



**SHOWCASE YOUR INNOVATION AND
ELEVATE YOUR BRAND AT *APEX ASIA***

**CONNECT.
INNOVATE.
LEAD.**

SPONSORED BY:

access
INTERNATIONAL

ORGANISED BY

khl



Industrial Promotions International

apexasiashow.com

EXHIBIT AT THE LARGEST ACCESS EXHIBITION IN ASIA

CONNECT WITH BUYERS OF YOUR PRODUCTS, EXHIBIT YOUR INNOVATIONS AND LEAD THE EVOLUTION IN ACCESS EQUIPMENT

EXHIBITOR TYPES



Powered Access

Self-propelled booms, scissor lifts, vehicle mounts, atrium lifts, and more.



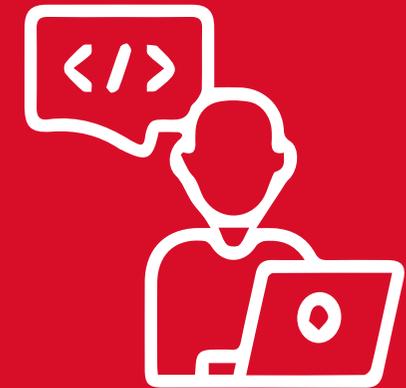
Telehandlers

Small, compact, medium, large, and high-capacity



Advanced Components

Battery chargers, safety devices, and aftermarket essentials.



Rental Technology

Software and telematics systems to optimize your business operations.

JOIN US IN SHANGHAI

AT THE KEY ACCESS SHOW IN ASIA

Now in its fifth 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 and wider Asia, 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 2017. 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. The 2023 show again attracted more than 60 exhibitors and many thousands of visitors. 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.

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.
- APEX Asia 2025 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.
 - 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.



CENTRAL LOCATION AT CEMAT ASIA

TOP ACCESS BUYERS AT THE INTERNATIONAL RENTAL CONFERENCE

The International Rental Conference (IRC) will again be held alongside APEX Asia, taking place on Monday 27 October, 2025, the day before the show.

The conference 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.

IRC attracts more than 300 delegates, including many of the biggest rental companies in China, Asia and the West.

For more information visit
www.khl-irc.com

INTERNATIONAL
rental
CONFERENCE **ASIA**

REASONS TO EXHIBIT AT APEX ASIA

TAP INTO A RAPIDLY GROWING MARKET

China and the broader Asian region represent one of the fastest-growing markets for access equipment. Exhibiting at APEX Asia positions your brand to meet the increasing demand for innovative solutions in this dynamic market.

REACH A NEW GENERATION OF BUYERS

Connect with key decision-makers, influencers, and buyers who are shaping the future of the access equipment industry in Asia. Build relationships that open doors to new opportunities.

SHOWCASE YOUR INNOVATIONS

Demonstrate your latest products and technologies to a highly targeted and engaged audience. Highlight how your solutions can address unique challenges and opportunities in the Asian market.

GAIN EXPOSURE THROUGH SYNERGY WITH CeMAT ASIA

Held in conjunction with CeMAT ASIA, the premier trade show for materials handling, automation, transport systems, and logistics, APEX Asia provides access to an even wider audience of professionals looking for complementary solutions.

ESTABLISH YOUR BRAND AS A MARKET LEADER

Strengthen your presence and reputation in the Asian market by showcasing your expertise and commitment to meeting regional needs. Stand out as an industry leader and gain a competitive advantage.

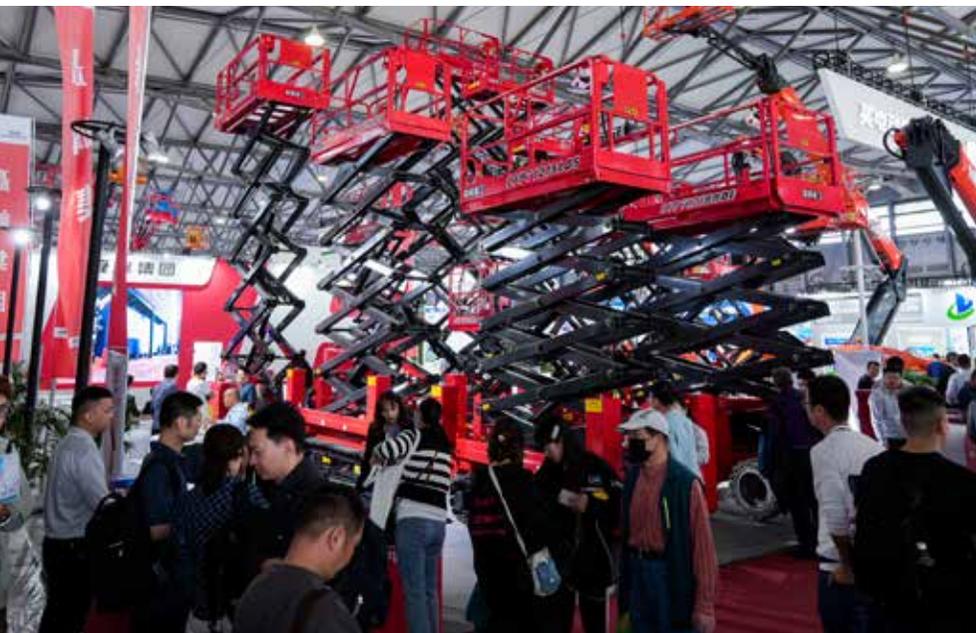
apexasiashow.com

SHOW PROMOTION

EXTENSIVE MARKETING

Extensive media reach in the international access industry, combined with the powerful CeMAT ASIA network in China, means that APEX Asia 2025 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.



