

Final Report

April 17, 2019

fresh logistics Asia 2019 wrapped up: more smart solutions for the future

- Strong partnership with transport logistic China · Forum 2019 and LogiMAT China 2019
- 30,000 square meters of exhibition space for the latest technologies in fresh logistics, warehousing, transportation, delivery and internal logistics
- 390 exhibitors and 25,080 trade visitors
- 20 support conferences with over 100 speakers

fresh logistics Asia 2019 and transport logistic China · Forum 2019 (a new brand of transport logistic China) are held successfully from April 15 to 17, 2019 at the Shanghai New International Expo Centre. Together with LogiMAT China 2019, on an exhibition space of 30,000 square meters, the three exhibitions attracted a total of 390 leading exhibitors who presented the latest solutions in fresh goods logistics, warehousing, transportation, delivery and internal logistics to 25,080 professional visitors.

Ms. Xu Jia, Chief Operating Officer of Messe Muenchen (Shanghai) Co., Ltd., the organizer of fresh logistic Asia, commented with delight: "Since its premiere in 2014, fresh logistics Asia has witnessed the ups and downs in the industry, and constantly adjusted its strategy to deliver new ideas to the industry and to lead the development of China's fresh logistics market. The success of fresh logistic Asia 2019 once again strengthens its leading position in the fresh supply chain. Mr. Xiao Kuixian, Director and General Manager of Zhengzhou Haiming Huibo Exhibition Planning Co., Ltd., agreed: "The new consumption model in China is changing the domestic fresh market drastically. The traditional logistics distribution equipment urgently needs to be replaced by more intelligent ones, and at the same time, it forces fresh enterprises to reconstruct their entire supply chain. fresh logistics Asia is building an important platform for the information exchange, cooperation, and development of the whole fresh industry chain.

Intelligent fresh logistics under the new consumption, new model, new situations

As the new consumer generation and consumer communities appear in the market, their demand has changed from "more" to "better". Their purchasing is increasingly conducted online and the delivery speed has increased from days to minutes. Against such background, new consumption scenarios and models have appeared. From fresh services, fresh supply in the community to self-service fresh goods, "new retailing" is thriving and making higher demand to the fresh supply chain.

fresh logistics Asia 2019 focuses on "Logistics Makes Life Fresh" and offers integrated logistic supply chain solutions to fresh goods, agricultural products and catering business. Leading exhibitors have come together

亚洲生鲜配送展 fresh logistics Asia

2019年4月15-17日
上海新国际博览中心

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to exhibit the latest trends and developments in the fields of Cold Chain Logistics Service, Cold Chain Transportation Equipment, Cold Storage Construction and Warehousing Automation, Fresh Food Delivery Technology, Fresh Food Processing and Packaging, Chinese Food Industrialization and New Retail Equipment and Technology.

The concurrent transport logistic China · Forum 2019 is a new brand developed by transport logistic China. It focuses on "Smart Logistics" and exhibits all the latest technologies and practices in fresh delivery, internal logistics and sea, land and air transportation.

Ms. Yang Ji, Marketing Manager of SINOTRANS Limited, said in an interview: "fresh logistics Asia 2019 focuses on fresh delivery and smart logistics. It provides a good communication platform for the logistics industry, and gathers a large number of enterprises and trade visitors. The quality of the visitors and exhibitors was amazing. "

Key exhibitors open up new horizon for the industry

The four theme routes are the highlight of the exhibition. The four routes cover hundreds of innovative products and cutting-edge technologies, helping professional buyers find their desired products and interact with the exhibitors efficiently.

The theme routes include fresh food processing brands (sorting and cleaning) as Dajiang Intelligence, Bizerba, DIGI System, COTAO, Lesui, Wenzhou Dajiang and Ishida, which attracted a lot of professional buyers from fresh food e-commerce platform, chain stores, food and beverage processing enterprises, restaurants and hotels. Mr. Zhang Qiang, Business Development Manager of Bizerba China, highly praised the exhibition: "Compared with similar exhibitions, fresh logistic Asia has its clear focuses. This year, the visitor flow is even larger than last year. Our target visitors, such as Meicai, Fresh Hema, Missfresh, and Yonghui have all come to our booth for business. The overall result is very good, and we will continue to participate in the exhibition next year.

Leading logistics brands as Jiangling Motor, Heli Forklift, Zhejiang Zhongyang, DST, BYD, Speedlog, Exfresh & CCfresh, Schoeller Arca, CIMC Cold Chain, and Taicang Bote brought their new fresh delivery equipment, cold chain storage and handling equipment, refrigeration and refrigerated transport equipment. Logistics service providers as SF EXPRESS, E6, Youngsun, Anwood, Samsung SDS, Shiqiao Group and Tongfang Nucotech presented logistics and supply chain services, Internet+ logistics, and intelligent logistics equipment.

Meanwhile, ASSA ABLOY, Meiman Doors, Wantai Doors, Jingjing Logistics Equipment, FastLink Doors and other brands came with their cutting-edge cold storage doors, cold storage fast zipper doors, fast road roller blinds and folding doors. Mr. Gerard Van Damme, Country Manager China of ASSA ABLOY Entrance Systems, said: "We have participated in fresh logistics Asia many times. For us, it's a very important exhibition to promote our products and solutions in this market. We are quite pleased with the quality and quantity of visitors, there are a lot of visitors from big companies stop by our booth.

Supporting programs illustrate industry hot topics, challenges and trends

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During the exhibition, 20 professional forums and demand-supply matchmaking sessions were staged simultaneously. About 100 leading experts and industry giants brainstormed on topics such as smart logistics, agricultural product supply chain, cold chain logistics, customs policy, community-population-socialization. They made analysis on technology trends, shared best practices, and expressed their opinion on the challenges and difficulties in the industry.

transport logistic China · Forum 2019 invited over ten well-known enterprises such as Sinotrans, Shiqiao Group, JD Logistics, Samsung SDS, China Merchants Ventures, MEGVII and Prolog to discuss how smart logistics can empower the new retail, new manufacturing, and new economic development. Advanced technologies such as artificial intelligence, big data cloud computing, and VR/AR were also discussed. The "2019 Modern Logistics Leaders Summit" is centered around how smart logistics facilitates fresh cold chain supply. Industry opinion leaders from the Shanghai Logistics Association, Yamato, Jiuye Supply Chain, Sinotrans Cold Chain, Xianyi Fresh Supply Chain, and Benlai Lifestyle shared their ideas on how to explore new opportunities in the cold chain logistics market, and make fresh product retailing more intelligent.

fresh logistic Asia 2020 will be held at the Shanghai New International Expo Centre on June 16-18, 2020. The future is bright, stay tuned! For more information, please visit: www.fl-a.cn