

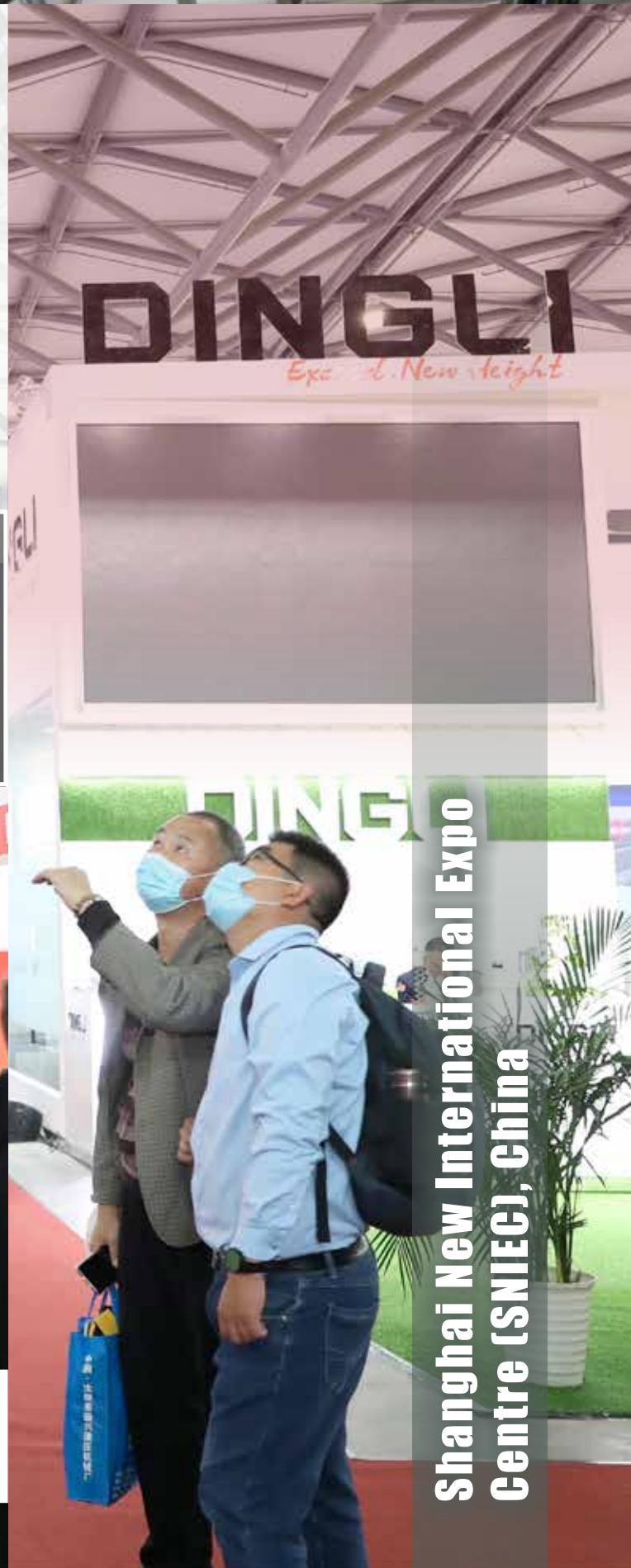
REX 2023 ASIA

24 - 27 OCTOBER

Tap into the world's fastest growing access equipment market

In conjunction with **CeMAT Asia 2023**
Asia's leading trade fair for materials handling, automation, transport and logistics

CeMAT
ASIA



Shanghai New International Expo Centre (SNIEC), China

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LONG-TERM GROWTH PATH

- China is the fastest growing access equipment market in the world. The country now boasts an access rental fleet with more than 400,000 - 450,000 machines.
- China's access market is on course to expand further. Access equipment is penetrating new markets, rental companies are opening new depots, and much of the country still offers enormous opportunities for expansion of aerial platforms.
- The Chinese market for construction equipment, although lower than 2020 and 2021 following government stimulus actions, remains at historically high levels. (Source: Off-Highway Research).
- In the past 10 years China has become a key part of the access industry's Asian and global supply chain, offering machines as well as components such as batteries, engines and drivetrains: it has become a world hub of access activity.

APEX ASIA AND CEMAT ASIA: THE PERFECT MATCH

- Co-locating with CeMAT Asia - the leading trade fair for the material handling, logistics and factory automation in Asia - brings tremendous benefit to exhibitors and visitors to APEX Asia.
- The 140,000 attendees at CeMAT Asia will be exposed to modern access equipment at APEX Asia, promoting the safety and productivity benefits of aerial platforms to Chinese industry.
- APEX Asia is now an established part of the CeMAT Asia show, helping attract a wide audience of rental and equipment professionals from China and wider Asia.

THE KEY ACCESS SHOW IN ASIA

Now in its fourth edition, APEX Asia has quickly established itself as the key powered access exhibition in China and wider Asia.

Launched in 2017 in response to the rapid growth of the access sector in China, the show has become the key event for equipment suppliers and buyers. It is also the focal point of efforts to promote aerial platforms throughout China.

The show has grown rapidly since its launch. In 2019 there were 13,900 professional visitors and 60 exhibitors.

The momentum continued to build in 2021 when APEX Asia was again held alongside CeMAT Asia, despite the uncertainty at that time created by the pandemic.