CHINA & ASIAN MARKETS

LONG-TERM GROWTH

- China is the fastest growing access equipment market in the world. The country now boasts an access rental fleet with more than 750,000 machines.
- Asia'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 region 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.

BOOK YOUR STAND SPACE NOW!

BE A PART OF THE ACCESS INDUSTRY'S MOST ANTICIPATED EVENT

DELUXE SHELL SCHEME

The Deluxe Shell Scheme will get you up and running for the show.

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 waste paper basket, one pvc made graphic on top of booth.

Extra USD 70 per sqm. (minimum of 9 sqm.)

SPACE ONLY

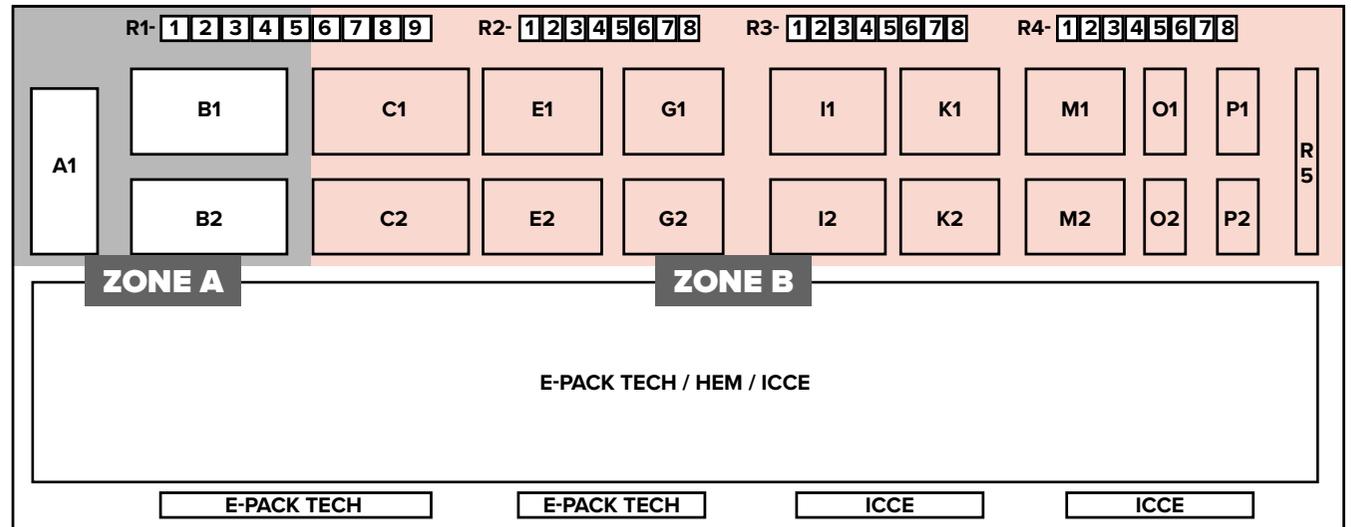
A space only stand secures you a slot on the show floor and allows you to create your very own bespoke stand.

Raw space in zone A

US\$ 295 per sqm.

Raw space in zone B

US\$ 260 per sqm.



Invoicing outside China will be done in US Dollars or Euros at the current rate of exchange.

Vat will be added according to your regional regulations if you pay locally.



CONTACT US

EXHIBITION ORGANISER

CATHY YAO

KHL Group LLP Beijing Representative Office
Room 769, Poly Plaza, No. 14 Dongzhimen
Nan Street, Dongcheng District, Beijing,
P.R. China 100027
+86 (0)10 6553 6676
cathy.yao@khl.com

MARLEEN JERUSALEM

B.V. Industrial Promotions International (I.P.I.)
P.O. Box 225, 7470 AE Goor,
The Netherlands.
+31 (0)547 27 15 66
marleen@ipi-bv.nl

SALES OFFICES

CHINA, ASIA PACIFIC AND MIDDLE EAST

Cathy Yao
KHL China
+86 10 65 53 66 76 /
cathy.yao@khl.com

BENELUX & SCANDINAVIA

Arthur Schavemaker
Kenter & Co B.V.
+31 (0)547 27 50 05 / arthur@kenter.nl

FRANCE

Hamilton Pearman
Greenwich Media Time
+33 1 45 93 08 58 / hpearman@wanadoo.fr

ITALY

Fabio Potestà
Media Point & Communication Srl
+39 010 570 49 48 / info@mediapointsrl.it

USA & CANADA

Tony Radke
KHL Group USA
+1 480 478 6302 / tony.radke@khl.com

UNITED KINGDOM & IRELAND

Ollie Hodges
KHL Group
+44 (0)1892 786 253 / ollie.hodges@khl.com

REST OF THE WORLD

Marleen Jerusalem
B.V. Industrial Promotions International (I.P.I.)
+31 (0)547 27 15 66
marleen@ipi-bv.nl

Organized by KHL Group and Industrial Promotions International in association with Access International ©2025 APEX ASIA.