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## Press Release n. 2

INTRALOGISTICA ITALIA (19 – 23 May 2015)

### INTRALOGISTICA ITALIA 2015 BRINGS NEW IMPETUS TO THE ENTIRE SUPPLY CHAIN SYSTEM

The expectations of the sector in relation to the new exhibition for materials handling and intralogistics which will take place at Fiera Milano Rho from May 19<sup>th</sup> to 23<sup>rd</sup> 2015.

Milan, October 7, 2014 - Machines, tools and systems for industrial materials handling equipment, products, services and information technology for integrated logistics. This describes, albeit briefly, the merchandise that will be showcased at the first edition of INTRALOGISTICA ITALIA from May 19 to 23, 2015 at Fiera Milano Rho.

It is an event of great interest to the entire material handling and logistics sector; few industries have a variety of products, services and solutions such as those offered by logistics and handling applications. Together they cover a wide area of economic activities from industrial, including classic achievements in the field of materials handling and warehouse management, to commercial, including the most recent sorting systems, order picking, to transport and large scale distribution. INTRALOGISTICA ITALIA's goal is to offer the most up to date and valid systems available on the market to operators. Moreover, the event is new and the only one of its kind in Italy in regards to the materials and operations management sector.



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Participation by exhibitors is growing progressively at INTRALOGISTICS ITALIA which is sure to fill a long recognised gap in the national industry trade fair landscape.

INTRALOGISTICA ITALIA is organized by Deutsche Messe AG and will also avail of the term "powered by CeMat", a hallmark of great prestige that emphasizes the authority and the know-how acquired in the field by the German industry, in collaboration with Ipack-Ima spa which, with its long running fair Ipack-ima, is the most important Italian exhibition organizer in the field of mechanical engineering for processing and packaging.

The expectations of companies that have already confirmed their participation in the exhibition are notable and high.

In Ermanno Rondi, CEO of IncasGroup's opinion, national trade fairs in our industry have gone through a period of low "appeal", so much so that a proper showcase for logistics equipment and systems has not existed in Italy for years. "Companies exhibiting – states Rondi – expect communication teamed with Ipack-Ima, but also a distinct message that will attract not only the food business but will also enhance the automation-systems duo for the entire supply chain. I hope that the classic flow of visitors to the fair will be flanked by the management of a set of predefined events bringing supply and demand together, in line with what is already happening at other events. We also expect continuous presence of the fair on the web will be seen even after its conclusion, as well as involvement of technical press to give visibility to the presentation of products, systems, services and solutions. "

According to Roberta Togni, marketing manager of Automha, INTRALOGISTICA ITALIA could act as a particularly effective industrial policy tool on a national level. "The guarantee of an efficient trade fair system, defined as an infrastructure to serve the country and its businesses – affirms Togni – is a driving force for the economy, the promotion of Made in Italy and a support for internationalization. Today, higher physical and cultural barriers and growth of new and less explored markets generate elevated costs for information and marketing initiatives. The development of exhibitions that will attract international operators can be an enormous help in the promotion of Italian industry. "

Maurizio Catino, Managing Director of Interroll Italia believes that while it is true that the internet and social networks are today's communication channels, one can not however



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ignore the use of print. Similarly it is impossible, even in business relationships, to ignore direct relationships between people. "Trade fairs – continues Catino – are a communication tool and an essential meeting point for the sector. They permit comparison and exchange of experience and information by industry leaders and highly skilled professionals in a determined place at a determined time. INTRALOGISTICA ITALIA is the synthesis of this concept and could become one of the most important specialised trade fairs for our industry. "

Specialized fairs have always been important channels for promoting industry development. In particular logistics development, apart from its economic element, is also a cultural element in work organization.

In fact Ermanno Rondi believes that INTRALOGISTICA ITALIA could help to overcome the lack of a reference association that analyses the market and shares data in the supply chain sector. Currently studies are only conducted by private companies, but not in an intrinsic and continuous manner. This gap should be filled by setting up a research institute to highlight the sector and provide technical and economic information useful to all operators. Via data tangibility it becomes easier to create interest and knowledge as well as growth in culture. Furthermore - in Rondi's opinion - workshops held at the fair, for which interest has become marginal, are no longer effective.

Roberta Togni declares that INTRALOGISTICA ITALIA positioning itself as a new fair should be capable of offering a different view of the production world. It should not only have the purpose of presenting goods and services but it should also know how to create emotions and feelings for their use. "Today – Togni states – also in the field of logistics, conceptually cold due to its highly technical nature, you must experience the thrill of the order, the accuracy of the data, its essential nature. All this will help the Italian system to grow and establish itself on the market focusing on the best organizational optimization of logistics systems by enterprises. "

In Maurizio Catino's opinion the business world is constantly evolving, as are the products driven by research and development. The organizational evolution of enterprises is an integral part of the sector's development. INTRALOGISTICA ITALIA is a showcase for new products and solutions and also for new organizational concepts and in this sense embodies the sector's cultural evolution.



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