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## LogiMAT Southeast Asia 2024: A Resounding Success in Driving Logistics Innovation in Southeast Asia

- 108 exhibitors from 10 countries
- 5,758 attendees from 33 countries, which represents an increase of 58% in attendance compared to the previous edition
- Exceptional engagement in business matching and insightful sessions

LogiMAT Southeast Asia 2024 wrapped up successfully, establishing itself as ASEAN's foremost logistics and intralogistics trade fair. Held at BITEC Bangna, Hall EH100, the event attracted over 5,700 attendees from 33 countries, showcasing cutting-edge innovations, networking opportunities and knowledge-sharing platforms. This year's edition was highlighted by the LogiMAT Live Product Demonstration and LogiSYM/LogiFood Symposium Thailand 2024, setting new standards in supply chain solutions.

Taking place from 16-18th October 2024, LogiMAT Southeast Asia 2024 reaffirmed its leadership in the logistics industry with its unique offerings and innovative showcases from Thailand, Singapore, China, Germany, Italy, Switzerland, Netherlands and other countries.

**Mr. Roland Bleinroth, President and CEO, Messe Stuttgart** stated that "for any exhibition to be successful, the good cooperation with many partners is needed. Therefore, our sincere thanks to Koelnmesse, Thai Intralogistics Association, Thai Chamber of Commerce, Thai Convention and Exhibition Bureau, Logistics & Supply Chain Management Society (LogiSYM) and all other partners that cooperate with us. LogiMAT SEA 2024 has been an outstanding achievement. This year's event has demonstrated the region's growing appetite for advanced logistics solutions, and we are eager to see how these innovations will shape the future of supply chains in Southeast Asia."

**Mr. Mathias Kuepper, Managing Director & Vice President Asia-Pacific, Koelnmesse** commented, "The overwhelming success of this year's event, particularly with the introduction of the LogiSYM/LogiFOOD Symposium and the live Product Demonstration, underscores the growing importance of logistics as well as cold chain specialization in this region."

**Mr. Bhumindr Harinsuit, Vice Chairman of the Thai Chamber of Commerce**, stated that "The Thai Chamber of Commerce is pleased to be a part of LogiMAT Southeast Asia 2024, an important platform for exchanging innovations in logistics and supply chain management within the Southeast Asian region. This year's event is held under the theme "Man & AI Work Together," highlighting how the integration of AI into management can

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help reduce costs and create more opportunities for entrepreneurs and investors to expand their businesses and networks. Additionally, it promotes skill development to prepare for global market competition. We are confident that this event will enhance the potential of Thai businesses, leading to success and sustainable industrial development in the region.”

### Highlights from LogiMAT Southeast Asia 2024:

**Product Demonstration:** From AI-driven warehouse systems to autonomous mobile robots, exhibitors showcased the latest advancements in logistics technology. These innovations were met with enthusiastic interest from attendees eager to adopt next-generation supply chain solutions.

**LogiFOOD Showcase:** A dedicated platform highlighting innovations in food logistics and cold chain solutions. Attendees explored new technologies designed for the safe and efficient transportation, storage, and handling of food products, making it a crucial area of focus for industries aiming to improve their food supply chains.

**LogiMAT-LogiSYM Cold Chain Thailand 2024:** This specialized symposium, organised by LogiSYM, focused on cold chain logistics, offering deep insights into best practices, technologies, and challenges in temperature-controlled supply chains.

**Business Matching Success:** The enhanced business matching program facilitated meetings, connecting suppliers with key buyers and decision-makers, fostering fruitful partnerships.

**CEO Talk and Smart Logistics Talk:** two panel discussions featuring CEOs from leading retail and eCommerce companies attracted an overwhelming turnout, with industry professionals filling the venue to capacity to hear insights from these influential market leaders.

**DIPROM (Ministry of Industry) Logistics Clinic & Mini Classroom:** More than 300 participants benefited from personalized consultations designed to improve efficiency and reduce costs, as well as 6 on-site workshops providing hands-on learning opportunities and practical solutions.

