

Press Release

Thai Logistics Gathers Momentum! U.S. Tariffs Drive Foreign Manufacturers to Set Up in ASEAN. Private Sector Unites to Host Premier Trade Show “LogiMAT & LogiFOOD Southeast Asia 2025”

BANGKOK – The Thai Chamber of Commerce highlights that recent U.S. tariff policies are accelerating foreign direct investment (FDI) into Thailand and ASEAN, driving a surge in logistics demand. To capitalize on this momentum, Messe Stuttgart, Koelnmesse, and Thai Intralogistics Association (TIA), joined forces to organize a landmark trade fair: LogiMAT & LogiFOOD Southeast Asia 2025, scheduled to take place from 15–17 October 2025 at BITEC Exhibition and Convention Centre, Bangkok. The event aims to position Thailand as a regional logistics hub and propel Southeast Asia to the forefront of intralogistics. Organizers expect 150 exhibitors and 350 booths from Asia and Europe and more than 7,000 trade visitors.

Mr. Sumate Tanthuanit, Vice Chairman of the Thai Chamber of Commerce and a supporting partner of the event, noted that despite uncertainties arising from global trade protectionism—especially increased U.S. import tariffs and retaliatory measures by trade partners—both the Thai and global economies are poised for growth in 2025. He emphasized that these trade shifts present new opportunities for businesses seeking alternative production and export bases. Thailand and ASEAN, with their strategic locations and growing capabilities, stand out as prime destinations for FDI in manufacturing and logistics.

“Nations with advanced digital infrastructure and smart logistics systems—powered by AI, robotics, and intelligent warehousing—will gain a significant edge in attracting investment. LogiMAT & LogiFOOD Southeast Asia 2025 will provide a vital platform for logistics operators to explore cutting-edge technologies, build partnerships, and boost global competitiveness,” said Mr. Sumate.

A report by Custom Market Insights values the Southeast Asian logistics market at USD 243.2 billion in 2024, driven by e-commerce, infrastructure upgrades, investment in smart logistics technologies (IoT, AI), and foreign capital. The market is projected to grow to USD 258.9 billion in 2025 and reach USD 476.6 billion by 2034.

Mr. Hans Stoter, Managing Director China & SE Asia at Messe Stuttgart, confirmed that the company, together with local and global partners, is ready to host LogiMAT Southeast Asia 2025—the region’s leading intralogistics trade fair. Under the theme “Passion for Solutions”, the event will focus on Specialist–AI–Sustainability as core themes for industry transformation. Co-located with LogiFOOD Southeast Asia 2025, the exhibition will also highlight innovations in logistics and cold chain technologies. The end-to-end logistic event will host 350 booths, showcase new technologies, and offer expert-led forums for knowledge sharing and networking. Over 7,000 visitors are expected to attend.

“LogiMAT & LogiFOOD Southeast Asia 2025 reaffirms our commitment to establishing Southeast Asia as the future hub of intralogistics. With global partnerships, it will be like bringing LogiMAT from Germany directly to Thailand—an emerging hub for intralogistics in the region. We believe this event will help businesses stay ahead of global trade trends,” said Mr. Hans.

Mr. Pusit Sasitharanon, Advisor to the Executive Board at Expolink Global Network Co., Ltd., representing Koelnmesse Thailand, added that the event plays a pivotal role in advancing logistics and warehouse management in Southeast Asia, especially in Thailand. Supported by the Department of Industrial Promotion (DIPROM), the event will feature a “Logistics Clinic” for expert consultations on supply chain management. The Office of Small and Medium Enterprises Promotion (OSMEP) is also backing SME exhibitor participation.

In addition, LogiSYM—a leading logistics symposium and media platform of the The Logistics and Supply Chain Management Society—will host LogiSYM Thailand 2025, a three-day conference offering over 20 sessions on trends and challenges in temperature-controlled logistics. A key highlight is the ASEAN Intralogistics Panel, featuring industry leaders from Singapore, Indonesia, the Philippines, Malaysia, Vietnam, and Thailand. Another standout session will be “Embodied Intelligent Robotics: AI for Logistics”, spotlighting “Cobotics”—collaborative robots working alongside human operators in modern logistics systems.

Event Highlights: LogiMAT & LogiFOOD Southeast Asia 2025



15-17 October 2025 | Hall 100, BITEC, Bangkok

- **Innovations in Logistics:** A global showcase of cutting-edge logistics technology
- **Product Demonstration Zone:** Live, end-to-end logistics demos by the Thai Warehouse Management Association (TIA)
- **Business Matching Program:** Targeted networking with key industry decision-makers
- **LogiSYM Symposium:** The ASEAN Logistics Panel featuring top speakers from Thailand and abroad, along with the Humanoid Robotics Session under the theme “AI for Logistics”
- **DIPROM Logistics Clinic:** On-site consultations in logistics and supply chain
- **Partner-Led Activities:** Contributions from leading organizations including the National Food Institute (NFI), Thai Automation and Robotics Association (TARA), Thai Refrigeration Association (TRA), Institute for Small and Medium Enterprise Development (ISMED), Warehouse Silo and Cold Storage Business Association (WSCBA) and the Thai-German Institute (TGI)

LogiMAT & LogiFOOD Southeast Asia 2025 invites interested businesses to inquire about exhibition opportunities or register for the Hosted Buyer Program.

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.



Koelnmesse: Koelnmesse is an international leader in organising leading trade fairs in the field of food and beverage processing worldwide. Koelnmesse's portfolio of shows including Anuga, Anuga FoodTec, ProSweets, THAIFEX – Anuga, and their satellite shows around the world. These global activities enable Koelnmesse to offer its customers bespoke events and leading regional trade fairs in a variety of markets.



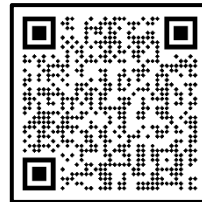
Call: 084 881 6767, 064 224 2351 |



Email: Siraporn@koelnmesse-thailand.com



Stay updated at: www.logimat-sea.com



Please scan the QR code to download the press release and images.