APEX Asia attendees included many of the world's largest buyers of access equipment, including many attendees of the International Rental conference (IRC) held the day before the show.



A CENTRAL LOCATION AT CEMAT ASIA

- APEX Asia 2023 will be in Hall N2, close to one of the main entrances to CeMAT Asia
- There is free and seamless travel between APEX Asia and CeMAT Asia for all visitors, regardless of which exhibition they are registered for.
- There is a strong synergy between material handling and access equipment in China, with many of the country's access pioneers coming from the forklift sector.

FAST GROWING MARKET

- The access rental fleet in China is forecast to grow to more than 550,000 by the year 2024.
- Annual demand for new aerial platforms in China is expected to exceed 80,000 units.
- China is now a global scale producer of MEWPs: more than 100,000 machines were produced in the country.
- Growth so far has focused on rental companies in the industrial hubs in eastern China, but there are great opportunities in the rest of the country: China has 155 cities with more than one million people.

TOP ACCESS BUYERS AT THE 10TH INTERNATIONAL RENTAL CONFERENCE (IRC)

The International Rental Conference (IRC) will again be held alongside APEX Asia, taking place on Monday 23 October, 2023, the day before the show.

The conference - taking place in 2023 for the 10th time - is a key event for the fast-growing Chinese rental market, as well as a meeting place for Asian and global rental companies. It will attract a large number of important rental and access equipment buyers to APEX Asia.

IRC will be held at a hotel in Pudong close to the Shanghai New International Expo Center (SNIEC), where both APEX Asia and CeMAT Asia will take place.

The successful IRC conference will again attract more than 400 delegates, including many of the biggest rental companies in China, Asia and the West.



**VISIT WWW.KHL-IRC.COM
FOR MORE INFORMATION**

EXTENSIVE MARKETING

KHL's extensive media reach in the international access industry, combined with the powerful CeMAT ASIA network in China, means that APEX Asia 2023 will deliver a high-level targeted audience relevant to your business.

Marketing activities to maximize exposure and awareness of APEX Asia include advertising campaigns, telemarketing, printed and digital invitations, digital newsletters, and social media in China and the rest of the world.



BOOK YOUR STAND SPACE NOW!

Be an exhibitor at APEX Asia 2023 and create the perfect stand to showcase your:

Powered Access Products: *Mobile Elevating Work Platforms (MEWPs): Self-propelled Booms, Scissor Lifts, Vehicle Mounts, Personnel Lifts, Trailer Mounts, Low Level Access, Atrium Lifts and Crawler Mounted Platforms.*

Others: *including Suspended Access Systems, Mast Climbers and Hoists.*

Components: *including battery chargers, safety devices and other aftermarket products.*

Non-Powered Access Products: *Scaffolding, Access Towers, Ladders and Components.*

Rental technology: *software, telematics systems and other IT to help rental companies manage their business.*

REASONS TO EXHIBIT

- Showcase your latest access products and solutions.
- Connect with prospective and existing customers.
- Support your sales and lead generation strategy.
- Meet key decision makers with budgets to invest.
- Enhance your brand awareness and gain media exposure.
- Close sales at almost half the cost of field sales calls.

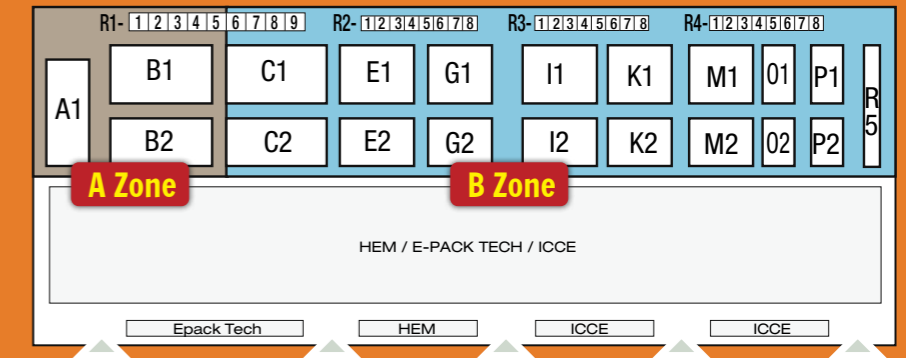
**It's all about opportunities.
So, make the commitment now
to becoming a key player
in the Asia Pacific Region.**

SECURE YOUR SPACE AND BOOST YOUR BUSINESS!

Costs of exhibiting

Deluxe Shell Scheme

The Deluxe Shell Scheme will get you up and running for the show. Extra USD 70 per sqm. (minimum of 9 sqm.)



Your stand comprises 9 sqm carpet, one information counter, 1 storage room, 1 bar stool, 4 spotlights, one 500W socket, 1 fascia board, 1 round table, 4 black leather arm chairs, one wastepaper basket, one pvc made graphic on top of booth.

Space Only

A space only stand secures you a slot on the show floor and allows you to create your very own bespoke stand.

Raw space in A Zone
USD 295 per sqm.

Raw space in B Zone
USD 260 per sqm.

Raw space outdoor
USD 260 per sqm.

Invoicing outside China will be done in US dollars or Euros at the current rate of exchange. 6% VAT will be added for payment in RMB.

CONTACT US

EXHIBITION ORGANISER

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