAT 2018 in Melbourne and again can only say it was a great success. We increased our quality leads by 100% from 2016, the people we met on the stand were the decision makers which is exactly what any business needs to increase their market awareness as well as increase their sales. "We not only sold stock directly from the stand, but within a week of the show being over, we have received numerous purchase orders from new customers. We confirmed our spot on the last day of the show to exhibit at CeMAT 2020 and have no doubt it will be a sound investment in our future in Australia. "I would urge anyone thinking of exhibiting at CeMAT 2020 to STOP THINKING and confirm your spot now, as it is, without doubt a great show, well organised and marketed to ensure the right people attend. You will reap the rewards," said Perrot. Cara Skelsey, Marketing Manager at Dematic also said, "CeMAT AUSTRALIA once again provided a fantastic opportunity for Dematic to exhibit its wide range of solutions, connect with a number of business leaders and decision makers, and share and discuss innovations in the industry." Wrapping up the second day, the Industry Leader Drinks Reception, treated over 300 VIPs and exhibitors to an evening with guest presenter, Ashley Davies, Deputy CEO & General Manager Operations of the Australian Grand Prix Corporation. Harvey Stockbridge, Managing Director, Hannover Fairs, said CeMAT AUSTRALIA was a high point of the 2018 industry calendar, "CeMAT AUSTRALIA highlighted the innovations that are transforming the intralogistics industry. The diversity in solutions available on the showfloor allowed for a wide array of visitors to attend. "We are already excited to see what new technology will be showcased at the next CeMAT in Melbourne, which will take place on 7-9 June 2020," said Stockbridge. CeMAT AUSTRALIA will return in 2020. For more information about CeMAT Australia visit: www.cemat.com.au Images: Hi-res available and royalty free from CeMAT Australia Flickr page. Ashley Davies, Deputy CEO & General Manager Operations Grand Prix Corporation, CeMAT Showfloor Industry Leader Drinks Reception CeMAT Showfloor

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