



A bird's-eye view of the fifth transport logistic China which was held in Shanghai in June 2012. PROVIDED TO CHINA DAILY

Logistics exhibition highlights industry growth

By Eugen Egetenmeir

The sixth transport logistic China will take place in one of the world's most dynamic logistics markets on June 17, indicating that there is still significant potential in the transport market as demand continues to outpace supply.

China has invested heavily in its infrastructure and nowhere else is so much being spent on logistics services.

The show presents a promising platform for the exhibitors who will come to showcase their products, services and solutions for the delivery chain, which includes e-commerce and intralogistics as well as warehouse management and services for freight transport and logistics.

Together with the integrated Air Cargo China exhibition and conference, this trade show has, since its premiere in 2004, developed into the prominent event for logistics and transport in Asia.



Eugen Egetenmeir
Managing Director
Messe München International

Every two years, exhibitors and visitors from all over the world converge on transport logistic China. For Chinese-based transport and logistics companies and their counterparts abroad, this show acts as a paramount business-to-business platform.

The accompanying confer-

ence program aims to provide an overview of current developments in the transport and logistics industry in China and to present a broad spectrum of information and expertise on the Asian market.

For instance, visitors can look forward to panel discussions on "Logistics Project Management" and "Supply Chain Management," and to the Air Cargo China Conference with its focus on "Creating Talent: Attracting, Nurturing and Retaining the Best" and "The Asean Economic Community: Implications for Air Freight and the e-AWB."

On behalf of the organizers of transport logistic China and Air Cargo China, I wish all participants in the show every success, and hope that you can make the best use of your time here to find out about the latest industry trends and developments and to make new contacts and develop your business.

Here's to a successful transport logistic China 2014!

Logistics sector gets a boost

By ZHUAN TI

China aims to upgrade its logistics sector by holding international events that can attract global industry heavyweights.

One of the premier events of the year is transport logistic China 2014, which will open on June 17 at the Shanghai New International Expo Center. The exhibition is a subsidiary of transport logistic, a Munich-based biannual event held by the Messe München International.

The three-day event, also known as the 6th International Exhibition for Logistics, Mobility, IT and Supply Chain Management, together with Rail & Metro China, will attract more than 800 global exhibitors and 25,000 professionals as visitors, encompassing a massive 50,000 square meters of exhibition space.

The event, with Air Cargo China as its part, will showcase the entire logistics industry chain ranging from logistics service to property, equipment, transport, air cargo, shipping, fresh food storage and information management.

"An international show is a window through which we can see the outside world, as well as a door which provides an opportunity for us to communicate with the world," said Xu Jia, chief operating officer of MMI (Shanghai) Co Ltd.

About 30 forums involving 10 themes will be held during the show. Those forums will include a summit on sea-land and silk road logistics channels, a forum how to integrate supply chain resources, and a development forum focusing on how to manage the cold chain, Xu said.

"The show is a bellwether of growth in China's logistics industry," she said.

"At the beginning, it was



Xu Jia
Chief Operating Officer
MMI (Shanghai) Co Ltd

dominated by overseas exhibitors but now it has many local exhibitors."

"The secret of its success lies in its accurate market positioning and innovative exhibition ideas," she said, adding that it has become Asia's largest and most influential logistics exhibition.

Different from the transport logistic in Germany which had 2,000 exhibitors from 63 countries in 2013, transport logistic China has entered a period of rapid growth with many up-and-coming companies in attendance.

"The transport logistic show has set a direction for the logistics biennale in Asia to develop in the wake of the model designed by developed countries as Germany," Xu said.

Meanwhile, transport logistics China also hosts salons on logistics in Beijing, Shanghai and Shenzhen at regular intervals to boost China's logistics industry. The salons have earned wide acclaim from industry executives at companies including Sinotrans, Fablog, Kerry Logistics and China Post, Xu said, adding that the salons are held on a monthly basis and provide a platform for industry executives to understand the latest trends affecting the China logistics sector as well as an excellent opportunity to network.

Think Logistics Cafe - tIC 2014 Annual Salon	
Venue: Salon Area (Hall N1) Shanghai New International Expo Center Date: 17-19 June	
17-Jun	
10:30-11:30	Enhance Service Capability of Chamber of Commerce, Undertake Functions Transferred by Government.
11:30-12:30	Chinese Logistics Equipment and Technology
13:00-14:30	Manufacturing Logistic Outsourcing Salon
14:30-15:30	An Introduction to Busan Eco-Delta City in Busan, Korea
15:30-16:30	Cross-border E-Commerce and Logistics
18-Jun	
10:00-11:30	China Logistics Enterprise Hot Point Salon
13:00-14:30	Road Transportation Forum
15:30-16:30	Application of Supply Chain System in Huaxia Bank
16:30-17:30	How to Optimize Services for the Last Mile in the Mobile Internet Age?
19-Jun	
10:00-11:00	Supply Chain Services and Innovative Supply Chain Financing Commercial Model
11:00-12:00	E-Commerce Seen from the Perspective of Supply Chain

International Summit on Sea-Land Silk Road Logistics Channel & 2014 Asia-Europe Port Forum	
Venue: Meeting Room: N1-B2, SNI EC, Pudong Date: 2014.06.17 (10:30-16:00)	
Organizer: Messe München International, China International Freight Forwarders Association International Continental Bridge Committee	
Topic: Rail – your alternative to Ocean and Air Freight Speaker: Dr Bernhard Wiezorek, Director of rail multimodal transport, Schenker (China) Co Ltd	
Topic: Build the upper Yangtze River shipping logistics center Speaker: Li Xuejiao, Deputy Mayor of Yibin City, Director of the Administrative Committee of Yibin Port Economic and Technological Development Zone	
Topic: The development and functions of China Customs Special Supervision Area Speaker: Dong Weizhong, Director of the Administrative Committee Research Office of Tianjin Free Trade Zone	
Topic: The development of Sino-European land logistics channel and the construction of Silk Road economic zone Speaker: Che Tanlai, Researcher of the Economic Planning Research Institute of the Ministry of Railways	
Topic: European rail corridors development: count on the strength of Spanish ports competitiveness Speaker: Mr José Llorca, President von Puertos del Estado	