### Exhibitor Opinions

“This is our 2nd year at LogiMAT SEA. With the success last year, we are back with a bigger booth this year, because we believe in the potential of LogiMAT SEA 2024. Throughout all the 3 days, we were able to showcase our innovation and attract new potential businesses, especially those in warehousing and logistics, as well as factory owners.”

LERTVILAI AND SONS COMPANY LIMITED, Mr. Watcharaphong Wongvoranet, Automation Sales Manager -Thailand/Southeast Asia

“The place of the fair is improved from the previous year, because it is easier to reach by the skytrain, public transportation, and closer to the city center...This year, the number of visitors are higher and we met more quality visitors who are specialists and experts.”

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GENKINGER GmbH, Mr. Stefan Luhn, Sales Manager EMEA - Germany/Europe

“This is the first year for STA. The team has been really helpful in helping to coordinate for the Singapore Pavilion at LogiMAT SEA 2024. We are very appreciative. Our experience has been very good.”

SINGAPORE TRANSPORT ASSOCIATION, Ms. Lim Mei Ling, Deputy Treasurer - Singapore/Southeast Asia

“As LogiMAT Southeast Asia continues to establish itself as a key event in the region's logistics calendar, HELI's strong presence and innovative offerings have undoubtedly strengthened its position in this vital market. The company's focus on intelligent logistics solutions aligns perfectly with the industry's trend towards automation and efficiency, setting the stage for continued growth and success in Southeast Asia”.

HELI FORKLIFT, Ms. Xuan Beibei, Strategic Development and Marketing

**The next LogiMAT Southeast Asia takes place from 15-17 October 2025 in Bangkok, Thailand!**

### Messe Stuttgart

Messe Stuttgart is a trade fair and congress center located in Stuttgart, Germany. It is one of the largest and most modern event venues in Europe, hosting a wide range of international trade fairs, conventions, and exhibitions each year. The venue covers over 120,000 square meters and offers state-of-the-art facilities and services for exhibitors, visitors, and event organizers. Messe Stuttgart hosts events in a variety of industries, including automotive, manufacturing, tourism, and more.

### EUROEXPO

EUROEXPO was founded in 1996. Until 2006, the company organized EuroCARGO – the international trade show for goods transport, logistics, and telematics. Today, EUROEXPO is responsible for LogiMAT – the International Trade Fair for Intralogistics Solutions and Process Management –, for LogiMAT China, LogiMAT India, and LogiMAT Southeast Asia in Bangkok. EUROEXPO offers the LogiMAT digital, a community platform that bridges across time and geography between the on-site events. It serves as a top-tier networking hub, connecting the world's leading intralogistics solution providers with their users.

**Koelnmesse - industry trade fairs for the food technology sector:** Koelnmesse is an international leader in organising trade fairs in the field of food and beverage processing. Anuga FoodTec and ProSweets Cologne are established, world-leading trade fairs, hosted in Cologne/Germany. In addition to the events at its Cologne headquarters, Koelnmesse also stages further food technology trade fairs with different sector-specific areas of focus and content in key markets across the world, including India, Italy and Colombia. These global activities enable Koelnmesse to offer its customers bespoke events and leading regional trade fairs in a variety of markets, thus creating the foundation for sustainable international business. Koelnmesse is also ideally positioned in the field of food and beverages with its leading international trade fairs Anuga and ISM and its global network of satellite events.

Further information: [www.anugafoodtec.com](http://www.anugafoodtec.com)

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**The next events:**

LogiMAT India, Mumbai, India, 13-15.02.2025  
LogiMAT, Stuttgart, Germany, 11-13.03.2025  
LogiMAT China, Shenzhen, China, 24-26.04.2025  
LogiMAT SEA, Bangkok, Thailand, 15-17.10.2025

**Note for editorial offices:**

Show name photos are available in our image database on the Internet at [www.logimat-sea.com/image-database](http://www.logimat-sea.com/image-database).

Press information is available at: [www.logimat-sea.com/press-release](http://www.logimat-sea.com/press-release)

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