

## **Logistics World 2008 - The Largest Logistics Event in East China with International Concurrent Events**

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Nanjing, the provincial capital of Jiangsu Province, serves as a key transportation hub of the East China region, and it is also one of the most important manufacturing bases for different industries in China. The city's manufacturing capacity of electronic and chemical industries both ranked second among China's cities, while the production scale of automobile ranked third in China. The industrial economy in Nanjing region is well developed with a number of sector specializations, which complement each other. Being a hub city, Nanjing enjoys unique regional advantages to develop modern logistics industry.

China (Nanjing) International Logistics Expo 2008 & 2nd Sino-American Logistics Conference – International Logistics Forum (also known as “LOGISTICS WORLD 2008”) will be staged on Nov 19 to 21, 2008 at the Nanjing International Expo Center, Nanjing, Jiangsu Province, P R China. The exhibiting area of show is expected to exceed 25,000 sqm

### Active participation by local and international suppliers

The exhibitor recruitment process is overwhelming and encouraging. So far, 14 Chinese pavilions, including Nanjing, Suzhou, Kunshan, Zhangjiagang, Lianyungang, Taicang, Yancheng, Changshu, Jiangyin, Taizhou, Nantong, Wuxi, Yangzhou and Xuzhou, have confirmed participation and reserved 10,000 sqm with nearly 300 booths. Numerous Chinese and international enterprises have reserved space proactively, with 90% of the booth exceed 72 sqm. Besides, there are also large-scaled pavilions from the United States and Singapore.

### Spectacular concurrent events grasping industrial's hot topic

A wide array of large-scale international concurrent events will be held during the show, including 2nd Sino-American Logistics Conference, Singapore Logistics Day, Visiting Day of Shanghai Logistics Managers Club (Buyer's forum), Logistics Equipment and Services Matching Meeting, Logistics Project Investment and Finance Conference, as well as activities tailored-made for visiting delegations of The Chamber of Hong Kong Logistics Industry and Hong Kong Association of Freight Forwarding and Logistics. Organizers will invite renowned industrial experts to share their views and explore the latest development of modern logistics industry.

### 2nd Sino-American Logistics Conference

The topic of the conference featuring 4 key concepts, namely “Reinforce resources in local Chinese market”, “Keep an eye on global market”, “Adopt the best of the best” and “Mutual discussion for China logistics industry development”. Organizer will invite different sectors of industrial professionals to share the latest situation of Chinese logistics industry. Targeted sectors

include overseas logistics enterprises who come from Asia, Europe and American, Chinese logistics enterprises, Chinese and global enterprises which are running / planning to run business in China, enterprises which are currently doing business in China with cross-country manufacturing and production experience, logistics and supply-chain consultancy firms as well as experts and top management staff coming from universities and research institutes specializing in logistics and supply-chain management. Hence, this high-level conference will undoubtedly offer a premier platform for logistics industrial professionals to share and exchange latest market information and up-to-date industrial knowledge, and facilitate the connection and collaboration between Chinese and foreign industry.

#### Singapore Logistics Day

With resounding success of the event held in last edition, the Singapore Logistics Day, held concurrently with Logistic World 2008, will feature topics relating to airport and port logistics. Under the framework of “11th 5-year plan - port development scheme” launched in Jiangsu province, the event will discuss how to establish a favorable environment and upgrade the competitiveness of port by integrating airport and port logistics, supply chain management and facilities. Famous guest speakers will be invited to share advanced technology and experience on Singapore’s supply chain management.

#### Visiting Day of Shanghai Logistics Managers Club - Buyer’s forum

Logistics World 2008 will collaborate with Shanghai Logistics Managers Club to host a buyer’s forum, by inviting global renowned buyers to illustrate the purchase of modern logistics equipment and current development and future trend of supply-chain industry.

#### Local business opportunities exploration

During the show period, Jiangsu Provincial People’s Government will provide assistance to overseas companies, which are interested in exploring business expansion in local market. Seminars and business tours will be arranged to explain respective policy towards local logistics industry plus investment incentive programs. The destinations of business tours will include 5 local logistics bases, namely Longtan, Wangjiawan-Dingjiazhuang, Lukou airport, Muyan metal materials and Jiangbei chemicals.

Authorized by Jiangsu Provincial People’s Government, Logistics World 2008 is organized by the Economic & Trade Commission of Jiangsu Province, Department of Foreign Trade and Economic Cooperation, Jiangsu Provincial Government and Jiangsu Science and Technology Department, and co-organized by Jiangsu New International Convention & Exhibition (Group) Co., Ltd, Jiangsu Province Science and Technology Exchange Center with Foreign Countries and Beijing Yazhan Exhibition Services Ltd. Adsale Exhibition Services Limited, with 30 years of extensive experience in organizing trade fairs in China, is appointed as the show’s overseas organizer. The show received staunch support from various industrial associations, including China International Freight Forwarders Association, China Association of Warehouses and Storage, American Society of Transportation and Logistics, Jiangsu International Freight Forwarders Association, Jiangsu Modern Logistics Association, Hong Kong Association of Freight Forwarding and Logistics.

Logistics World 2008 is the largest and most professional trade show in East China. Organizers have formulated a series of tailored-made visitor and media promotion programs to promote the show. By inviting influential trade media, leading enterprises and renowned Chinese and international associations to participate in this Nanjing event, organizers are confident to refine the show to be a signature logistics event in Jiangsu Province.

For further information of Logistics World 2008, please feel free to contact Adsale Exhibition Services Limited Ms. Celine To, Tel.: (852) 2516 3371, Fax: (852) 2516 5024; Ms. Ella Shui, Tel.: (86 21) 5187 9766 (Ext 299), Fax: (86 21) 6469 3665, Email: [logistics@adsale.com.hk](mailto:logistics@adsale.com.hk). You are also welcome to visit the show website [www.2456.com/logistics](http://www.2456.com/logistics) or for further details.

Issued by Adsale Exhibition Services Ltd.

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Established in 1978 in the same year when China formally adopted the open-door policy, Adsale will be celebrating this year our 30th Anniversary! Over these years, our businesses have been growing both in scope and scale. With the extensive support from our business associates and clients, Adsale has now become the major international trade media group in Asia Pacific region, dedicating to satisfying customers' needs in cost effective integrated marketing programs through exhibitions, trade magazines and online media in over 20 related industries for the China and Asian markets. Furthermore, Adsale is the first exhibition organizer in Asia to receive the ISO 9002 certification.

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