



Powered by



Press Release

INTRALOGISTICA ITALIA (May 19th – 23rd 2015)

CeMAT debuts on a promising Italian market as INTRALOGISTICA ITALIA

- The first edition is scheduled at FieraMilano Rho from May 19th to 23rd 2015 in conjunction with the leading trade fair for processing and packaging, IPACK-IMA, and two other complementary fairs.
- Over a year remains until the "seven fairs in one" begin, but market attention and interest are already very high as a significant potential for growth is expected in the intralogistics sector in Italy.

Hanover, May 2014 - The intralogistic chain spans from receipt of raw materials to delivery of finished product to the customer and its vast scope encompasses the organization, implementation and control of the flow and storage of materials and goods, and related information within a company.

A response to market needs

The excellence of Italian industry and its natural vocation to export, guarantee a strong interest on a national level in latest developments in this chain which is strategic for business development. The intralogistics sector is in fact still capable of assuring a significant competitive advantage thanks to the wide margin of rationalization and cost cutting made possible by the innovative scope of its solutions.

To meet the increasingly complex needs of companies operating in global markets, the industry is in fact evolving constantly and rapidly and offers more and more interesting components and systems: functional, modular and flexible, ergonomic, sustainable and affordable.

The Italian industry in this sector stands out for its excellence. This also explains the growth of its presence at CeMAT in Hanover, the world's leading fair for intralogistics, where this year, with 117 companies (+20% with respect to 2011) over an area of 6,500 m², **Italy is the biggest foreign**



In collaboration with Ipack-Ima





country exhibiting, ahead of China (104 companies) and even more significantly of the Netherlands (41 companies).

This important presence at Hanover and developments that arise from it will have a positive impact on the first edition of INTRALOGISTICA ITALIA which will be held at Fiera Milano Rho next year from May 19 to 23, 2015 and will fill a long-existing void in the Italian trade fair system. There are already extremely high expectations for this new show, also in the light of Italy's important position in the new Alpine Euro-region

Italy at the centre of freight transport

The Alpine Euro region – a new transnational reality in the making, composed of homogeneous territories located in the Alpine regions of Italy, Switzerland, France, Germany, Austria and Slovenia – represents a significant geographical entity in the heart of Europe. It is a territory inhabited by 70 million people and characterized by a dense network of entrepreneurship. Italy's central position in this region presents important prospects in terms of its logistics and for example its ports systems, which are becoming the pole for Alpine regions. **A considerable potential for growth in intralogistics in Italy is thus apparent** and it will be necessary to extend the offer of systems, solutions and logistic services to cope with the development of freight traffic that will take place.

INTRALOGISTICA ITALIA is therefore the right fair at the right time: an ideal showcase for proposing, in a growing market, a wide range of solutions for industrial materials handling, warehouse management, storage of materials, order picking; and in addition targeted computer systems and software, transport logistics services and logistics real estate.

Authority and expertise of the organizers

In addition to its product offer, the show possesses all the credentials for success thanks to the authority and the expertise of its organizers: **Deutsche Messe AG**, heading the international network of events originated by its world's leading intralogistics fair **CeMAT**, and **Ipack-Ima Spa**, which thanks to its long-standing tradeshow IPACK-IMA, is the most important Italian exhibition organizer in the field of mechanical engineering for processing and packaging.

As a result of the agreement signed last year between the two fair organizations, INTRALOGISTICA ITALIA is part of the CeMAT network's international promotional and advertising campaign and boasts the enormous impact of the subheading "**powered by CeMAT**". This generates the expectation that qualified buyers will converge on Milan from foreign markets, and in particular from emerging countries such as Brazil, Russia, China and Eurasia. **So Milan will also become a meeting point for the intralogistics world market.**



In collaboration with Ipack-Ima





Industry-leader involvement

To plan for the next INTRALOGISTICA ITALIA fair in the best way possible and assuming that the exhibiting companies must play an active role in the event, an **Advisory Panel**, composed of representatives of the most important exhibitors and users has been established.

The constructive dialogue that has already begun in the context of this working group between the organizers and operators of the sector in relation to the contents of the fair will ensure full compliance with market requirements and trends.

The first Advisory Board meeting, which was held recently, was attended by management of industry leaders: **DEMATIC ITALIA, KARDEX ITALIA, SSI SCHAEFER SYSTEMS ITALIA, JUNGHEINRICH ITALIA and STILL ITALIEN - OM CARRELLI ELEVATORI** - all subsidiaries of German companies that are part of the Consultative Committee of CeMAT and recommended by the German Engineering Federation VDMA, the official patron of the new fair.

INTRALOGISTICA ITALIA will be held at FieraMilano Rho from May 19th to 23rd in conjunction with 3 other complementary trade shows: **IPACK-IMA**, leader in the processing and packaging industry with its 3 vertical shows (**Meat-Tech**, which offers new technology and solutions in processing, packing and distribution in the meat industry, **Dairy-tech**, dedicated to processing and packaging in the dairy industry and **Fruitech Innovation**, for fruit and vegetable sector technologies), further **Converflex**, which specializes in printing technology on packaging and in converting and **Grafitalia**, dedicated to the world of printing, graphics and communication. INTRALOGISTICS ITALIA will be the link between these fairs offering visitors a complete and unique vision of a global level of the intralogistics sector.

INTRALOGISTICA ITALIA will also be at the centre of attention due to its occurrence simultaneously with **Expo 2015**, a global event on Milan's calendar for six months starting in May next year and which will be visited by millions. Expo 2015, which will focus on the issue of food sustainability ("**Feeding the planet. Energy for Life**") will give ample visibility to innovation in the sectors of sustainable food supply. Intralogistics can play a key role in this sense through the development of evolved and efficient systems for the preservation and storage of foodstuffs.

For further information:

HANOVER FAIRS INTERNATIONAL GMBH – Fiera di Hannover
Sig.ra Andrea Biagini – andrea@hfitaly.com – T. 02 70633292
Via Paleocapa, 1
20121 Milano



Powered by CeMAT
In collaboration with Ipack-Ima

