



CeMAT Southeast Asia, Singapore

Innovation & Industry 4.0, the Future of Intralogistics, Warehousing, Automation, Materials Handling and Supply Chain Management

Singapore Expo, Singapore, 12 – 14 May 2026



Now in its third year, the Singapore Pavilion returns to CeMAT Southeast Asia, the only show in Singapore dedicated to warehousing, materials handling, intralogistics, and supply chain technology.

Part of the world's leading event group for intralogistics and materials handling, CeMAT Southeast Asia brings the industry's most significant innovations, technologies, and trends directly to Singapore, the international gateway to APAC and a recognised global logistics hub.

With a focus on innovation and Industry 4.0, CeMAT Southeast Asia delivers an unmatched platform for exhibitors to showcase products and services to a high-value regional audience.

Alongside cutting-edge product demonstrations on the show floor, visitors can access the Knowledge Theatre offering insights, inspiration and practical solutions to the challenges facing decision makers and frontline professionals across logistics and warehousing.



SAAA@Singapore - Strategic Supporting Partner in CeMAT Southeast Asia, Singapore

As the strategic supporting partner of CeMAT Southeast Asia Singapore, SAAA@Singapore, formerly known as the Singapore Air Cargo Agents Association, is taking an active role in supporting the transformation of the airfreight industry to address evolving international challenges and to position Singapore as a national showcase of aviation logistics capabilities.

The third edition of CeMAT Southeast Asia will take place from 12–14 May 2026 at Singapore EXPO. One of the key highlights will be the Singapore Pavilion, which will showcase the strengths of locally based companies in areas such as automation, materials handling, warehousing, and airfreight solutions. The pavilion will feature advanced technologies, innovative solutions, and new ideas that demonstrate the capabilities of Singapore's logistics ecosystem.

Through this initiative, SAAA@Singapore aims to provide a valuable opportunity for companies within the logistics sector to participate in a national platform that highlights industry best practices. Exhibitors will benefit from exposure to an extensive global network of industry professionals and potential clients, while gaining insights into the latest cutting-edge technologies shaping the future of logistics. Participation will also support business development and open doors for potential collaborations and partnerships.

At present, SAAA@Singapore has 187 members with a wide spectrum of business company type: ranging from Multinational corporation (MNCs) to small and medium-sized enterprises (SMEs) and they occupy more than 85% of the Airfreight volumes in Singapore.





Exhibition Opportunities at Singapore Pavilion

The Singapore Pavilion at CeMAT Southeast Asia will serve as a unified national platform featuring Singapore-based companies. The pavilion is designed to showcase the industry's continuous upgrading and innovation efforts, highlighting advanced technologies and forward-looking solutions developed by local enterprises. By presenting these capabilities collectively, the pavilion aims to inspire visitors to embrace emerging technology trends and adopt best-practice solutions that support business transformation and operational excellence.

Exhibitors under the Singapore Pavilion will enjoy the following privileges/opportunities:

- Both SMEs and MNCs are eligible for ESG LEAD IFM support of up to 70% funding for the standard pavilion package.
- Expand business opportunities by attracting new clients while strengthening relationships with existing customers, gaining a competitive edge through access to an extensive global network of potential shippers and consignees.
- Enhance brand visibility through collective representation of Singapore companies under the Singapore Pavilion, showcasing the strength of the "Little Red Dot" on an international platform.
- Explore new growth opportunities and gain insights into emerging technologies and relevant digitalisation trends within the logistics and supply chain sector.
- Build strategic partnerships, capture overseas opportunities, and support internationalisation efforts to expand global market presence.

About the Singapore Pavilion

Exhibitors situated in the Singapore Pavilion is eligible for LEAD IFM support for the standard pavilion package of the booth sizes ranging from 9 sqm to the maximum 36sqm, subjected to approval by Enterprise Singapore. As there are limited space, the space allocated to exhibitors will be on a first-come-first-served basis. Please refer to **ANNEX A** for the visual illustration design of the Singapore Pavilion booths.

The LEAD IFM support funding is extended to both SMEs and MNCs situated in the Singapore Pavilion up to 70% (this is dependent that the companies meet the required qualifications). Kindly refer to the **ANNEX B** for the cost breakdown of the LEAD IFM support funding.

Important Note:

Due to the ESG LEAD funding criteria, these are the non-claimable cost

- a) Singapore imposed taxes (e.g. GST, CESS)
- b) SAAA@Singapore Administrative Charge
- c) Additional booth items and customisation cost

Together, let us make the Singapore Pavilion a resounding success and an enriching platform for participants to engage and network with representatives from Singapore companies.

