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## Press Release

### LogiMAT buys tradeshow 'Intelligent Warehouse' in Bangkok

**EUROEXPO, the leading organizer of intralogistics trade fairs and Landesmesse Stuttgart are pushing forth the development of Thailand as the hub of the Southeast Asian market, together with their partner Expolink Global Network. The Logistics exhibition 'LogiMAT | Intelligent Warehouse' jointly organized by international and local organizers for the first time in Thailand in May 2020.**





EUROEXPO Messe- und Kongress-GmbH, organizer of the international trade show LogiMAT and Landesmesse Stuttgart GmbH aim together with Expolink Global Network Ltd., to bring the local logistics exhibition 'Intelligent Warehouse Logistics Technology, Warehousing and Management Systems', to a global level, making Thailand the key gateway within Southeast Asia.

The so far biennial event, 'Intelligent Warehouse - Logistics Technology, Warehousing and Management Systems', an exhibition of innovative warehouse systems and future warehouse management with modern technology, was first held in 2015 with a total of 50 local and international exhibitors. The show has since attracted a growing interest from the local network. The next 'Intelligent Warehouse' will be held from 24-27 July 2019 at IMPACT Exhibition Center, Hall 5, IMPACT Muang Thong Thani.

In a bold move to expand the potential and depth of the event in the logistics segment, Expolink partners world-class intralogistics organizers, EUROEXPO and Messe Stuttgart, in a collaboration that will tap on their expertise and international network to showcase more quality exhibitors, products and technology. This is also a market response to the needs of exhibitors and visitors, who are looking to enhance the image of professional managers at a global level. The first 'LogiMAT | Intelligent Warehouse' will be held on **13-15 May 2020**.

Peter Kazander, Managing Director of EUROEXPO said, "EUROEXPO organizes LogiMAT – the International Trade Fair for Intralogistics Solutions and Process Management, since 2003 in Stuttgart, Germany. Over the last 16 years, it grew to be the world leading tradeshow in its field. After we launched LogiMAT China successfully in 2014 we are happy to join the South-East Asian market now. Together with our strong partners, we are looking forward to the first 'LogiMAT | Intelligent Warehouse' in Bangkok in 2020. With this step we offer our exhibitors a fantastic opportunity to enter or expand in this fast developing market."

By co-organizing the event 'LogiMAT | Intelligent Warehouse', EUROEXPO will utilize the advantages of LogiMAT, a world-class logistics event, and draw networks in the logistics industry around the world, to come and join the show and as a base for expanding the investment business in ASEAN.



Bernhard Müller, Vice President and Member of the Board of Management of Messe Stuttgart said, “For one of the leading German exhibition centers located in the industrial heart of Germany, the Stuttgart region, we are proud to have LogiMAT in Stuttgart organized by EUROEXPO. Our joint step into Thailand to organize the ‘LogiMAT | Intelligent Warehouse’ in partnership with Expolink Global Network in 2020 is a major step towards the amalgamation of local network with global logistics customers. We will share with our existing customers, the viability and potential of this event and the market potential of Southeast Asia.”

Phusit Sasitaranondha, Expolink Global Network, added, “This business cooperation is considered a major tie-up in logistical technology, increasing the potential and expanding the network, both within Thailand and overseas. It is also a good platform to push forth a more vibrant MICE industry in Thailand, which is a revenue-generating tool for Thailand.”

The ‘LogiMAT | Intelligent Warehouse’ event is aimed at technology providers in the fields of Procurement, Production, Warehousing and Supply Chain Management. Target groups are specialists and executives from Wholesale and Retail as well as industrial- and service companies.

Sarawut Laoprasert - Founder of Thai Intralogistics Association said “We have the opportunity to cooperate with Expolink to organize Intelligent Warehouse in Thailand since 2015 as Intra Logistics Provide Club. We will change from Intra Logistics Provide Club to Thai Intralogistics Association in this year and we are committed to promote and support any activities that are related to intralogistics and warehousing like our association’s objective as well as we will support the activity that give the benefit to Thailand, like the hub of ASEAN and globally as a destination for foreign industries.”

Mrs. Nichapa Yoswee, Senior Vice President – Business, Thailand Convention and Exhibition Bureau said “TCEB would like to congratulate the pairing of Expolink Global Network, EUROEXPO and Messe Stuttgart in launching a new show ‘LogiMAT-Intelligent Warehouse’ in May next year. It is a reflection of the confidence in Thailand of the Germany’s leading logistic trade show organizers and strongly illustrates the ambition of Thai organizer to go global. As a government agency responsible for MICE industry, TCEB is proud to have the opportunity to exercise a new role as a co-creator of this international business partnership and strongly believe their new show will be a platform in driving the logistics, which is one key industry in Thailand 4.0 policy, to another height on a sustainable basis and make Thailand a logistics centre of ASEAN.”



### **About LogiMAT**

The next LogiMAT, the 18<sup>th</sup> International Trade Show for Intralogistics Solutions and Process Management, takes place March 10–12, 2020, on the grounds of Messe Stuttgart. LogiMAT, the world's most important intralogistics trade show, offers a comprehensive overview of everything driving the intralogistics industry, from procurement to production to shipping. International exhibitors gather early in the year to showcase innovative technologies, products, systems, and solutions for streamlining operations, optimizing processes, and cutting costs in a company's internal logistics.

### **About EUROEXPO Messe- und Kongress-GmbH**

EUROEXPO Messe- und Kongress-GmbH, founded in 1996 and headquartered in Munich, organizes LogiMAT, the International Trade Show for Intralogistics Solutions and Process Management in Stuttgart, Germany. EUROEXPO has also partnered with Landesmesse Stuttgart since 2014 to present the annual LogiMAT China, first in Nanjing and now in Shanghai as of 2019.

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