



Deutsche Messe



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INTRALOGISTICA ITALIA (19 – 23 May 2015)

THE MATERIAL HANDLING INDUSTRY GOES ON SHOW AT INTRALOGISTICA ITALIA 2015

Innovation will be the principal driver at 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 - Themes of interest to the sector will be the focus of the conference programme – Exhibitors will indicate the sector's development terms.

Milan, March 30, 2015 - The first edition of INTRALOGISTICA ITALIA 2015 will take place from May 19 to 23 in the Fiera Milano-Rho pavilions. It will be the most important event of the year for businesses, professionals and experts who deal with handling and logistics and will fill a gap that has existed for years in Italy in the specialised trade fairs sector.

Covering an area of about 3,000 square meters in pavilions 6 and 10 the event will play host to more than 60 companies exhibiting some of the most qualified products related to machinery, equipment and systems for handling, elevation, lifting and storage of goods and materials.

INTRALOGISTICA ITALIA is organized by Deutsche Messe AG and 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 fair organizer.

The partnership with Ipack-Ima SpA, the most important Italian exhibition organizer in the





field of mechanical engineering for processing and packaging thanks to the historic Ipack-Ima in its 23rd edition this year, will ensure, in synergy with INTRALOGISTICA ITALIA and the other four exhibitions that are taking place simultaneously (Dairytech, Fruitinnovation, Meat-Tech, Converflex) a flow of over 60.000 qualified visitors from all over the world.

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. Market demands have changed compared to the past. Client companies need products and technology solutions that help operators to maintain full control of machines and systems and that improve and ensure the best combination in raising the quality of service and lowering costs.

These issues will be discussed extensively through a rich calendar of events and conferences that have been scheduled at INTRALOGISTICA ITALIA. Entrepreneurs, professionals, technicians and experts will discuss the development and growth of the entire sector of industrial handling, storage of materials and logistics, providing opportunities for training and updating the professional visitor.

The conferences scheduled have been organised by the secretariat of INTRALOGISTICA ITALIA in partnership with trade associations and some of the largest publishers in the industry.

The event will open on Tuesday, May 19 at 10:30 am with an Opening Ceremony attended by the main promoters: Ipack-Ima, Deutsche Messe and important companies from the food and non-food worlds.

The conference activities will begin on Tuesday, May 19 in the afternoon with the conference "Logistic spending review and intralogistics" organized in partnership with the online magazine *Logisticamente.it*. On the morning of Wednesday, May 20 e-commerce will be discussed in the conference entitled "*Intra* logistics, the motor of e-commerce", organized in partnership with the publisher Temi. Also on the morning of Wednesday, May 20 the world of industrial handling will be analysed in the conference "*Material handling in modern industry*". Important international industry speakers will participate in the conferences. There is high expectation in relation to the speech that will be given by Jan van der Velden, President of FEM-European Federation of Materials Handling. The material handling industry in Europe is the second largest manufacturing sector in the area of mechanical design with about 300,000 employees and a turnover of 60 billion euros. Jan van der Velden, re-elected last year for the second time as President of the Federation, which is based in Brussels, will hold the post until 2016. The workshop





entitled “Warehouses: the centre of gravity of consumer goods supply chains”, organized in partnership with the publisher of *Largo Consumo* magazine, will take place on the afternoon of Wednesday 20 May. There will be great interest in the conference on Thursday 21 May “Improved warehouse safety” organized in partnership with the “Commercial and Industrial Shelving” division of UNICMI, the association created through the merger of ACAI and UNCSAAL, which counts among its members the largest domestic manufacturers of shelving, better known as CISI group (Italian Manufacturers of Industrial Shelving). On Friday, May 22 in the morning, in partnership with the Russian magazine *Iktor*, business prospects in Eastern European markets will be discussed in the workshop entitled “CIS Markets: Russia, Ukraine, Belarus”.

INTRALOGISTICA ITALIA debuts with the clear goal of creating opportunities for interaction and exchange of know-how, counting on the invaluable participation of and interaction between organizers and exhibitors.

According to Mauro Corona, Commercial Director of Dematic, companies present at the fair must create opportunities for the visitor “to see and touch everything that the market offers.” Companies are asked to make the fair “the” moment to showcase their latest products and solutions.

Solutions that are increasingly turning towards automation systems that permit “an increase in service levels, while simultaneously obtaining lower operating expenses and costs”, states Roberta Togni, Marketing & Contract Manager at Automha.

Return on investment should, in fact, be tailored to the client: for example a logistics operator will certainly have a different, more reduced time scale, compared to a manufacturing company.

“The market has changed - states Emmanuel Beghin, General Manager of Mecalux Italia - All companies, both large and small, are trying to exploit new sales channels to meet new challenges in a global market”. Flexibility has become an essential part of company efficiency. For example full pallet logistics are disappearing and only innovation can support the evolution that is taking place.

Sample opinion surveys have shown that the combination of INTRALOGISTICA ITALIA with Ipack-Ima represents an added value for exhibitors and visitors thanks to Ipack-Ima’s direct links with and integral role in supply chain logistics. Moreover, the simultaneous occurrence of the global event EXPO will act as a catalyst in drawing the world’s attention to Milan, not only from the food sector but also from many other new industrial investors.





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