



Messe München  
International

**International Exhibition**  
for Logistics, Telematics and Transport



**Record of  
Success 2010**



**transport  
logistic**China

including



**connecting business**

[www.transportlogistic-china.com](http://www.transportlogistic-china.com)

[www.aircargochina.com](http://www.aircargochina.com)

**NEXT DATE:**

**5 - 7 June 2012**

Shanghai New International Expo Centre

# A reflection of growth.

The record results of transport logistic China 2010.

transport logistic China 2010 clearly reflects the sharp increase in demand for innovative transportation and logistics solutions: The most important trade fair for transportation and logistics in Asia had record-breaking results again this year.

## Exhibitors

441 exhibitors from 42 countries presented their new products and services on 15,000 m<sup>2</sup> of space. As a result, the number of exhibitors was up slightly compared to 2008 – despite the economic crisis in 2009.

### Top 10 exhibitor countries

- ▶ China
- ▶ Germany
- ▶ Netherlands
- ▶ France
- ▶ Italy
- ▶ United States
- ▶ United Kingdom
- ▶ Russia
- ▶ Latvia
- ▶ Spain

### 8 country pavilions

- ▶ Czech Republic
- ▶ France
- ▶ Germany
- ▶ Italy
- ▶ Latvia
- ▶ Netherlands
- ▶ Russia
- ▶ Spain

### Ratings by exhibitors (good to excellent)



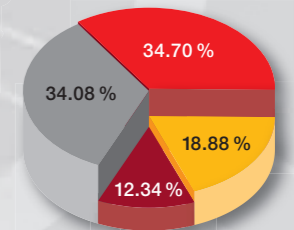
## Visitors

transport logistic China 2010 attracted 13,501 visitors from 67 countries to the trade-fair center in Shanghai. That is an increase of 20% compared to the 2008 exhibition. 81% of all visitors stated that participating in the fair's program of related events was important or very important.

### Top 10 visitor countries

- ▶ China
- ▶ Germany
- ▶ Hong Kong
- ▶ Russia
- ▶ United States
- ▶ Korea
- ▶ Netherlands
- ▶ Singapore
- ▶ India
- ▶ Poland

### Increase in number of visitors



### Visitors' decision-making profile

- Decision-maker/ Final authority
- Jointly decisive
- Consultative
- No Involvement

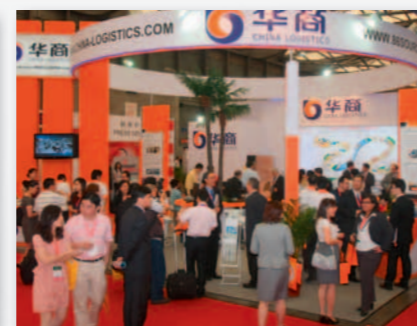
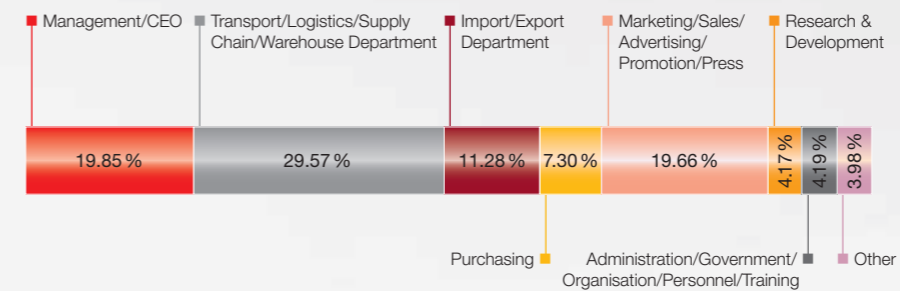
### Ratings by visitors (good to excellent)



### Most Chinese visitors came from the following provinces

- ▶ Shanghai
- ▶ Jiangsu
- ▶ Zhejiang
- ▶ Guangdong
- ▶ Beijing
- ▶ Shandong

### Visitor profile by area of responsibility





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See you at next transport logistic China:  
**5 – 7 June 2012**  
[www.transportlogistic-china.com](http://www.transportlogistic-china.com)  
[www.aircargochina.com](http://www.aircargochina.com)

**Juan Manuel Gonzales, Managing Director, Hapag-Lloyd (Asia), Singapore**

“transport logistic China reflected the dynamic of the Chinese market. It offered an excellent opportunity to meet the main players in the transport and logistics industry.”

**Birgit Kastner-Simon, Division Manager Corporate Marketing, Dachser, Germany**

“Communication is not affected by economic crises. For us there was no doubt we would participate in transport logistic China, even though the decision had to be taken during the recession of 2009.”

**Bruno Le Gurun, Area Manager China, Port of Le Havre, France**

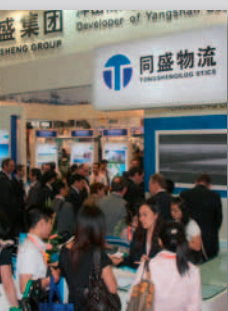
“In China there is for us only one exhibition to be at and that is transport logistic China. China is our first market, we need to be here.”

**Markus Muecke, Corporate Commercial Air Manager and Senior Vice President, Panalpina Air & Ocean, Switzerland**

“transport logistic China has been a superbly efficient platform for international networking. The quality of the visitors was very good.”

**Qian Yongchang, Chairman of the China Communications and Transportation Association (CCTA), China**

“Since 2004, transport logistic China has been regarded as Asia’s most influential event for the transport and logistics industry. As a barometer for the transport and logistics sector, it boosts development in the industry on the domestic front, and also plays an important role in strengthening international cooperation.”



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