

**Press Release N. 21****INTRALOGISTICA ITALIA: A FIVE STAR EXHIBITION. OVER 19,000 VISITORS!**

*Milan, June 4th, 2018.* The second edition of INTRALOGISTICA ITALIA, the only exhibition in Italy dedicated to the most innovative solutions and integrated systems for industrial handling, warehouse management, materials storage and picking, closed in a climate of great satisfaction expressed by all operators in the sector and registering attendance of over 19,000 visitors.

150,110 visitors, of which 105,770 were buyers from various sectors of the manufacturing industry, attended "The Innovation Alliance", where from last May 29th to June 1st INTRALOGISTICA ITALIA, together with PLAST, IPACK-IMA, MEAT-TECH and Print4All, co-starred at Fiera Milano.

The format, created and implemented through a partnership between Fiera Milano, the organisers and sector associations, launched a strong message to the Italian and international manufacturing worlds, providing a concrete example that combining events in a supply chain logic not only works but multiplies opportunities favouring the competitiveness of companies in an increasingly global market.

The number of international visitors was significant, with the majority coming from Europe and equalled 27% of total attendees.

During the four days of the exhibition INTRALOGISTICA ITALIA showcased the best solutions and technology offered today on the internal logistics market, attracting interest from numerous national and international visitors.

**A MILANO IL PIÙ GRANDE EVENTO EUROPEO DI FILIERA PER L'INDUSTRIA****5**  
FIERE**17**  
PADIGLIONI**140.000**  
METRI QUADRI**+3000**  
AZIENDE



Of the aforementioned, Marco Lattuada - Logistic Director of Leroy Merlin, member of the exhibition's Advisory Panel - highlighted the importance and potential that the showcase of excellence INTRALOGISTICA ITALIA holds: *"Leroy Merlin Italia is very proud to participate in this event because it is an enormous opportunity for us to have an international window where the best technology offered on the market today is present. It is evident that research aimed at the increase of productivity and performance cannot be based solely on human skills but also requires the aid of avant-garde technology that optimises processes. Intralogistica Italia showcases the latest in technological innovation dedicated to the internal logistics sector that helps us to increase performance"*.

Great satisfaction was also expressed by the 121 exhibitors, of which 40 were foreign, and who in more than 5,000 gross square metres presented their latest innovative solutions aligned to "Industry 4.0": from forklift trucks to lifting and handling equipment and warehousing, continuous handling and weighing systems, to industrial shelving and accessories and engineering services for logistics and consulting, systems and software, transport logistic services and goods traffic organisation.

*"INTRALOGISTICA ITALIA distinguishes itself for the heterogeneous nature of its product offer. The internal logistics sector needs solutions that permit flexibility, transparency, speed and efficiency in order to satisfy the needs of clients and guarantee immediate deliveries at increasingly contained costs"* - affirms Andreas Züge, General Manager of HANNOVER FAIRS INTERNATIONAL GMBH.

Exhibitors and visitors confirmed the value of the new format "The Innovation Alliance", which increased volumes and internationalisation at the exhibition, expanding horizons and developing new business markets.

Sidney Panzani - Group Supply Chain Director of Candy, member of the exhibition Advisory Panel - also emphasised this aspect: *"The internationalisation of the new INTRALOGISTICA ITALIA format is very important in Candy's opinion because it allows us to get in touch with partners that interest us. Too often at tradeshowes it is only possible to find proposals that are purely national or even just regional, while at*



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Deutsche Messe



*Candy we believe it is important to expand our horizons at a global level".*

Apart from dealing with themes related to Industry 4.0, and thus robotics, e-commerce and new technology for the automation of warehouses, INTRALOGISTICA ITALIA has placed emphasis on two essential factors to face the challenges of the future: training of human resources and security. Thanks to the partnership with LIUC Business School in Castellanza, visitors were able to attend real training sessions that were greatly appreciated by sector operators at the Spazio Galileo Speaker Corner in hall 10. In addition, the university, during the conference entitled **"How many stars does your warehouse have?"** presented the national preview of its research on Logistic Real Estate, OSIL.

Enrico Grassani Bollino - Deputy Transport & Logistic Director of F.lli Beretta, supporter of the INTRALOGISTICA ITALIA project - highlighted the importance of human resources training.

*"F.lli Beretta not only invests in avant-garde technology that pre-empts the 5.0 phase, it also makes important investments in people. In other words the central role of human resources, from the warehouse worker to the manager at the highest level is at the heart of our company mission. The F.lli Beretta philosophy is outlined in 5 fundamental pillars that are: Team, Method, Indicators, Intensity and Communication. It is no accident that "Team" is ranked first in the F.lli Beretta method, underlining the central position held by people, coupled with modernity and the need to stay up to date in terms of technology."*

The new concept through which INTRALOGISTICA ITALIA was present at its second edition together with 4 other international exhibitions represents newness that demonstrated the innovative character of an "ideal supply chain" creating interaction and connection between the sectors of excellence that make our country the second global producer in the field of instrumental mechanics and drew a higher number of qualified visitors to Milan compared to 2015.

*"INTRALOGISTICA ITALIA proposes an ideal platform in the city of Milan, the principal economic and financial centre of the peninsula, for the presentation of the most innovative solutions. Visiting our exhibitors stands and participating at the numerous conferences, visitors were able to see demonstrations of sophisticated and intelligent systems capable*



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of operating in networks, of IoT, of logistic processes automation, of robotics and much more”, concludes Andreas Züge, General Manager of HANNOVER FAIRS INTERNATIONAL GMBH.

Success that has put new ideas in motion!

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Notes:

**INTRALOGISTICA ITALIA** is the only exhibition with a comprehensive offer dedicated to the most innovative solutions and integrated systems for industrial handling, warehouse management, materials storage and picking.

Product categories:

- Mechanical handling
- Storage technology, site equipment
- Loading technology
- Complete systems for logistics, materials handling technology
- Traffic organization
- Intralogistics systems and software
- Logistics services for transportation
- Logistics services, outsourcing solutions
- Real estate logistics sector

**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 industrial sectors a showcase of Italian and international technological excellence and production from diverse worlds, united by a strong supply chain logic. 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 Euros 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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