



### **CeMAT RUSSIA ONLINE. A new exhibition format and new contacts.**

From September 22 to 23, 2020, CeMAT Russia, the largest Russian exhibition for materials handling, warehousing equipment and logistics, had taken place online. More than 80 companies participated in it, including Jungheinrich, Vanderlande, Still Forklifttrucks, Linde Material Handling, SSI Shaefer. The company Dematic had announced its entrance to the Russian market and became a partner of the event. The SPS company (Smart Pack Service) was the registration partner.

For the first time, almost all key players of Russian intralogistics sector had been united in a digital platform format.

Aside from the logistics segment, CeMAT RUSSIA ONLINE had been joined by the member companies of the TRANSPACK exhibition, which included transport packaging, packaging machinery and automation.

Visitors could join livestreams and presentations, send their business cards and questions to the participants, download presentations and promotion materials of the exhibiting companies.

The key role in the effectiveness of the digital format is played by the ability to demonstrate products and solutions, and by the holding presentations. The Event Program has become the point of specialist attraction, and they have, in turn, taken part in the workings of the project, from both the visitor and the member side. More than 30 live streams have been included in the program, among which were presentations for automation solutions, WMS implementation, equipment selection, marking equipment, and packing technologies. "We have been very inspired by the atmosphere of the exhibition," - says Yaroslav Andreev, the Commercial Director of the Comitas company, one of the project members. - "We are ready to create new online projects for our customers. Every year, we take part in the CeMAT Russia exhibition, and we find new business connections. The main goal of our participation is to project ourselves to the market of relevant developments and projects, and that is why we are happy to take part in any kind of CeMAT RUSSIA".

Among the key online sessions, the best practices of logistics management, the development of internal production logistics and developmental strategy, along with the role of transportation packaging in the supply chain, were discussed.

The celebrity-level line-up of speakers and the relevance of the raised questions have attracted more than 3000 customers in the two days of the platform running. 938 of those have left their business cards for the continuation of business relations with the exhibiting companies.

“CeMAT RUSSIA ONLINE could not have happened without the support that we have received from both our partners and the exhibition members - the Coordination Council on Logistics and the *Logistics* magazine,” - says Natalya Kalmykova, CeMAT RUSSIA’s exhibition director. - “Our partners’ deep knowledge of the intralogistics market had helped to fill the project with useful, relevant, and demanded content.” The recorded videos of key business events are already available for all users on CeMAT RUSSIA’s YouTube channel.

In the opinion of most of the member companies, even with all the advantages of online communication and the results achieved, personal, eye-to-eye communication cannot be replaced by the digital means. That means that the next year’s exhibitions will be even more anticipated.

**The CeMAT RUSSIA and TRANSPACK exhibitions will be held in Moscow, IEC “Crocus Expo” from September 21 to 23, 2021**

#### **CeMAT exhibitions worldwide**

CeMAT exhibitions provide the intralogistics industry with an excellent exhibition platform in key markets around the world, allowing companies to showcase their products and innovations to interested audiences in their respective countries and regions. From innovative energy-efficient industrial trucks to sophisticated, fully automated conveyor systems, the latest control systems and IT developments in logistics, CeMAT shows every aspect of intralogistics. The exhibition categories culminate in cranes, hoists and lifting platforms, as well as automatic identification systems, robotic logistics and in-house packaging technologies. In 2019, 153 companies from 18 countries of the world took part in the CeMAT RUSSIA exhibition.

Additional information on the official website of the exhibition [www.cemat-russia.ru](http://www.cemat-russia.ru)

#### **TRANSPACK**

TRANSPACK international exhibition for transport packaging, packaging machinery and automation is a new project of Deutsche Messe RUS. The TRANSPACK exhibition theme fully covers the key areas of the industry and includes the following sections: Transport and industrial packaging; Packaging materials; Equipment; Marking.

Additional information on the official website of the exhibition [www.transpack-russia.ru](http://www.transpack-russia.ru)