

Press Release n°9

INTRALOGISTICA ITALIA 2018, an event that is paying even more attention to the market, offers its exhibitors a White Paper, an indispensable sector analysis

Milan, 27th April 2017. INTRALOGISTICA ITALIA demonstrates it is not limited to offering an international showcase where demand and supply meet, but it also wishes to present a snapshot of the sector's evolution by presenting an in-depth study that to date had been missing and was necessary.

For this purpose, INTRALOGISTICA ITALIA decided to co-finance the Aisem allied with ANIMA "White Paper", a research project, which is still in full progress and which will be completed next summer in a final document that will include an analysis – of not just the shelving sector, for which a preview of the results has already been presented – but also other product categories such as lifting and handling, self-propelled industrial trucks and mobile cranes.

The White Paper will be a gift to INTRALOGISTICA ITALIA 2018 exhibitors and will also be sold to other interested companies by both Hannover Fairs International GmbH and Aisem allied with ANIMA.

The second edition of INTRALOGISTICA ITALIA, the event dedicated to the most innovative solutions and integrated systems for materials handling, warehouse management, materials storage and picking, will be held from May 29 to June 1, 2018, in pavilions 6 and 10 of Fiera Milano-Rho.

"The acquisition of exhibitors is proceeding at full speed with the registration of leading companies, representative of Italian and foreign industrial quality", explained Andreas Züge, General Manager of Hannover Fairs International – the Italian branch of Deutsche Messe AG – the event organiser. "The INTRALOGISTICA ITALIA team is working very closely with participating companies to offer an even richer and more attractive second edition for national and foreign operators."

On March 31st last, during the event "Luci sul mercato" organised by INTRALOGISTICA ITALIA, a preview of the sector study was presented and on that occasion we asked several exhibitors participating in the exhibition how this document will help them in making strategic choices.

“The Paper is a useful guiding instrument in terms of strategies for companies in the sector, thanks also to its focus on the themes of shelving automation and correlation”, Roberta Togni, Marketing & Contract Manager AUTOMHA declared. “Never before has it been so important as it is now to participate in an international tradeshow such as INTRALOGISTICA ITALIA, a useful platform for making ones skills and talents in the sector visible”, Roberta continued. “Automha has been working with Deutsche Messe - Hannover Fairs for many years; this ability to guarantee global coverage of services has allowed us to weave a tight network of national and international contacts.”

The research project is aimed at analysing the sector on the basis of product-market combinations and also through the analysis of company strategies, demand, context references, historical trends and forecasts in relation to the main economic aggregates in the sector.

“Today economic focus on this sector does not exist in our country and the lack of this is noticeable. Thus we appreciate that INTRALOGISTICA ITALIA has decided to co-finance this research project, showing its attention to the market and its reference trends”, commented Ermanno Rondi, the Managing Director of INCAS. “I believe this study of the shelving sector is a very useful departure point for understanding the market’s evolution and we are looking forward to seeing the analyses for the forklift trucks, mobile cranes and lifting sectors in coming months”, Rondi continued. “INTRALOGISTICA ITALIA not only interprets the needs of this sector well, it is also an excellent point of contact between companies in the sector.”

The White Paper, commissioned to several institutions, will be created by a talented Scientific Committee of which the members include: Giuseppe Attanasi of Strasbourg University, Giancarlo Giudici of the Polytechnic University of Milan, Giacomo Magnani of the Catholic University of the Sacred Heart, Jacopo Mattei of Ferrara University and the Luigi Bocconi Business University, Paolo Galloso and Marcello Chiriaco of the Anima Research offices, delegates of Aisem allied with ANIMA, Sales Directors of several companies associated with Aisem allied with ANIMA and delegates of Hannover Fairs International GmbH for INTRALOGISTICA ITALIA 2018.

Notes:

INTRALOGISTICA ITALIA is a member of *The Innovation Alliance*, present at Fiera Milano from May 29 to June 1, 2018. Together for the first time, IPACK-IMA, MEAT-TECH, PLAST, PRINT4ALL, and INTRALOGISTICA ITALIA offer operators in all



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industrial sectors a showcase of Italian and international technological excellence and production from diverse worlds, united by a strong supply chain logic. There will be a complete offer in just one context, ranging from processing to packaging, from processing of plastics and rubber to industrial printing, commercial and graphic personalization of packaging and labels, to the handling and storage of goods.

AISEM - Italian Association of lifting systems, lifting and handling - AISEM groups 8 product categories together, divided into 4 sections, which refer to "lifting and transport" and "self-propelled industrial trucks." The first segment employs 10,300 people in Italy, with a turnover of 2.7 billion Euros and an export/revenue share of 32%, while the industrial trucks sector employs 4,180, with a turnover of 1.36 billion Euros and an export/turnover share of 32%.

ANIMA - Italian Federation of Mechanical and Engineering Industries Associations - is the industrial organization which, as a part of Confindustria, represents companies operating in mechanical and engineering manufacturing, a sector that employs 210,000 with a turnover of 44 billion Euro and an export/turnover share of 59% (data referring to pre-closure figures for 2015). The macro-sectors represented by ANIMA are machinery and plants for the production of energy and for the chemical and oil industries - assembly of industrial plants; logistics and freight handling; food technology and equipment; industrial technology and products; systems, machinery products for construction; machines and plants for human and environmental safety; metal construction in general.

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