

Media release: 7 December 2017

## **CeMAT AUSTRALIA explores Industry 4.0 and greater global competitiveness**

Announcing its return to Melbourne in 2018, CeMAT, the world's leading trade fair for intralogistics and supply chain management, is set to explore *Innovation and Industry 4.0; The Future of Intralogistics, Materials Handling and Supply Chain*.

In its third year, CeMAT AUSTRALIA will focus on the fourth industrial revolution, sharing insights into how smart technology, efficient information management systems and data are enabling industry competitiveness through improved processes and timely decision making.

Across the CeMAT exhibition and Knowledge Theatre, industry leaders will showcase how improved automation, machine-to-machine communications, Industrial Internet of Things (IIoT) and digitalisation is shaping the future of warehousing, manufacturing and intralogistics.

Harvey Stockbridge, Managing Director, Hannover Fairs Australia - organisers of CeMAT AUSTRALIA - commented on the importance of embracing Industry 4.0 as a fast and flexible solution of automation and connectivity for Australian firms to maintain a global presence and competitive position.

“CeMAT AUSTRALIA will showcase first-hand how Industry 4.0 is revolutionising the manufacturing, materials handling and intralogistics industry and promises to be an unmissable event in 2018.

“The entrance of global retail giant, Amazon, to the Australian market will have a dramatic impact on manufacturing and supply chain management in our region, it is now more important than ever for manufacturers to keep their finger on the pulse of innovation and embrace technology to improve processes and productivity, and remain at the forefront of the industry.

“With live demonstrations and cutting-edge presentations, CeMAT AUSTRALIA offers visitors the chance to see with their own eyes how integration of warehousing and intralogistics technology will optimise production and reshape the industry,” said Stockbridge.

The continued partnership with KNAPP, global intralogistics experts, as Silver Sponsors for the third year demonstrates the invaluable platform the show provides the intralogistics industry.

“We are thrilled to partner with KNAPP again in 2018. As a world-leading innovator in the intralogistics space, KNAPP will demonstrate state-of-the-art industrial robotics that are facilitating the ever-increasing demands for continuous high performance and quality processing across long periods of time,” concluded Stockbridge.

The CeMAT Exhibition will showcase over 100 international and local companies who are utilising innovative technologies such as robotics and IIoT to redefine warehouse processes, including Swisslog, Kuka Robotics, Daifuku BCS, Jiangsu, SEW-EURODRIVE, Dematic, Vanderlande and Harley Industrial.

CeMAT AUSTRALIA will bring together logistics, warehousing, supply chain, IT and finance leaders, from a wide variety of industries ranging from FMCG through to resources, at the Melbourne Convention and Exhibition Centre, Tuesday, 24 July – Thursday, 26 July 2018.

For more information visit: [www.cemat.com.au](http://www.cemat.com.au)

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Images: (hi-res available via [Dropbox](#))

1. Harvey Stockbridge, Managing Director, Hannover Fairs Australia



2. Images of CeMAT AUSTRALIA





**Notes to Editors:**

- CeMAT AUSTRALIA speakers and exhibitor representatives are available for interviews via the media contacts listed below

Complimentary media passes are available; apply by sending your name, position and publication title to [cemat@zadroagency.com.au](mailto:cemat@zadroagency.com.au)

**Media contacts:**

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**About CeMAT AUSTRALIA**

**24-26 July 2018 | Melbourne Convention and Exhibition Centre**

CeMAT is the world's leading trade fair for intralogistics and supply chain management, with events held in:

Australia | Germany | China | Indonesia | Russia | Canada | Italy | Turkey

- In its third year, CeMAT AUSTRALIA is Australia's largest intralogistics and materials handling trade show
- CeMAT AUSTRALIA 2018: Innovation and Industry 4.0; The Future of Intralogistics, Materials Handling and Supply Chain
- The CeMAT exhibition is a one-stop-shop of the leading technology and service providers in the materials handling and warehousing industry



Deutsche Messe

CeMAT  
AUSTRALIA

- CeMAT AUSTRALIA welcomes visitors from logistics, warehousing, supply chain, IT and finance job functions from a wide variety of industries ranging from FMCG through to resources

**Website and social media:**

Website: [www.cemat.com.au](http://www.cemat.com.au)

Facebook: [/CeMATAus](https://www.facebook.com/CeMATAus)

Twitter: [/cemataus](https://twitter.com/cemataus)

LinkedIn: [/cemat-australia](https://www.linkedin.com/company/cemat-australia)

YouTube: [CeMAT AUSTRALIA](https://www.youtube.com/CeMAT_AUSTRALIA)

Hashtag: #CeMATAus