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China is a booming market – and flourishing markets offer an excellent opportunity for German enterprises to sell their products. Next to manufacturing, the domains of logistics, material handling and storage technology show signs of favourable business prospects in the years to come. We made the experience that meanwhile a great many Chinese enterprises have a focus on quality. China has a distinct preference for establishing a good reputation as a leader in technology and innovation rather than merely serving as workbench for Europe and the USA. This explains Chinese interest in bringing products and technologies into their country which show a high degree of quality and which are technically mature; one of the motivations behind that is undoubtedly a further development and enhancement of such products. In this context, they see an increasing need for working with partners overseas. As suppliers of components for top-quality equipment we therefore anticipate suitable opportunities to transact business; not only do we

offer technically mature and premium products, we also render reliable services for the maintenance and the extension of equipment.

Our products are utilized in the fields of materials handling, port technology, cargo handling as well as storage and warehousing logistics. We look upon the Chinese market as a promising opportunity, primarily in the following three sectors: manufacturing automation in the automotive industry, an important mainstay of ours; in heavy industry; and as a particularly important growth market, in storage and cargo handling techniques. This appears to be a market potential for us to exploit, especially so as logistics chains are more and more dependent on a high degree of efficiency and reliability. With our products, we will bridge a gap in this market. Since several years, Vahle is represented by a subsidiary company in Shanghai.



Dr.-Ing. Johannes Fottner,
Managing Director,
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In the wake of the general economic boom, the intralogistics industry is witnessing a growth that even outstrips that of the rest of the market by far. As a result of recessionary fears, too, this trend towards automation with the aim of boosting efficiency and quality can be expected to continue.

Mias GmbH has already achieved strong growth in recent years and is well equipped to address this opportunity and challenge in an international context. Backed by additional specialists in key areas and innovations in our product portfolio, and by increasing our services in Europe, in the USA, and not to forget Asia, we intend to serve the global intralogistics market in an even more targeted and efficient manner.

As a component supplier we are using the CeMAT Asia 2008 to showcase our products and provide information about our activities especially in the field of global service during the implementation of projects, as well as in the after-sales area. Being a medium-sized enterprise, we wish to show our

international character and resulting customer orientation and flexibility. Global business and transnational projects have been a main topic for Mias and its partners for many years, because we can only show and practise understanding for our international customers through local visibility. The Asian region in particular holds enormous growth potential especially for automation technology. Contrary to previous years, labour costs are no longer the unique selling proposition of a smoothly functioning manufacturing process in Asia. Quality, process reliability, efficiency and finally productivity are becoming more and more key criteria, and this is precisely where a lot still needs to be done.

The opportunities offered by the market can only be exploited by means of market-driven and tailored structures, processes and products. From Mias' point of view, participation in the CeMAT Asia 2008 is an important element of this endeavour!



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The enormous growth but also competition in upcoming countries forces foreign enterprises as well as local companies to work at highest efficiency. High-performance production and logistics systems assure the satisfaction of market demand. Therefore up-to-date infrastructure in these systems is indispensable. Automated Guided Vehicle Systems (AGVS) are the latest technology in production and logistics facilities that are able to fulfil all requirements for most efficient performance. An AGV can be used for transportation or order picking tasks in indoor and outdoor environments. Especially repetitive tasks with little outside disturbances are suitable for applications with AGV.

Since many companies from industrialized countries build new facilities in emerging markets like China, AGVS can play a significant role. On the

one hand the labour costs in China are rising and make an investment in AGVS reasonable and on the other hand Chinese companies can profit from the already established know-how about AGVS in European and American enterprises. This advantage can accelerate the implementation of AGVS in China. Therefore manufacturers of AGV and producers of related components have a strong interest to establish themselves in the local market through cooperation agreements or representative offices. The CeMAT Asia offers both for Chinese entrepreneurs as well as for foreign manufacturers of AGV the opportunity to make first contact. This exhibition gives the chance to exchange information about technology and fields of application as well as the chance to establish win-win business cooperation.