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An impressive growth. Globalization is pushing up the role of logistics. The Hanover-based world leading fair showcased the industry's key trends: automation in the stock-picking sector, integration

INTRALOGISTICS, CEMAT TEACHING

Ongoing automation in the stock-picking sector, enhanced integration of logistics system modules and the growing importance of environment and safety issues (with forklift manufacturers focusing on energy efficiency and fully-automated integrated materials han-

dling systems) were the key trends showcased this year at the world's leading intralogistics exhibition CeMAT - which took place in Hanover on 27-31 May. Furthermore, for the first time ever CeMAT featured logistics port transshipment technology.

Over 200 exhibitors presented their innovative solutions in the port logistics area alone, welcoming the addition of this market segment to the show.

The 2008 edition registered an impressive growth, just as huge as for the all intralogistics sector, driven by globalization virtually more than any other sector. "Intralogistics has notched up impressively since CeMAT 2005, growing by more than 25% to a volume of 18.5 billion euros", declared Christoph Hahn-Woernle, spokesman for the Intralogistics Forum in the German Engineering Federation (VDMA). "Such solid performance demonstrates the huge potential of our dynamic industry, particularly compared with the economy as a whole", he pointed out. Over 45% of CeMAT exhibitors were from outside Germany, with a third of these coming from other parts of Europe. The top ten visitor nations were the Netherlands, Sweden, Austria, Poland, the United Kingdom, Italy, Switzerland, Denmark, China and India.

The chairman of Deutsche Messe Managing Board Sepp D. Heckmann was delighted



Five days of success. CeMAT 2008 proved its international role with a growth of foreign exhibitors by over 45%. New products and innovations attracted visitors' interest



NETWORKS & TECHNOLOGIES

of system modules, the importance of environment and safety issues. In the last few years intralogistics has grown by more than 25%, in a period not so brilliant for the economy as a whole



Exhibitors expressed satisfaction. Francesco Chinaglia, sales & marketing director of OM Carrelli Elevatori underlined: "During these five days many visitors from Germany, Russia and Eastern Europe had the opportunity to discover our new products, the result of a considerable effort to renew the entire range of our vehicles"

with the run of the fair: "The huge turnout by visitors from abroad has been an outstanding validation of Hanover's status as a leading trade fair venue. CeMAT gives our exhibitors exactly the platform they need to present their new products and innovations to an international audience", he declared. Among the most important companies taking advantage of CeMAT to showcase their innovations there was, for its fourth consecutive edition, OM Carrelli Elevatori, Italian leader within the material handling industry (part of the international Kion Group) with a strong focus on international markets (which account for approximately 60% of overall revenues). "CeMAT is for us an international showcase window of great

importance that enables us to approach rapidly growing high value markets such as the Far and Middle East and Eastern Europe", explained Francesco Chinaglia, sales and marketing director of OM Carrelli Elevatori. "During these five days many visitors from Germany, Russia and Eastern Europe had the opportunity to discover our new products, the result of a considerable effort over the past three years to renew the entire range of OM vehicles". Within a booth of approximately 600 sqm, OM presented new products, all optionally available with cold store settings, including the electric stacker CLac ("specifically designed to transport and stack load units on pallet support in narrow spaces of small/medium size ware-

houses"), the compact version of the VNA truck XNAac and the electric forklift truck XE 15ac, "including three and four wheels models with load capacities from 1.3 to 2 tons", Chinaglia described. CeMAT's international appeal was clearly registered - and appreciated - by exhibitors. Also, Hanover-based Deutsche Messe organized a series of lectures and panel discussions exploring a wide range of industrial logistics solutions in a dedicated forum sector at CeMAT, which received visitors' warm welcome. Robots - CeMAT 2008 highlighted - are taking over more and more functions in intralogistics. They can now take perform loading and unloading as well as palletizing and depalletizing functions.

Roberto Ponte, area manager of OP Ducezio, explained that the marketing plan of the Sicilian OP is based on "three priorities: market segmentation, the creation of high quality brands to high value table grapes and the creation of short and very selective commercial channels". "We can grant large quantities of product and a large supply calendar - continued Giuseppe Pappalardo, export area manager of OP Ducezio - which begins in June and lasts until December. Trade agreements just signed will lead the PGI Mazzarrone to distribution chains in France, Austria, Germany and the United States, but we also look with much interest to the Scandinavian Countries, Canada, Dubai and Saudi Arabia".

Morocco's strawberry exports to EU +20%

Strawberry exports from Morocco to Saint Charles market in Perpignan (France) have improved by 21% for the period until the 7th of April 2008 compared to the same period last year. The Moroccan export campaign to the EU therefore presumably concludes with a 20% increase over 2007.

February and March are the most important months for Moroccan exports, whose campaign starts in November to end around in April. In 2006 Moroccan exports totalled 20,579 tonnes of strawberries, accounting for about 20% of the Country's overall supply of this product. Some 10% of local strawberries are destined to domestic consumption, while the remainder 70% goes to the freezing process.

The most common varieties are Camarosa, Candonga and Festival and Ventana. The soft fruit industry is consolidating in Morocco, dedicating also to other red fruits such as raspberry, blackberry and blueberry.



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