

Press document

**INTRALOGISTICA ITALIA 2015:  
THE ONLY FAIR OF THE YEAR FOR IN-COMPANY LOGISTICS**

INTRALOGISTICA ITALIA is the only trade show in Italy dedicated entirely to in-company industrial handling and materials handling. It is the fair of the year for logistics, filling a void that had existed for a lengthy period in Italy in the sector of specialised trade fairs, and responds to market demands for the control, management and transport of goods in companies, in distribution centres and in all areas where it is necessary to deal with handling and storage of materials. The most significant result achieved by INTRALOGISTICA ITALIA is its ability to re-establish an opportunity for the entire Italian materials handling sector to have an international platform on which to deal with the market and indicate new lines of development and growth, focusing on innovation that will affect both the technological aspects of the products and the strategic plans in relation to choices and skills in a company. The strength of the fair is its representation of the entire landscape of products, systems and equipment for handling, lifting and storage of materials and goods in-company and in distribution centres. INTRALOGISTICA ITALIA is noteworthy for the complete range of products offered, from forklifts to lifting equipment, storage, continuous transport and weighing systems, industrial shelving, accessories, to engineering services for logistics and consulting.





INTRALOGISTICA ITALIA is the exhibition of manufacturers for users of material handling. The exhibition is aimed at players in industrial and commercial sectors in which the use of vehicles, equipment and internal transport systems and installations are a decisive factor in achieving higher levels of quality in production and operational profitability.

Covering an exhibition area of 3,000 square meters in halls 6 and 10 of Fiera Milano-Rho the fair will play host to more than 80 exhibitors, with the participation of foreign companies from over 15 countries.

INTRALOGISTICA ITALIA is organized by Deutsche Messe AG and in partnership with Ipack-ima SpA, the most important Italian exhibition organizer in the field of mechanical engineering for processing and packaging. Furthermore, it boasts the claim "powered by CeMat", a term of great prestige that highlights its membership in the largest international, logistics and intralogistics, trade fair network, as well as the authority and know-how acquired in the sector by the German company.

INTRALOGISTICA ITALIA interprets the role of a specialised trade fair at the service of the commercial and promotional strategies of companies and industrial development in the most complete way possible.

Andreas Züge, General Manager of Hanover Fairs International GmbH, the Italian Branch of Deutsche Messe that organizes INTRALOGISTICA ITALIA, believes that *"trade fairs continue to play a key role as a meeting point, because they bring supply and demand together in one place and within a well-defined time frame. Fairs permit consolidation and growth of already existing business contacts as well as generation of new ones. No other marketing tool can boast as much effectiveness from this point of view. Trade shows are an important step towards internationalization, especially for companies that want to become more independent from their domestic markets. Furthermore, a trade fair is not only a meeting place in the market but it is also a moment of creation and strengthening of networks and exchange of know-how. This explains why trade shows are an essential component in the marketing mix of successful companies"*.





INTRALOGISTICA ITALIA takes place simultaneously with IPACK IMA 2015. The concurrence with the leading trade fair for packaging and processing and its 4 related fairs (Meat-Tech, Dairytech, Fruit Innovation and Converflex) offers an integrated view of the entire supply chain from processing and packaging to logistics at one time, in one place.

The fair, which opens only a few days after the inauguration of Expo 2015, will be able to take advantage of worldwide resonance and great opportunities for contacts and visibility, thanks to the presence of logistics operators and buyers from around the world at the fairgrounds. The benefits exhibitors and visitors will reap from such well-articulated and comprehensive exposure are clearly expressed by Andreas Züge who states:

*"The simultaneous occurrence with IPACK-IMA and with other complementary fairs is generating positive synergies for the intralogistics sector, which is revealing the importance of its role right now in the year of EXPO. An industry platform that could fulfil the marketing functions typical of the type of exhibition we just talked about was missing in Italy. INTRALOGISTICA ITALIA fills an important gap in this regard and guarantees the sector the opportunity to meet specialized operators, customers and the media, as well as promote the transfer of knowledge, in one of the world's major industrial nations. For the first edition, it was necessary and important to develop a formula that would give potential exhibitors the certainty of being able to establish important contacts within the framework of the event. In this sense, the convergence of the exhibitions that match thematically is in itself a guarantee of sure success, allowing us to boast the presence of leading companies at our debut edition, including names like Hyundai, Dematic, Automha, Bito, Mecalux, Interroll, Schäfer and Swisslog. This creates also the best conditions for further comparison with sector players and for the construction of future targeted events. "*

The theme innovation will be the principal driver of the first edition of INTRALOGISTICA ITALIA and will address both the technological aspects of the products and the strategic plans related to companies' choices and skills and will be at the centre of the debate not only in the exhibition area but also at the numerous





**Deutsche Messe**

conferences and workshops organized in partnership with international industry experts, industry associations and market leaders

INTRALOGISTICA ITALIA will take place under the patronage of the Italian Ministry for Economic Development and of VDMA, the largest association for Industrial Engineering companies in Europe.

[www.intralogistica-italia.com](http://www.intralogistica-italia.com)

*Milano, May 2015*

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