This activity is supported under LEAD, an initiative by Enterprise Singapore.

Enterprise Singapore is the government agency building enterprise capabilities and innovation capacities, transforming industries, and facilitating access to global market opportunities. We strive to develop Singapore into a leading global trading hub and a vibrant start-up hub.

We attract global commodities traders to establish their global or Asian home base in Singapore. Today, Singapore is a thriving trading hub with a complete ecosystem for the energy, agri-commodities and metals & minerals trading clusters. We are also home to many global enterprises, start-ups and investors who operate in Singapore's robust pro-enterprise environment.

Renowned for our dedication to quality and innovation, Singapore companies make ideal business partners. With our global network in over 35 locations spanning many developed and emerging markets, we connect businesses with relevant Singapore companies for their business expansion.

For more information, visit www.enterprisesg.gov.sg



ANNEX A

Design Visuals of the Singapore Pavilion Booths

Please note that this is only a visual illustration of the Singapore Pavilion booths and this may be subjected to further change, subjected to ESG's final approval.



ANNEX B

Definition of SMEs (by Enterprise Singapore) are companies with:

- a) less than S\$100 million group revenue or,
- b) fewer than 200 employees at a group level* (*only if group company holds more than 50% share of company).
- c) minimum 30% local shareholding

SME Companies eligibility requirement for the LEAD IFM Support:

- 1) Companies must be incorporated/registered and based in Singapore (branch of foreign companies are excluded)
- 2) Companies must have at least 3 of the following core business functions/activities operated from Singapore: Market development and planning/Logistics and shipping management/Research and development and design functions/ Manufacturing and other value-added activity/Business and investment planning and Banking, financial and treasury functions.
- 3) Participating company are only allowed to have one other related company in the same event.



Deutsche Messe



MNC Companies eligibility requirement for the LEAD IFM Support:

- 1) Companies must be incorporated/registered and based in Singapore.
- 2) Companies must have at least 3 of the following core business functions/activities operated from Singapore: Market development and planning/Logistics and shipping management/Research and development and design functions/Manufacturing and other value-added activity/Business and investment planning and Banking, financial and treasury functions. (Verification of the core business functions are via ACRA and declaration for the post-event survey).
- 3) Participating company are only allowed to have one other related company in the same event.

An example of the cost breakdown for a **9sqm booth** in the Singapore Pavilion, with up to **SME & MNC 70% LEAD IFM Support**. Percentage of GST payable is 9% for 2026.

*Please be informed that the following cost tabulation table constitute of up to 70% ESG LEAD Funding support, subject to the participating exhibitors/companies to be in compliance with the necessary funding criteria and documents submission.

Total Expenditure for a 9sqm Booth

Grand Total Expenditure					
Exhibition Package	Total Size (Sqm) (Depends on confirmed booth size selection: 9, 18, 27, 36 sqm)	Cost per (Sqm) (ex GST)	Total Cost (SGD)	Lead IFM Support (Up to 70%)	Actual Expenditure
A: Standard Pavilion Package (Claimable)	9 sqm	S\$715.00	S\$6,435.00	S\$4,504.50	S\$1,930.50
B: SG Pavilion Marketing Brochure & Flyer (Claimable)		S\$2.00	S\$18.00	LEAD IFM Support (Up to 70%) S\$12.60	S\$5.40
C: Auditor's Fee (Claimable)		S\$3.70	S\$33.30	LEAD IFM Support (Up to 70%) S\$23.31	S\$9.99
Total amount before GST and SAAA Admin Charge (Non-Claimable costs)			S\$6,486.30	S\$4,540.41	S\$1,945.89
D: 9% GST (non-claimable) in 2026			S\$583.77	–	S\$583.77
E: Administrative Charge by SAAA@Singapore (Non-Claimable) – SAAA Member			S\$300.00	–	S\$300.00
F: Administrative Charge by SAAA@Singapore (Non-Claimable) – Non SAAA Member			S\$500.00	–	S\$500.00
2026 Net amount payable if SAAA Member Company (A + B + C + D + E)			S\$7,370.07	–	S\$2,829.66
2026 Net amount payable if Non SAAA Member Company (A + B + C + D + F)			S\$7,570.07	–	S\$3,029.66

For further enquiries, please email to SAAA at saasin@saaa.org.sg