

DRAFT NEWS RELEASE

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CeMAT AUSTRALIA CONFIRMED FOR MELBOURNE 2016

CeMAT AUSTRALIA, Australia's largest intralogistics and materials handling show - is set to return for a consecutive year, for the first time in Melbourne, following its inaugural launch in Sydney in May; with the show set to focus on education, interactivity and innovation.

The three-day show, which covers the best in supply chain management, materials handling and intralogistics will be held at the Melbourne Convention and Exhibition Centre, Tuesday 12 July to Thursday 14 July.

Confirmed sponsors include DEMATIC, SWISSLOG and CHEP, with exhibitors Kobot Systems, TVH and Headland Machinery also confirming their attendance at the show. Furthermore, for the first time CeMAT AUSTRALIA will host the **National Forklift Championship Finals 2016**, organised by the Australian Warehousing Association.

CeMAT AUSTRALIA is the leading technology and service provider in the materials handling and warehousing industry. The show remains a calendar highlight for the industry to meet, exchange ideas and learn about future trends, with a view to increase efficiency in the supply chain to reduce overheads through IT solutions, automation and innovation.

Next year's show will be spearheaded by Sarah Haughey, Show Director for CeMAT AUSTRALIA at Hannover Fairs Australia, a wholly-owned subsidiary of leading global trade fair company Deutsche Messe, organiser of the world's largest international trade fairs.

Ms Haughey explains how 2016's event will focus on interactivity, education and knowledge exchange to allow the industry to keep abreast of future innovations.

Ms Haughey said: "CeMAT AUSTRALIA is an unmissable event for the materials handling and intralogistics industry. The sector is very time poor, so this show presents a critical opportunity for leaders to gather to explore future trends and innovations that will allow them to stay competitive in an ever-changing marketplace."

2016 will see CeMAT AUSTRALIA include the LINDE **Knowledge Theatre** as part of its exhibition offering. During the course of the three days up to 30 presentations by market leaders will take place. Attendees will be given the opportunity to hear how industry pioneers have overcome problems and implemented leading solutions, nationally and globally.

Ms Haughey continued: "The 2016 show will outline real life situations where technology, integration and IT solutions has been used in an innovative way to overcome the challenges facing the industry. With collaboration and interactivity a real focus for the industry, CeMAT AUSTRALIA will offer exhibitors and visitors the opportunity to find new information, see new products in action and share valuable insights with industry colleagues."

Harvey Stockbridge, managing director at Hannover Fairs Australia, commented: "Appointing Sarah to the dedicated position of being responsible solely for the CeMAT AUSTRALIA show demonstrates our commitment to the industry and shows how invested we are in the intralogistics and materials sector, to ensure positive growth across Australia."

Companies interested in exhibiting at CeMAT AUSTRALIA should contact Sarah Haughey at sarah.haughey@hannoverfairs.com.au

HFFor more information visit: www.cemat.com.au

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**For more information, images or comment please contact Zoe Guest or Veronica Robertson on 02 9212 7867/ 0487 732 611 or email zoe@zadroagency.com.au/
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Notes to editor:

- **CeMAT AUSTRALIA** will take place **12-14 July** at **Melbourne Convention and Exhibition Centre**.
- In Europe, **CeMAT AUSTRALIA** is held every two years in Hannover, Germany and is the must-attend event for the fast-evolving European intralogistics industry.
- **CeMAT AUSTRALIA** has a global presence and is also staged in Russia, Asia, India and South America.
- In its second year, **CeMAT AUSTRALIA** is proud to have the support of key industry leaders including Linde Materials Handling, Dematic, CHEP, Swisslog, Kuka Robotics, Retailquip, Bastian Solutions, Vanderlande, TVH
- **CeMAT AUSTRALIA** is presented by Deutsche Messe – the world leader in bringing innovative, inspiring and effective business events to high level decision makers. Global Fairs. Global Business.